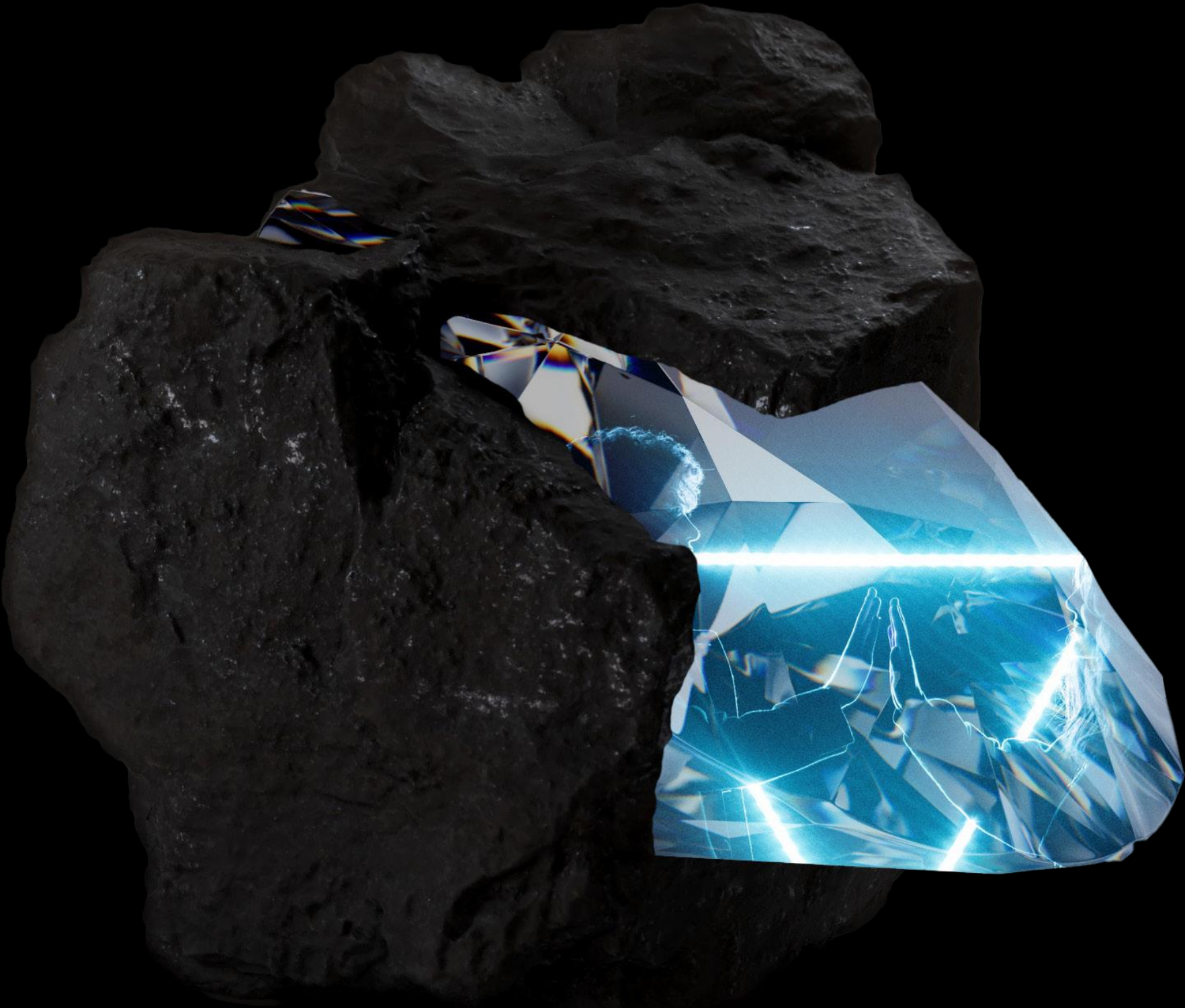


PARTNERSHIP MIXDECK



2023



# LOVE TO BE

...



