



Key Facts at a Glance

- Who:** TO BENEFIT THE USO – GREATER LOS ANGELES AREA, INC.
Our operating centers are the Bob Hope Hollywood USO at LAX, the USO at Ontario International Airport and the USO Lounge at Palm Springs Airport.
- What:** A charity fundraiser, in the tradition of Bob Hope, to raise funds and for this vital link to America's Servicemen and Women.
- When:** APRIL 26, 2008
- Where:** LOS ANGELES MEMORIAL COLISEUM, CALIFORNIA
- Why:** **A comprehensive, integrated marketing program for sponsors to reach targeted demographic groups, gain positive customer relations and goodwill among the event's audience, key influentials and the public at large.**
- Highlights:**
- **Outdoor concert and exposition with projected audience of 80,000 in person and offering worldwide media exposure**
 - **Featuring many of today's (and yesterday's) leading performers and entertainers and national, regional and local civic leaders**
 - **Comprehensive media plan and exposure in print, broadcast and internet mediums**
 - **Non-political event geared to say thank you to our Troops via the USO**
- Value Added:**
- **Sponsor visibility in guaranteed outdoor, print, radio, television, internet, VIP and Hospitality Packages**
 - **Positive brand association with the Bob Hope Hollywood USO**
 - **Attractive key demographic audiences for any sponsor**
 - **Sponsor's Rights and Benefits professionally managed by a dedicated AE from Superstar Events using extensive event success metrics**
- Investment:** Packages range from \$2,000 to \$1m Presenting Sponsors

THE CONCERT FOR THE TROOPS
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OFFERING SUBJECT TO CHANGE WITHOUT NOTICE
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