

# AUTOMOTIVE RHYTHMS

THE URBAN AUTOMOTIVE EXPERIENCE!

presents:

The Green Anthem: *Autoganic Approved!*

Autoganic Experience

&

Washington Auto Show VIP Party





# About Automotive Rhythms

Thank you for your interest in Automotive Rhythms Communications, LLC. Automotive Rhythms' (AR) mission is to deliver a seamless communications network between urban auto buyers and automotive corporations. This is achieved by commingling education of the auto industry with experience within urban markets, while staying abreast of impacting trends. Automotive Rhythms is ranked number one on Google, AOL and Yahoo search engines under keywords "urban automotive."

AR is a multi-media gateway for receiving up-to-date information on new rides, bikes, car shows, vehicle technology, customization projects, celebrity profiles and auto lifestyle experiences. Consisting of Internet, print, radio, network TV, and events, AR's fundamental media tool is a line of creative columns that speak to consumers in their respective voices from a uniquely social perspective. The reader-friendly reviews reach millions on a weekly and monthly basis, while simultaneously offering value in expanding and diverse communities, which ultimately creates new opportunities for auto companies.

Automotive Rhythms is second to none because of our unique ability to profile an automotive brand in several fashions simultaneously! As the national urban automotive firm that blends test drives of the hottest new cars, trucks and SUVs around music, fashion and technology, we are *The Urban Automotive Experience!*

ARtv

Test Drives

Retro Rides

Bike Rhythms

Ladies Choice

Urban Restyln'

Show Coverage

Track Time



# About **Autoganic**

We are a team of individuals that are passionate about educating urban consumers and doing our part to make the world a better place. care about green lifestyles, alternative/renewable energy, consumer safety and practices that produce “real life” results. Basically, all things green, safe, digital & global!

In the summer of 2009 the team came together to act on our beliefs which manifested the launch of **Autoganic.com**, a website that educates and helps consumers make conscious decisions on the next vehicle they will purchase based on eco-friendly principles.

Part of our goal is to demonstrate how the auto industry can achieve financial success while protecting the environment and consumers. We believe that we can create a healthier planet while educating consumers simultaneously. The “Green Team” will do this by operating on a business model that respects the need for environmental changes for future generations and consumers whom support our mission.

Autoganic educators possess a wealth of automotive knowledge in conjunction with event planning and experimental marketing expertise. We are dedicated to understanding and interpreting the requirements of green vehicle purchasers and delivering the necessary services to address their diverse needs.



# The Green Anthem: *Autoganic Approved!*

AR is launching *The Green Anthem: Autoganic Approved!* campaign to educate consumers on the various alternative technologies in the marketplace. By partnering with auto manufacturers, technicians and fuel efficiency experts that truly understand the new technologies, we will be able to provide answers to the growing number of consumers that plan to purchase one of the many new "green" cars coming to market the next 2-5 years.

*The Green Anthem: Autoganic Approved!* will kick off at the Washington Auto Show in January, 2010. One of the features will be the "Autoganic Experience," a traveling educational tour. ARtv, Internet, print, events, and mobile technology will be some of the mediums used to disseminate the campaign to the public.

In addition to the educational tour *The Green Anthem: Autoganic Approved!* will be featured at 6 to 8 events over a 12 month period, (i.e. Super Bowl, NBA All-Star, WAS Auto Show, and more). Green vehicles will be displayed at the events along with an informational pavilion to educate the public and give them free information on all the available green vehicles and fuel options whether electric, hybrid, clean diesel, etc.

Our goal is to reach over 1 million consumers onsite and over 20 million through digital marketing. For more details about the educational tour, contact Kimatni Rawlins at [Kraw@ARtvLive.com](mailto:Kraw@ARtvLive.com).

# Green Anthem: *Autoganic Approved!*

<b>HYBRID</b> Gasoline engine + electric motor = greater efficiency	<b>ELECTRIC</b> Battery electric drive provides zero emissions	<b>ETHANOL</b> A sustainable alternative to gasoline	<b>HYDROGEN</b> The cleanest of all liquid or gaseous fuels
<b>NATURAL GAS</b> Powering cars with the cleanest fossil fuel	<b>Automotive Rhythms' Green Anthem Promotes Alternative Technologies</b>		<b>SOLAR ROADS</b> Solar panels that will cover asphalt to help power electric vehicles
<b>BIODIESEL</b> Renewable fuel made from soybeans and biomass	<b>AIR POWERED</b> Compressed air is a zero-emission 'fuel' believed to hold promise for future car models	<b>PLUG-INS</b> Hybrids that plug into the grid to recharge	<b>ELECTRIC SUPER- CHARGERS</b> More efficient type of supercharger that boosts a small engine's performance

## Available "Green" Technologies

# Green Anthem: *Autoganic Approved!*

## Autoganic Experience

**Event Dates:** Wednesday, January 27, 2010

**Location:** Long View Art Gallery, Washington, DC

The Autoganic Experience will take place during the 2010 Washington Auto Show, which is held annually at the Washington DC Convention Center and draws over 1 million showgoers over the course of the week. The Autoganic Experience will be held at the Long View Art Gallery, a beautiful and spacious new venue that is conveniently located across from the Washington Convention Center, home of the 2010

Washington Auto Show. The **Autoganic Experience** will be a networking and educational event that will highlight different “green” technologies and lifestyle components. We will be joined by auto executives, media, and special invited guests.



