



## Target Populations

The program will be marketed from November 2011 – April 2012 to the following target populations:

- General Indianapolis and Bloomington communities
- 250,000 college undergraduate and graduate students
- 20,000 college faculty and staff

## Publicity and Marketing

The marketing 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, as well as saturated buys for college radio and print, in addition to donated time slots.
- We anticipate several million media impressions via earned media coverage.
- Intensive campus-wide promotions and advertising at major campuses.
- A dedicated website for the event ([www.indianacss.com](http://www.indianacss.com))

## 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 the University of Evansville.
- Recognition at the Try-outs & Semi-Finals and the Final Competition Event.
- Media Exposure: Recognition in media publications prior to & at each event.

### \$5,000 Leading Sponsor

- 10 VIP tickets to the Final Event & Pre-Event Party
- Sponsor's name in prominent location on all marketing materials
  - Program Recognition
  - Website Link
  - Media Exposure

### \$2,500 Diamond Sponsor

- 8 VIP tickets to the Final Event & Pre-Event Party
- Program Recognition
  - Website Link
  - Media Exposure

### \$1,000 Double Platinum Sponsor

- 6 VIP tickets to the Final Event & Pre-Event Party
- Program Recognition
  - Website Link

### \$500 Platinum Sponsor

- 4 VIP tickets to Final Event & Pre-Event Party
- Program Recognition

### \$350 Gold Sponsor

- 2 VIP tickets to Final Event & Pre-Event Party
- Program Recognition

## YES! I/We will be a sponsor!

I/We will be a sponsor of Campus Superstar 2012 presented by the 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)

Enclosed is a check for \$ \_\_\_\_\_  
made payable to:

**Indiana University Hillel Foundation, Inc.**

I/We would like to be listed as follows:

\_\_\_\_\_

Contact: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Please return this form with your sponsorship payment to:

Helene G. Simon Hillel Center  
730 E Third St • Bloomington, IN 47401  
Attn: Campus Superstar

For questions, contact Leah Aft at:  
812.336.3824 or [leahaft@indiana.edu](mailto:leahaft@indiana.edu)



[www.iuhillel.org](http://www.iuhillel.org)

[www.indianacss.com](http://www.indianacss.com)

# CAMPUS SUPERSTAR

# 2012

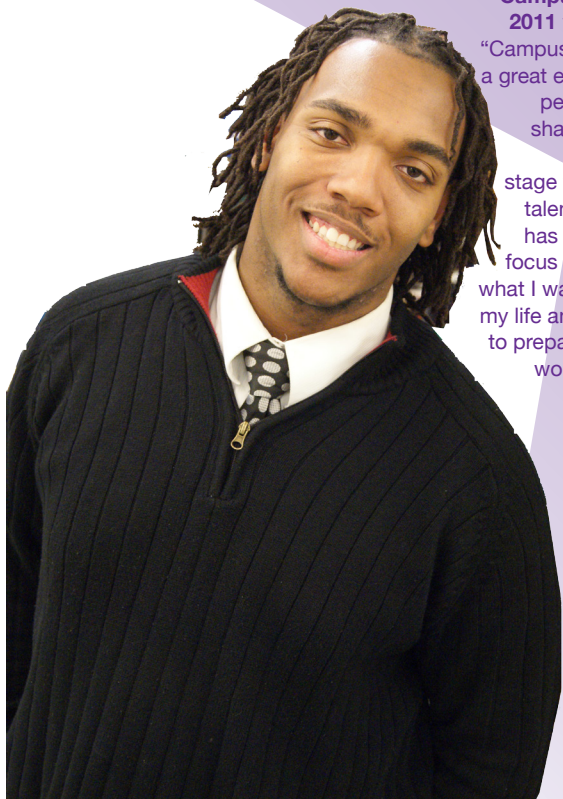
Helene G. Simon Hillel Center  
Indiana University

# BEHIND THE SCENES

Campus Superstar is produced by the Helene G. Simon Hillel Center at Indiana University, 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 Superstar is emblematic of Indiana University Hillel programming: creative, dynamic, and focused on community and leadership.

**Troy Thomas Jr., Campus Superstar 2011 winner says,** "Campus Superstar is a great experience for people to come share their talent and share a stage with so many talented artists. It has helped me to focus a lot more on what I want to do with my life and has begun to prepare me for the world of music."



## Helene G. Simon Hillel Center for Jewish Life & Diversity Education

The Helene G. Simon Hillel Center is one of North America's leading Hillel programs. We're dedicated to ensuring that college students have the opportunity to develop their leadership potential. This development leads directly to the accomplishment of our central mission: building strong leaders who will serve their communities in the future. We have learned that the surest way to develop an active, dynamic, and vigorous student community is to be proactive, developing multiple entry points and avenues of access to meet the needs of all students.

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 multicultural and 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

## What is Campus Superstar?

Campus Superstar is a talent competition open to all students enrolled in any of Indiana's colleges or universities. Soloists from many backgrounds, representing a full spectrum of musical genres, compete in four rounds of competition for a \$5000 Grand Prize!

### How the Competition Works

#### Cattle Call Auditions

**Indiana University - Bloomington**  
Sunday, February 5, 2012  
Indiana Memorial Union

#### Indianapolis, Indiana

Sunday, February 12, 2012  
Castleton Square Mall

#### Indiana University - Bloomington

Sunday, February 26, 2012  
Helene G. Simon Hillel Center

#### Semi-Final Elimination Show

**Downtown Bloomington**  
Sunday, March 25, 2012  
Buskirk-Chumley Theater

- Thirty semi-finalists compete to be in the top ten in order to move on to the Final Competition in Indianapolis. The audience will have the opportunity to send one contestant to the Finals by participating in the Audience Choice Award!

#### Final Competition Event

**Indianapolis Museum of Art**  
April 15, 2012  
Toby Theater

- All ten finalists perform, the top five are selected by celebrity judges, and the audience will choose the Grand Prize Winner.

**Stephani Parker, Campus Superstar 2005 winner** says, "I'm super excited about the success of Campus Superstar! I recently released my 3rd album called *Feels So Good*, and I've been performing on the Monique Show with Faith Evans, Eric Benet, Christette Michelle, and Howard Hewitt! I've performed in Italy, London, Ethiopia, Nigeria, and Japan. I've worked with Ciara, Teddy Riley and Dallas Austin. Things have been great!"



**SERVICE  
COMMUNITY  
LEADERSHIP**

**You can help!**