

WESTWOOD ONE

a multiplatform content provider



2009
MTV
MOVIE
AWARDS



The MTV Movie Awards

MTV.



The most powerful three letters in marketing.

Westwood One invites you to align your brand with the cultural phenomenon that redefined superstardom.

The biggest stars of the big screen, honored by the biggest brand in music – This is BIG – and Westwood One's *All Access at the MTV Movie Awards* puts your brand in the spotlight.








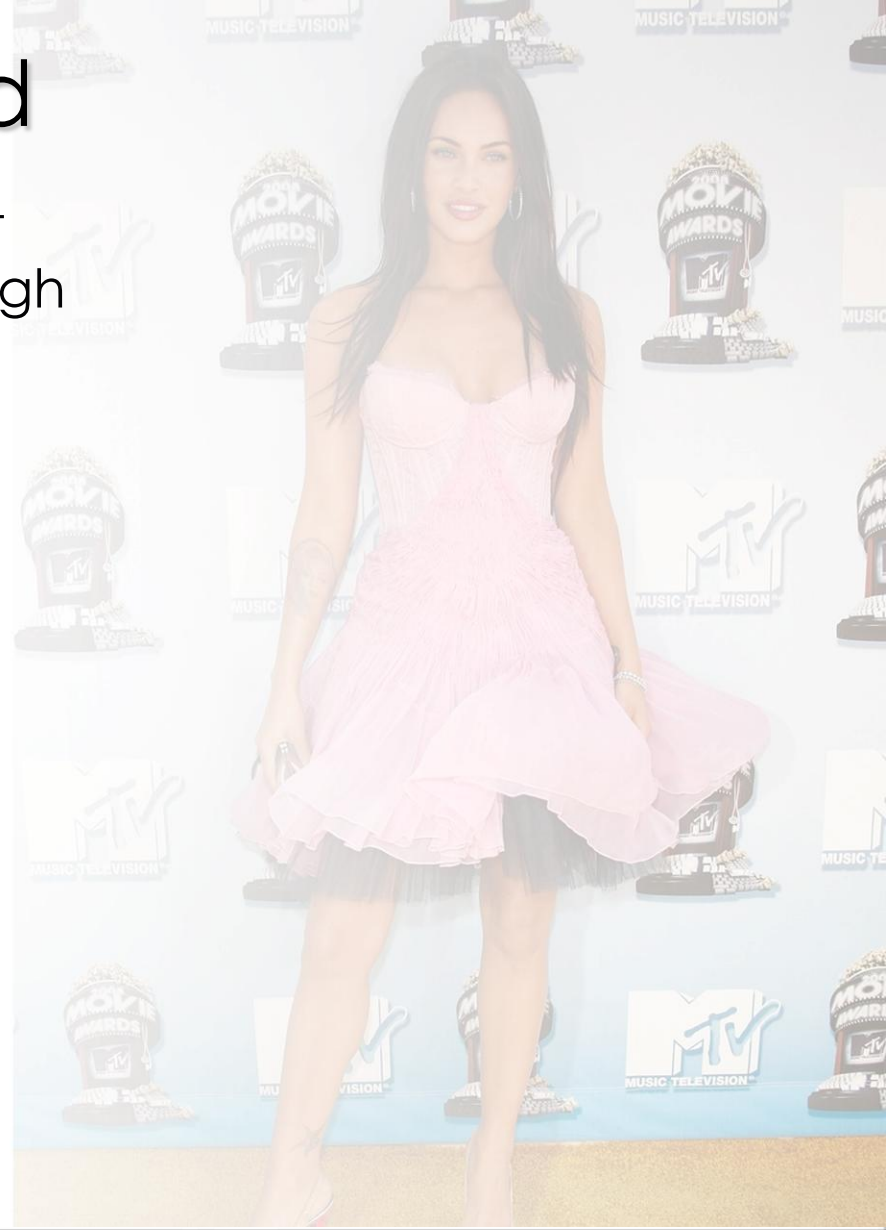
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This Brand is Your Brand

Associate your brand with the biggest brand in music, MTV, exclusively through Westwood One.



-  On-site event delivers on-air brand integration through live-read billboards and topical banter between LOCAL radio personalities and celebrities
-  Visual branding via on-site signage
-  Tactile branding via on-site sampling
-  Online and on-air promotions/contests
-  Customized programming



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On Site – Radio Remote

Westwood One's *All Access at the MTV Movie Awards* Radio Remote will take place at Universal Studios, Gibson Amphitheater, in Los Angeles, CA on May 31st.

