

A person is surfing on a wave at sunset. The sun is low on the horizon, creating a warm, orange glow. The water is a mix of green and blue, with white foam from the wave. The person is in the middle of the wave, leaning forward. The overall scene is serene and captures the beauty of surfing.

ALEK PARKER PRESENTS THE HUNT

THE HUNT 2009 Synopsis

We are pleased to announce that 321 Entertainment will be producing its second **The Hunt** series in 2009. We have been officially documenting the annual hurricane season via print, DVD and Internet video since 2006, and 2008 marked our first full coverage web episode series. Ten-minute episodes were made to document each storm for a total of 5 episodes. Each episode was hosted front and center on Surfline.com, ESPN.com, GrindTV.com, BNQT.com, TheSurfNetwork.com, RipTV.com and other partner web sites. Additionally, the web episodes were made available for download on iPod and on television via havocTV (relationships with Rush HD and FuelTV pending). Our research concludes that each episode was seen by 250,000+ consumers, totaling well over 1 million impressions and counting.

Compared with standard DVD projects, our free, mass distribution over all possible platforms blows away the minimal exposure created by the traditional DVD distribution model. New to 2009 the project will be supported by daily photos and a video blog on Surfline.com. Storm coverage to be released days after instead of weeks after, and with a more sufficient budget, we expect to receive closer to 500,000 views per episode in 2009. A DVD option is also available to supporting sponsors.

The Hunt was once just an idea and a way of life. After 2008, the project has proved to be a successful reality and 2009 will only get better and gain more market exposure. We will be producing our best work yet. Then, in late fall of 2009 we'll be hitting the streets for **The Hunt's** first 10 city tour (*The East Coast Core Tour 2009*).

321 Entertainment is gaining momentum. With East Coast talent and creativity at an all-time high, our company has what they need to blow minds and create unprecedented content. On top of it all, wave starved east coasters are some of the biggest consumers of surf media in the world. If exposure is what you want, exposure is what you get.

We are extremely excited for the future and hope to have you onboard as a partner. Below are our sponsorship packages for the 2009 season. We are open to whatever suggestions you may have, after all it's a partnership and we want you to get what you need out of it.

Sponsor Level Summary

The Hunt 2009

- Presenting Sponsor – \$15,000
- Featured Sponsor - \$10,000
- Supporting Sponsor - \$5,000

Presenting Sponsor

- < Title share - "PRESENTED BY."
- < Rights to all footage and all additional related footage for promotional use.
- < Logo on all ads, posters and flyers.
- < Logo and 30 second commercial on movie screen at each tour stop prior to showing the film.
- < 4 banners at each tour stop.
- < 500 copies of wallet sleeve DVD to be freely distributed to accounts.
- < 500 posters for the film.
- < 4 VIP tickets to each tour stop.
- < First right of refusal for sponsorship of the next year's production.

Featured Sponsor

- < Rights to all footage and all additional related footage for promotional use.
- < Logo in the series as a Featured Sponsor with **priority** placement.
- < Logo on all ads, posters and flyers.
- < Logo and 30 second commercial on movie screen at each tour stop prior to showing the film.
- < 3 banners at each tour stop.
- < 300 copies of wallet sleeve DVD to be freely distributed to accounts.
- < 300 posters for the film.
- < 4 VIP tickets to each tour stop.

Supporting Sponsor

- < Rights to all footage and all additional related footage for promotional use.
- < Logo in the series as a Supporting Sponsor.
- < Logo on all ads, posters, flyers, postcards, and ticket passes.
- < Logo on movie screen at each tour stop prior to showing the film.
- < 1 banner at each tour stop.
- < 150 copies of wallet sleeve DVD to be freely distributed to accounts.
- < 150 posters for the film.
- < 2 VIP tickets to each tour stop.