1994

LOVE TO BE... BEGAN ITS EPIC JOURNEY TO THE FOREFRONT OF THE U.K CLUB SCENE IN 1994, BACK AT THE MUSIC FACTORY IN SHEFFIELD. EVERYONE WHO'S ANYONE HAS GRACED THE LOVE TO BE... DECKS SINCE THEN FROM MASTERS AT WORK, TODD TERRY, FRANKIE KNUCKLES, ROGER SANCHEZ, SANDY RIVERA AND PETE TONG TO NAME JUST A FEW. CHAMPIONED AS THE 'NORTH'S ORIGINAL SUPER CLUB' AND WINNER OF NUMEROUS AWARDS (MIXMAG CLUB OF THE YEAR 1996) LOVE TO BE... HAS CONSTANTLY PUT THE GLAM BACK INTO CLUBBING ATTRACTING HUGE CROWDS AND CELEBRITY GUEST LISTS. WITH CUTTING EDGE CLUB DECOR, STILT WALKERS, FLAMBOYANT DANCERS AND DRAG HOSTS, COUPLED WITH THE FINEST RESIDENT DJS SUPPORTING WORLD CLASS GUESTS ITS NOT DIFFICULT TO SEE WHY LOVE TO BE... CONTINUES TO SET THE STANDARDS. ITS ALL ABOUT THE MUSIC AT LOVE TO BE... WITH EVENTS CELEBRATING OVER 2 DECADES OF HOUSE OR OUR NEW CROP OF ARTISTS PROVIDING AN UPFRONT CUTTING EDGE SOUND TRACK AT THE WORLDS BIGGEST AND BEST CLUBS AND FESTIVALS. ITS THE LOVE TO BE... CROWD THAT MAKE THE EVENTS, NEVER LEAVING THE DANCEFLOOR. ITS ONE OF THOSE OCCASIONS WHERE EVERYONE JUST MEETS UP AND STRUTS THEIR STUFF. EVERYONE'S THERE FOR THE MUSIC, AND TO HAVE A GOOD TIME, NOTHING ELSE MATTERS. WITH COUNTLESS GLOBAL PARTIES LOVE TO BE... ALSO HOSTS A WORLD WIDE SYNDICATED RADIO SHOW AND HAS A GROUP OF RECORD LABELS FEATURING TOP PRODUCERS AND YOUNG FRESH TALENT KEEPING THE BRAND AT THE FOREFRONT OF HOUSE MUSIC

DJ'S 01.08.94

MASTERS AT WORK  
TODD TERRY  
FRANKIE KNUCKLES  
ROGER SANCHEZ  
SANDY RIVERA  
PETE TONG

Bring  
it!



LOVE TO BE...

DJ'S

01.08.94



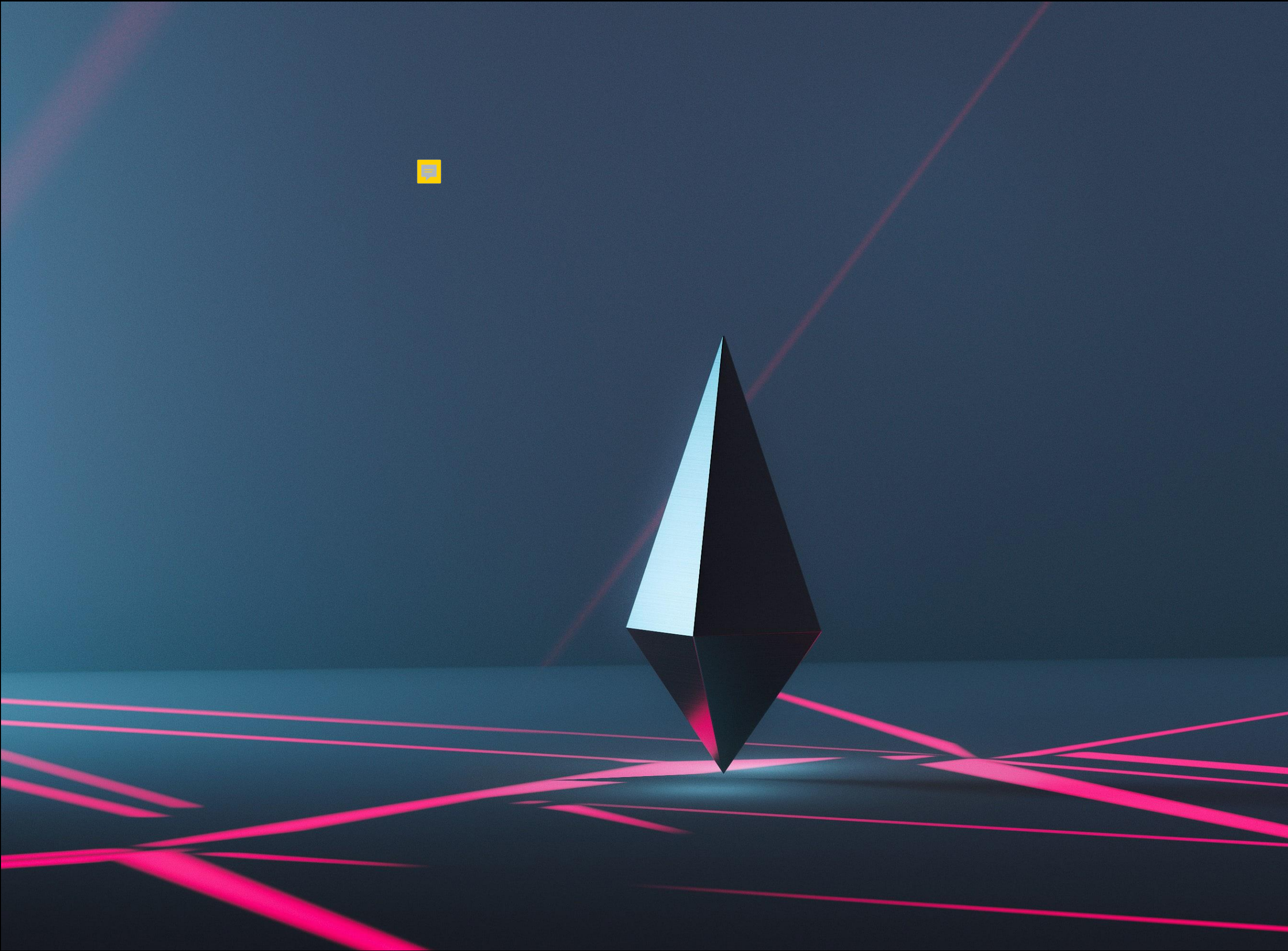
MASTERS AT WORK  
TODD TERRY  
FRANKIE KNUCKLES  
ROGER SANCHEZ  
SANDY RIVERA  
PETE TONG