- Many of the country's hottest radio stations will broadcast live, airing interviews with celebrities.
- Amazing opportunity to showcase brands in a unique environment with LIVE Radio DJs, celebrities and guests.
- Westwood One will create signage for the event, aligning *your brand* with the MTV Movie Awards.
- Your products will be seamlessly integrated into Westwood One's *All Access at the MTV Movie Awards* event.

Examples include:

- Exclusive "Your Brand Alley" lined by custom floor mats
- Green Room completely decked-out by *your brand*
- Product Sampling and Artist Gift Bags



On Pack

Make the Brand Yours

Instantaneously add value, recognition and impact to any campaign. Westwood One delivers exclusive rights to use the **MTV Radio Network brand logo** on packaging, in-store kiosks, online, or even surrounding an event. *

Examples include:

Packaging - on a pack of gum or candy bar wrapper

In-store - isle display at Dunkin' Donuts sending winners to VIP experience surrounding a major event

Online - use on Starburst website in conjunction with a promotion or programming package



Sample Customized Package

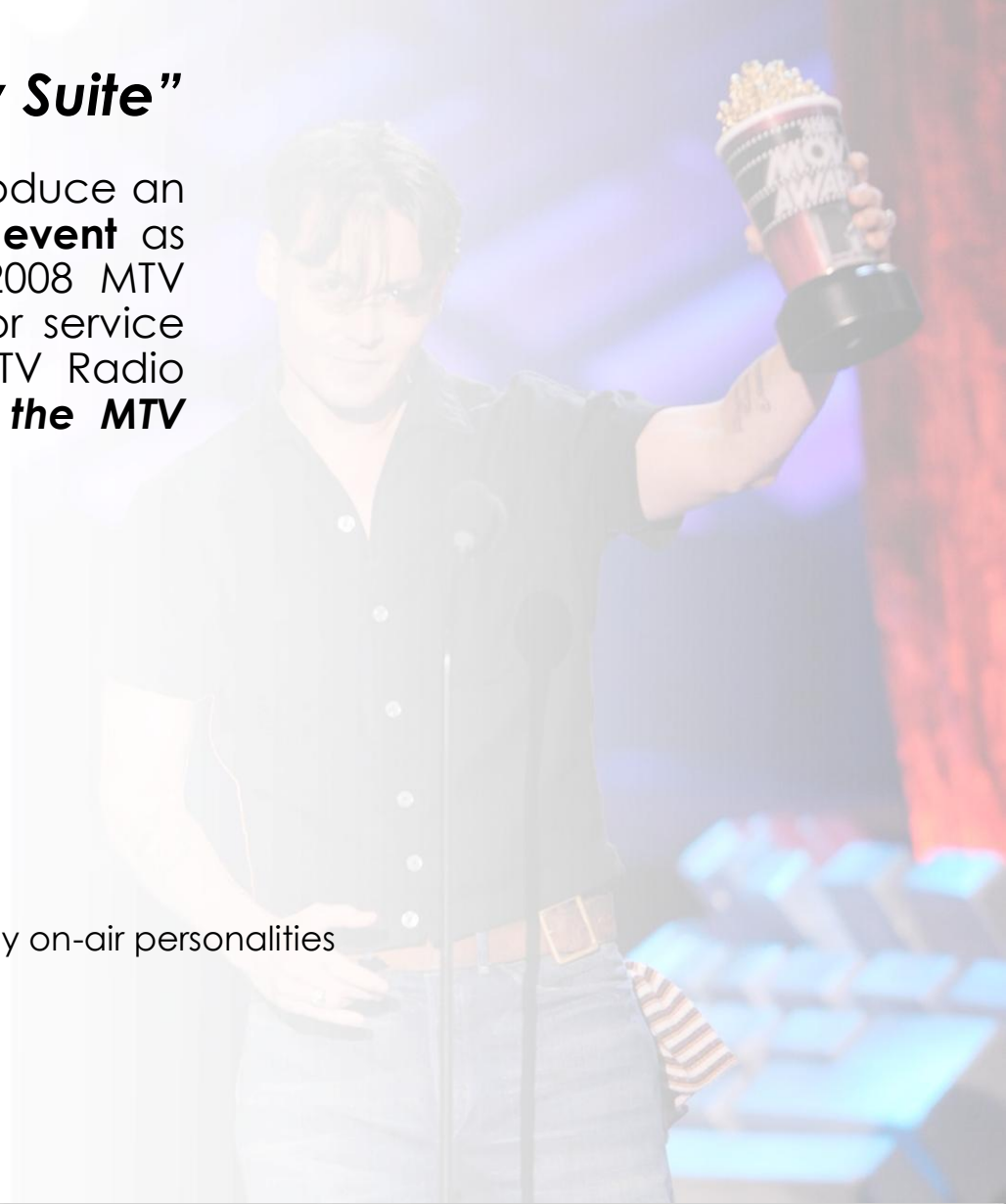
*subject to final MTV approval



The MTV Movie "Award Show Suite"

