



## Event Sponsorship

## Introduction

The 2005 **RCUniverse** World Micro Heli Cup is destined to become the most popular venue for the world's best indoor micro helicopter pilots. Our inaugural event will take place on Saturday, October 22nd and Sunday, October 23rd at the Radio Control Hobby Trade Association's ("RCHTA") **iHobbyExpo** in the Los Angeles Convention Center. We expect great crowds, television coverage, magazine coverage by **FlyRC Magazine** and, of course, complete online coverage on RCUniverse.com with links from the International Radio Control Helicopter Association ("IRCHA") Website and iHobbyExpo.com.

RCUniverse has arranged to give away at least **10** radio control helicopters to spectators attending the event. We intend to promote this fact widely in order to generate even more attendance at the event. We believe the WMHC will provide an excellent venue for you to promote your brand and your electric helicopter products.

## Pilots

Pilots for the WMHC will be selected by the WMHC planning committee. We will accept informal applications via email at [WMHC@RCUniverse.com](mailto:WMHC@RCUniverse.com).

## Classes

There are two competition classes at the event. Each pilot may enter one or both classes:

### **Super Micro Class** (e.g. Blade CP, Hornet, etc.):

- Rotor span of **less than 24 inches** measured tip to tip
- Maximum total weight of 15.9 ounces (including battery)
- Maximum power output of 200 watts
- Maximum 370 class motor (any type)

### **Micro Class** (e.g. Shogun, T-Rex, etc.):

- Rotor span of **less than 30 inches** measured tip to tip
- Maximum total weight of 24 ounces (including battery)
- Maximum power output of 300 watts
- Maximum 480 class motor (any type)

## Venue

Floor of the iHobbyExpo in a 200ft x 200ft x 40ft netted flying "cage". Bleachers to accommodate up to 400 people.

## **Promotion by iHobbyExpo**

Promotion and coverage of the event will be widespread. RCHTA and iHobbyExpo have promoted the event in the following print publications:

### ***Consumer***

- Model Aviation
- Radio Control Car Action
- Model Airplane News
- RC Drive
- Fly RC
- RC Modeler
- Toys, Cars & Models
- RC Car Magazine
- Xtreme RC Cars
- Fine Scale Modeler

### ***Trade***

- Model Retailer
- Hobby Merchandiser
- Speciality Toys & Gifts
- The Toy Book

In addition, the WMHC is listed in the iHobbyExpo trade attendance registration brochure, on the iHobbyExpo.com website. iHobbyExpo also plans to distribute literature about the show to 75,000 people at Los Angeles area consumer events this summer. They also have postcards to provide to area retailers with discount coupons. (see attachment).

## **Promotion & Coverage by RCUniverse**

Beginning August 15, 2005, RCUniverse will devote an entire section of its site to the WMHC. Visitors will be able to learn about the event, and following the event view video, photographs and results. Sponsors of the event will receive prominent exposure in this area as well as in the RCU Magazine and RCU Event Report area, where the results will be published.

In addition to online coverage, all members of RCUniverse who have indicated a preference for either electric flight or helicopters will receive promotional announcements via email. Of course, the event will also be promoted in the forum section of the site.

## **Print and TV Coverage**

We will have print magazine coverage by FlyRC magazine. In addition, we expect television coverage from InsideR/C and DIY with Chris Chianelli. We also anticipate local television news coverage.

## **Sponsorship Packages** (maximum of 6 slots)

### **Platinum Package - \$2,000**

- 2 banners in the flying venue during both days of the event
- 1 demo flight of one of your electric helicopter products during each day of the event.
- Full product description and promotion during your demo flight
- Your logo in print coverage of the event in FlyRC magazine
- Your logo in online coverage of the event on RCU (including link to your site)
- Your logo in printed WMHC brochures to be handed out at the show
- Continuous mentions during the entire event

### **Power Package - \$750.00**

- 1 banner in the flying venue during both days of the event
- Continuous mentions during the entire event
- Text mentions in promotional materials on RCU (with links)
- Your name in the WMHC brochures to be handed out at the show