



College Students,

Highland Entertainment and MCP Presents the producers of Lights All Night are excited to offer you this unique opportunity into the entertainment industry. As you know Lights All Night is the premier NYE event in the country in 2011. With a top tier lineup and location Lights All Night will set the precedent for Electronic events in the country.

We are offering a once in a lifetime opportunity to not only boost your resume but also give you behind the scenes experience in the entertainment world. Most big festivals and music companies aren't able to give college students such as you a real time experience such as this. Your marketing ideas and strategies will be implemented into our overall plan which will directly affect the success of this event. You have a chance to really show off your ability to market and promote to your classmates and friends.

Jobs and internships will consist of grassroots promoting: Lights All Night pre parties, local radio outreach, on campus marketing initiatives, local market outreach, social media campaigns, etc.. If you are outgoing and creative with your proposed marketing campaigns we will give you free reign to make Lights All Night a big deal on your campus.

Also, if you would like to gain credit for this internship from your school please forward us all info necessary to make this happen. We are very willing to help you further your education and career.

You never know what could come of HARD WORK and AMBITION. Highland and MCP produce large events around the world and could potentially end up hiring individuals who go above and beyond and show a long term active interest in the entertainment industry.

You must complete the below tasks and you will be entered into the program and we will send you weekly tasks.

The Sky is the Limit!

Thanks,

Scott Osburn

Scott Osburn

CEO Highland Entertainment



LIGHTS ALL NIGHT COLLEGE AMBASSADORS To Do List

- Upload the Event Poster to your facebook page and tag as many friends as possible. The poster is attached to this email
- Invite all of your friends to the Lights All Night event page:
<http://www.facebook.com/event.php?eid=186358051429532>
- Suggest the Lights All Night Facebook Page to all of your friends:
<http://www.facebook.com/LightsAllNight>
- Send this email we sent you to all of your contacts.
- Join Street Shimon to get fliers to pass out at your local campus and win prizes:
<http://www.streetshimon.com/page>
- Friend Request Scott Osburn & Hank Keller & Clint Keller:
<http://www.facebook.com/scott.osburn> / [http://www.facebook.com/hank.keller /](http://www.facebook.com/hank.keller/)
- <http://www.facebook.com/profile.php?id=537686113>

College Ambassador Week's objectives:

- Login to Lights All Night Facebook Page at least once a day. Every time you see that Lights All Night makes a post you need to LIKE the post and SHARE the post on your wall. This is something that we are going to ask you to do for the next 2 ½ months. This is the key to making sure Lights All Night goes viral. Also, if you can get you friends to share as well that would be ideal.

Fliers

- Join Street Shimon to get fliers: <http://www.streetshimon.com/page>

Poster

- We would like to send each of you 50-100 posters to hang up at your school and town. Let us know if you think you need more or less.

Fraternities / Sororities

- Please let us know what your plan to promote to your school's GREEK organization is and we will facilitate all the tools necessary.

School Newspaper / Radio

- Please reach out to your school newspaper and college radio station to see how Lights All Night can be marketed through these channels.
 - Starting next week will be having a DJ competition for a chance to win a DJ spot at Lights All Night. This is something that we could really push to these college media outlets.

Please do not hesitate to email us at any time at clintakeller@gmail.com.