MTV Radio and Westwood One will produce an exclusive multi-station **live broadcast event** as the centerpiece promotion for the 2008 MTV Movie Awards. Your product, brand or service can be seamlessly integrated into MTV Radio and Westwood One's **All Access at the MTV MOVIE Awards** event through:

- 📻 Unique on-site branding and signage
- 📻 Sponsorship of Hospitality
- 📻 Talent reads
- 📻 Interactive exhibits and displays
- 📻 Sampling opportunities
- 📻 Live billboard product promotions to be read by on-air personalities
- 📻 Sponsorship of talent escorts
- 📻 Red Carpet Access for two (2) people
- 📻 Tickets to the MTV Movie Awards



On Air

Westwood One will create a comprehensive marketing campaign that associates *your brand* with one of the biggest brands in music and entertainment.

- 📶 Customized in-program and network commercials to promote *Your Brand's* MTV Movie Awards sponsorship
- 📶 **The Road to the MTV Movie Awards** is a four-to-six week media campaign aired within Westwood One's outstanding roster of Music and Entertainment programs and on our Music networks.
 - 📶 "Vignettes," billboards, entitlements and live DJ reads to create an MTV sponsorship specifically designed for YOUR BRAND.
- 📶 **MTV Movie Awards Pre-Show Nomination Special** - a two-hour special hosted by one of music's hottest stars, that includes live interviews, performances and discussions centered around the MTV Movie Awards Show.
- 📶 **All Access at the MTV Movie Awards** - America's biggest radio stations will broadcast live from backstage at the MTV Movie Awards during the one (1) day prior to the Awards Show. Station personalities conduct one-on-one interviews with nominees, presenters and performers.



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Online

Examples of exclusive audio and video available on a branded multimedia player that lives on station websites.

Backstage at the 2008
ACADEMY of COUNTRY MUSIC AWARDS

Lon Helton

About Your Host...

Lon Helton has been the host of Westwood One's Country Countdown USA since its inception in 1992. Country Countdown USA can be heard 0:00 a.m. - 12 midnight Monday through Sunday, on over 200 stations nationwide. Lon is Editor and Publisher of Country Avenue, a country music and radio information service.

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Get your head back where it belongs.

Use only as directed.

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Use only as directed.

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A visit to the set by Point of Grace

Kellie Pickler
Kellie talks about her nights out on the town

Rascal Flatts
Superstars Rascal Flatts stop by the set

Reba McEntire
The 2008 host of the ACM Awards

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TAKE A CLOSER LOOK >

Backstage at the GRAMMYs
Thursday 2/7 & Friday 2/8 | 3pm et

WESTWOOD ONE **50**

Backstage at The GRAMMYs

- Randy Jackson with SuChin & Blaire**
Randy dishes on his new show America's Best Dance crew.
- Randy Jackson and Amy Lee**
Amy Lee comes back to join Randy Jackson and the girls.
- Chyna**
Chyna shares with SuChin and Blaire that she is ready to get her life and career back on track.
- Flavor Flav**
Flavor Flav gets crazy with the girls and gives their Flavor of Love names.
- Walt**
Walt talks with Chocolate and her fun with SuChin and Blaire, and talks about his

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As shown \$25,995 MSRP. Tax, title, license, dealer fees and optional equipment extra.

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Interactive

Players

Users will be able to embed the player on their social network sites as well as share clips via email.

Digital Ad Unit package overview

Video Player

- Includes backstage interviews, footage and clips
- Lives on appx. 20 radio station sites
- 100% Share Of Voice of skinned video player
- Embeddable on 3rd party sites

On-Site Presence

- Roped-off "Client Lounge"
- Product sampling if applicable
- Signage around video set

Promotions

- Affiliate stations drive users to websites to view video content
- Westwood One drive users to sponsor site to use and share the video player
- Search engine buys to increase player visibility (Example - if someone types in MTV in a search engine like Google, we would have a paid link that brings people to your player)

Media

- Display units/Banner ads
- Pre-roll on all video clips
- Logo on video player

Windows Media Player



You Tube Player



Media

Westwood One's *All Access at the MTV Movie Awards* will deliver *Your Brand* message through:

-  In-program feature sponsorships in MTV programming
-  "Road to" the MTV Movie Awards special sponsorship
-  MTV Movie Awards Nomination special sponsorship
-  Onsite Backstage at the MTV Movie Awards live remote broadcast participation in Los Angeles
-  Opportunities for product placement and signage at the event
-  Customized Contests and Promotions available
-  Opportunities for customized sponsorship packages specific to your marketing objectives
-  Investment Levels start at \$250,000



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