# Green Anthem: *Autoganic Approved!*

## Washington Auto Show VIP Party

**Event Dates:** Wednesday, January 27, 2010

**Location:** TBD

In January, 2010 Washington, DC will become home to millions of car enthusiasts, speed racers, luxury vehicle onlookers and visitors for commencement of the 2010 Washington Auto Show. Hot models, hybrids, high-tech rides and over 700 new cars, truck, mini-vans and sport utility vehicles from over 42 domestic and import automakers roll into town from January 27-31, 2010. As tradition has it, Automotive Rhythms celebrates the start of the Auto Show with an exclusive VIP Party!

This year will be no different. Combining the elements of a lifestyle oriented experience with the promotion of Green technologies and innovations, the VIP Party will house an automotive, fashion, entertainment, and art inspired vibe all centered around a green theme. Plan to partner with us for the 2010 Urban Automotive Experience!



# Green Anthem: *Autoganic Approved!*

## Sponsor Benefits

## Title Sponsor \$25,000

- Corporate designation as Title Sponsor of Automotive Rhythms' **Autoganic Experience** *and* **VIP Kick-Off Party** via placement of company logo on electronic invitations, announcements and thank-you correspondence which will be distributed to Automotive Rhythms' distribution list
- Company identification as Title Sponsor in all media promotions, including ads, electronic media, press releases, fact sheets and announcements
- Opportunity to display Hybrid, Electric and/or Biodiesel vehicle(s) at events
- Corporate logo signage and video branding at both events
- Sponsor display area will be provided at event venues as well as in Automotive Rhythms' exhibit space at the 2010 Washington Auto Show
- Three (3) month banner ad on AR's revamped web site [www.AutomotiveRhythms.com](http://www.AutomotiveRhythms.com) and [www.ARtvLive.com](http://www.ARtvLive.com)
- Full page ad in *Automotive Rhythms the Magazine*
- Exclusive rights to provide an entertainment feature (including performance)
- Inclusion in ARtv recap segment which will air on ARtv Live and be distributed to thirty online portals including [AutoTrader.com](http://AutoTrader.com)
- Inclusion of product samples in gift bags
- Twenty Five (25) Tickets to the 2010 Washington Auto Show
- Twenty Five (25) Tickets to the **Autoganic Experience** and Twenty Five (25) Tickets to the **VIP Party**
- Inclusion in Automotive Rhythms post show coverage (web and magazine)

# Green Anthem: *Autoganic Approved!*

## Sponsor Benefits

## Presenting Sponsor \$15,000

- Corporate designation as Presenting Sponsor of Automotive Rhythms' **Autoganic Experience *or* VIP Party** via placement of company logo on electronic invitations, announcements and thank-you correspondence which will be distributed to Automotive Rhythms' distribution list
- Company identification as Presenting Sponsor in all media promotions, including ads, electronic media, press releases, fact sheets and announcements
- Corporate logo signage and video branding at event
- Sponsor display area will be provided at event venue as well as in Automotive Rhythms' exhibit space at the 2010 Washington Auto Show
- Two (2) month banner ad on AR's revamped web site [www.AutomotiveRhythms.com](http://www.AutomotiveRhythms.com) and [www.ARtvLive.com](http://www.ARtvLive.com)
- Full page ad in *Automotive Rhythms the Magazine*
- Inclusion in ARtv recap segment which will air on ARtv Live and be distributed to ten online portals including AutoTrader.com
- Inclusion of product samples in gift bags
- Ten (10) Tickets to the 2010 Washington Auto Show
- Ten (10) Tickets to the **Autoganic Experience** and (10) Tickets to the **VIP Party**
- Inclusion in Automotive Rhythms post show coverage (web and magazine)

# Green Anthem: *Autoganic Approved!*

## Sponsor Benefits

Autoganic Sponsor    \$5,000

- Corporate designation as Sponsor of Automotive Rhythms' **Autoganic Experience** via placement of company logo on electronic invitations, announcements and thank-you correspondence which will be distributed to Automotive Rhythms' distribution list
- Company identification as Sponsor of the **Autoganic Experience** in media promotions, including ads, electronic media, press releases, fact sheets and announcements
- One (1) month banner ad on AR's revamped web site [www.AutomotiveRhythms.com](http://www.AutomotiveRhythms.com) and [www.ARtvLive.com](http://www.ARtvLive.com)
- Corporate logo signage and video branding at the Autoganic Experience
- Inclusion of product samples in gift bags
- Five (5) Tickets to the 2010 Washington Auto Show
- Five (5) Tickets to the **Autoganic Experience**
- Inclusion in Automotive Rhythms post show coverage (web and magazine)

# Green Anthem: *Autoganic Approved!*

## Sponsor Benefits

VIP Party Sponsor    \$5,000

- Corporate designation as Sponsor of Automotive Rhythms' **VIP Party** via placement of company logo on electronic invitations, announcements and thank-you correspondence which will be distributed to Automotive Rhythms' distribution list
- Company identification as Sponsor of **VIP Party** in media promotions, including ads, electronic media, press releases, fact sheets and announcements
- One (1) month banner ad on AR's revamped web site [www.AutomotiveRhythms.com](http://www.AutomotiveRhythms.com) and [www.ARtvLive.com](http://www.ARtvLive.com)
- Corporate logo signage and video branding at **VIP Party**
- Inclusion of product samples in gift bags
- Five (5) Tickets to the 2010 Washington Auto Show
- Five (5) Tickets to the **VIP Party**
- Inclusion in Automotive Rhythms post show coverage (web and magazine)

# Green Anthem: *Autoganic Approved!*

## CONTACT US:

Chris Anderson  
Digital Media Marketing Manager  
512-992-6297  
[Chris@ARtvLive.com](mailto:Chris@ARtvLive.com)

Kimatni Rawlins  
President & Publisher  
877.462.5844  
[KRaw@ARtvLive.com](mailto:KRaw@ARtvLive.com)

