

KNUPP & WATSON ANNOUNCES GOODSTOCK™ 2009, AND THE NEW GOODSTOCK ADOPT™ PROGRAM

Forty years ago, hundreds of thousands of music and peace-loving hippies descended upon a small field in Upstate New York for what was known as Woodstock.

Five years ago, a Madison advertising agency descended upon Dane County's nonprofits with an offer to create marketing materials, nonstop, in a 24-hour marathon of giving back to the community. Through those efforts, Knupp & Watson has generated over \$1.2 million of donated goods and services to over 40 local nonprofits.

Woodstock is a memory, but Goodstock lives on.

To celebrate the 5th Anniversary, we have upped the ante.

Introducing Knupp & Watson's Goodstock Adopt. One Dane County Goodstock 2009 participant will be chosen for a year of love and advertising. Yes, Knupp & Watson will announce one nonprofit who will receive FREE marketing services for one year. When we say "adopt" we mean it. We want to become truly integrated in the success of this organization and help with donated services, volunteer time and any other ways we can become involved. We will also help the winning nonprofit by training them in various areas of marketing and communications.

In addition, this year we've offered our Goodstock program to other advertising agencies, and Luquire George Andrews of Charlotte, North Carolina will deliver Goodstock to their community.

Your organization is invited to apply for Madison's Goodstock 2009 and also be considered for the Goodstock Adopt program. We will consider past Goodstock applicants for the 2009 Goodstock event and for Goodstock Adopt. Preference will be given to those we have not yet helped.

About eight Dane County area nonprofits will put Knupp & Watson staff and allies through their paces this year, producing posters, feature articles, marketing plans, public relations press kits, radio commercials, print ads, identity packages, names and more—all overnight. Each year, local press has attended the event, too, and run major media stories. It's an exhausting, exhilarating time, and lots of good comes from it. That's the idea.

Beginning at **12 p.m. on Thursday, October 15** and going until **12 p.m. on October 16**, our entire staff will work 24 hours straight to complete projects. Marketing, advertising, public relations and other consultative services that Knupp & Watson can provide during Goodstock include, among others:

Marketing/Branding

- Brand strategies
- Marketing tactics
- Product/service naming

Public Relations

- Press release/kit development
- Public relations strategies

Media

- Media placement strategies and consultation

Creative

- Print ads/posters
- Radio production
- Select web services
- Logos

We are also working with area vendors to generate free or reduced-fee services to complete specific projects, such as printing, media placements and broadcast production.



Your proposal will be evaluated on:

- Your status as a 501(c)3
- Submission of your application by September 23 to goodstock@knupp-watson.com
- The services you provide to the community
- Your need for and inability to fund marketing, advertising and public relations services
- Your availability to meet with Knupp & Watson at our offices during the 24-hour period
- Your specific project request for Goodstock

Proposals for Goodstock Adopt will be evaluated on:

- Completion of the above criteria
- Breadth of marketing services needed and ability to implement
- Additional needs that would be benefited by K&W employee involvement

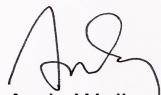
Sorry, but religious and political organizations will not be included.

For more information, visit www.knupp-watson.com or e-mail questions to goodstock@knupp-watson.com. No phone calls please. Winners will be announced October 2.

In the coming weeks, a Web site will contain more information about Goodstock. Look for www.goodstock24.com soon.

Since 1986, Knupp & Watson has specialized in marketing social causes. We understand the unique financial, creative and strategic challenges nonprofits face. Goodstock is part of our continuing commitment to give back to those who make our community a better place to live.

We sincerely thank you for all the good work you do. Good luck!



Andy Wallman
President/Executive Creative Director

GOODSTOCK™ and GOODSTOCK ADOPT™ TERMS AND CONDITIONS

If Knupp & Watson selects my organization as a Goodstock participant, I understand and agree to the following:

- Knupp & Watson will work on my project from 12 p.m. Thursday, October 15 until 12 p.m. Friday, October 16, 2009.
- I have the authority to approve and implement the Goodstock work designed for my organization.
- I understand that Knupp & Watson is donating work to my organization for one day and, as a result, I will request only minor revisions within the Goodstock 24 hours so my project can be prepared and sent to required vendors (if applicable) in a timely fashion.
- I agree to designate one staff person (listed as the Goodstock contact in this application) to participate on-site as needed during the afternoon (12 p.m.–5 p.m. October 15) and morning (8 a.m.–10 a.m. October 16). All work will be unveiled at Knupp & Watson on Friday, October 16 at 12 p.m. I will provide someone to be available at these times, as well as a phone number of this individual who can be reached at any time throughout the 24-hour marathon. (Note: overnight calls are seldom needed.)
- If my project involves printed material, and I have indicated there is budget available for printing costs, I agree to procure printing for my project by December 31, 2009.
- I agree to participate in media interviews and release photos taken during Goodstock.
- I understand there will be no additional pro bono work provided by Knupp & Watson for this project beyond the terms outlined above.

By submitting this application, I warrant that I agree to these terms and conditions and I am fully authorized to execute this agreement on behalf of my organization.

GENERAL CONTACT INFORMATION

Organization name:

Address:

Phone:

Fax:

E-mail:

Is your organization listed as a 501(c)3?

Goodstock 24-hour contact name (*see Terms and Conditions*):

Goodstock 24-hour contact phone:

ORGANIZATION PROFILE

What is your mission – the one thing your organization promises above all else and is never changing?

What is the strategy your organization is using to make your audience believe your mission?

What other major organizations are working in this area and what are their messages?

Are you currently working with any other marketing/advertising agencies?

Where is your organization headquartered?

What is your geographic service area?

If your organization has a Web site (or Web address reserved), what is it?

Why do you want to be a Goodstock participant?

Do you have an existing marketing/media budget?

Do you have any existing marketing/strategic plans?

PROJECT DESCRIPTION

Given that the marketing activities undertaken occur during a 24-hour period, here is the list of possible services we can provide during this time period. Please select and prioritize three projects from the following list that you would like Knupp & Watson to complete for your organization:

Marketing/Branding	Public Relations	Media	Creative
<ul style="list-style-type: none"> • Marketing and branding strategies • Logo and identity packages • Name development 	<ul style="list-style-type: none"> • Event and press conference planning • Feature article writing • Press materials and release development • Public relations strategies • Message development 	<ul style="list-style-type: none"> • Media placement strategies • Research consultation 	<ul style="list-style-type: none"> • Billboard design • Direct mail design • Poster design • Print ad design • Radio ad • TV ad • Web site analysis/ interactive services • Other _____

The following questions apply to the project you indicated was your first priority:

Project objective: What is the desired outcome from this one deliverable?

Project promise: What's the guaranteed one message that your audience retains after being exposed to this deliverable?

Support to promise: Why should the audience believe it? What are some supporting facts?

TARGET AUDIENCE

Your audience: What are the demographics of the people you are trying to reach (age, job, hobbies)?

Critical insight/truth: What's happening in the targets' lives that will make them believe your message?

Function: How does your organization improve your targets' lives? What are the functional benefits?

Emotion: How does your organization touch his/her life? What are the emotional benefits?

Please note: If your organization is selected as one of our participating agencies, we will contact you regarding additional follow-up information. On the days of the event, we will ask you to bring any current marketing plans, brochures or work samples to assist in our work development.