

Publicity and Recognition

The advertising and publicity plan for the event includes:

- A paid media budget for print and electronic outlets. We plan on moderate buys in general community radio and print and saturation buys for college radio and print, in addition to donated time slots.
- Anticipated several million media impressions via earned media coverage
- Intensive campus-wide promotions, and advertising at campuses throughout the state
- A website dedicated specifically for the event - www.indianacss.com



Pre-Event Party

On the evening of the final event, a gala will be held where each sponsor will be personally recognized. This pre-event party will be attended by hundreds of donors. A buffet supper and drinks will be provided.

What is Campus Super Star?

Indiana's Campus Super Star is a talent competition, open to all students enrolled in any of Indiana's colleges or universities.

Soloist singers from all backgrounds, representing the full spectrum of musical genres, will compete in three rounds for a Grand Prize of \$5,000.



Call Out Tryouts

Bloomington - February 22, 2009

Indianapolis - March 8, 2009

Tryouts will be held in Indianapolis and at Indiana University-Bloomington. Up to thirty semi-finalists will be chosen to compete in the Semi-Finals.

Semi-Final Elimination Show

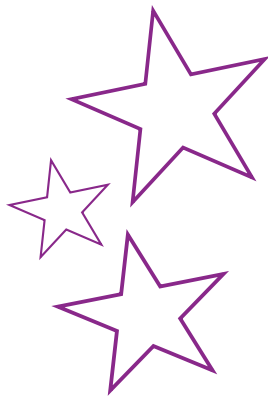
March 25, 2009

The Semi-Finals will be held at the Buskirk-Chumley Theater in Bloomington. From the thirty semi-finalists, ten finalists will be chosen to move on to the Finals. All sponsors are invited to join us as V.I.P.s for the Semi-Final competition.

Final Competition Event

April 19, 2009

The finals will be held at the historic Madame Walker Theatre in downtown Indianapolis. All ten finalists will perform, and the top five will be selected by celebrity judges. From these five, the audience will vote on one Grand Prize winner.



Benefiting the Helene G. Simon
Hillel Center at Indiana University

For questions or additional information, please contact

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www.indianacss.com



Behind the Scenes

The Helene G. Simon Hillel Center at Indiana University is dedicated to ensuring that Jewish college students have the opportunity to develop their leadership potential, recognizing that this leads directly to the accomplishment of our central mission: building strong Jewish leaders who will serve their communities in the future.

Campus Super Star is produced by the Helene G. Simon Hillel Center at Indiana University, one of the nation's most respected and dynamic Hillel organizations, in partnership with a core group of outstanding and committed community leaders.

Over 100 community and student volunteers are working diligently to create this experience. In many ways Campus Super Star is emblematic of Indiana University Hillel programming: creative, dynamic and focused on community and leadership development.

Through your generous support the Helene G. Simon Hillel Center will be able to grow with the increasing Jewish student population on campus, offering programs and services focused on:

- Creating a strong campus community
- Learning through community service
- Developing multi-cultural educational programs with other student organizations



- Providing diversity programming and acting as an advocate for the needs of Jewish students on campus and in Bloomington
- Providing a Jewish "Home Away from Home" and a center for cultural exploration and development

Campus Super Star Sponsorship

Leading Sponsor

- 20 VIP tickets to the final event
- 20 VIP tickets to the pre-event party
- Program recognition
- Website link
- Media exposure*

Diamond Sponsor

- 12 VIP tickets to the final event
- 12 VIP tickets to the pre-event party
- Program recognition
- Website link

Double Platinum Sponsor

- 8 VIP tickets to the final event
- 8 VIP tickets to the pre-event party
- Program recognition

Platinum Sponsor

- 4 VIP tickets to the final event
- 4 VIP tickets to the pre-event party
- Program recognition

All sponsors will receive:

- Market exposure to 250,000 undergraduate and graduate students at all Indiana University campuses, Butler University, Ball State University, Purdue University campuses and Indiana State University
- Recognition at both elimination events and at the final competition event
- Media exposure*- recognition in media publications prior to the event and at the event itself

YES, we will be a Sponsor!

I/We will be a sponsor of Campus Super Star presented by Helene G. Simon Hillel Center at Indiana University at the level of:

- Leading Sponsor (\$5,000)
- Diamond Sponsor (\$2,500)
- Double Platinum Sponsor (\$1,000)
- Platinum Sponsor (\$500)
- Gold Sponsor (\$350)
- Other: \$ _____

Enclosed is a check for \$ _____ made payable to IU Hillel Foundation at Indiana University, Inc.

I/We would like to be listed as follows:

Contact: _____

Phone: () _____

Email: _____

Please return this form with your sponsorship payment to:

Helene G. Simon Hillel Center
Attn: Campus Super Star
730 East Third Street • Bloomington, IN 47401