110501



LOVE TO BE...  
RADIO SHOW

BECOME ONE





# LOVE TO BE... RADIO SHOW



THE GLOBAL CONNECTION

PACKAGE INCLUDES RADIO SPONSORSHIP OF THE  
LOVE TO BE... SHOW

NETWORKED ON OVER 75 GLOBAL STATIONS TO

INCLUDE...

WEEKLY IN SHOW ADVERT'S

PRESENTER MENTIONS

BRANDING ON ALL PRESS AND ADVERTISING  
THROUGH THE YEAR

PRESENTED BY GRAMMY WINNER DAVID  
MORALES, DAVID PENN, THE CUBE GUYS, ATFC AND  
TRIMTONE



## Love to be... THE GLOBAL CONNECTION RADIO SHOW



[www.lovetobeevents.co.uk](http://www.lovetobeevents.co.uk)



# LOVE TO BE... RADIO SHOW



## THE GLOBAL CONNECTION

HOSTED BY DANCE MUSIC LEGENDS DAVID PENN, ATFC, THE CUBE GUYS, TRIMTONE AND GRAMMY AWARD WINNER DAVID MORALES – ARE ON OVER 75 ONLINE AND FM STATIONS IN

- ITALY
- FRANCE
- CAYMAN ISLANDS
- IBIZA
- SPAIN
- NORTH AMERICA
- BRAZIL
- ARGENTINA
- PORTUGAL
- AUSTRALIA
- POLAND
- RUSSIA
- HUNGARY
- NETHERLANDS
- U.K
- GERMANY
- GREECE

5 million Reach Per week

300,000

AVERAGE LISTENERS PER WEEK

4000

PODCAST LISTENERS ON MIXCLOUD AND APPLE MUSIC CURRENTLY AVERAGING 1800 PER WEEK.

SOCIAL MEDIA – OUR SOCIAL MEDIA IS FOCUSED ON FACEBOOK AND INSTAGRAM WITH OVER 4000 INSTAGRAM FOLLOWERS AND 9000 FACEBOOK LIKES / FOLLOWERS AND GROWING EACH WEEK.

OUR PAID ADS REACH ARE UP TO 12000 PER AD WITH AVERAGE PROMOTIONAL VIDEO VIEWS OF 15K WHEN ADVERTISING EVENTS AND RELEVANT NEWS BOOSTS AND SPONSORED POSTS WITH PAGE POSTS REACHING

# FYI

THE LOVE TO BE...

BRAND WAS ONE OF THE U.KS MOST ACTIVE BRANDS DURING THE PANDEMIC. PULLING TOGETHER HEADLINE NAMES FROM AROUND THE GLOBE WHO PERFORMED ACROSS NUMEROUS MEDIA PLATFORMS EVERY WEEK DELIVERING A VIRTUAL SATURDAY NIGHT CLUB AND WORLD TOUR.

THE BRAND ALSO HELPED RAISE OVER £25000 FOR CHARITIES SUCH AS MIND, PSA, MULTIPLE SCLEROSIS AND THERAPY CENTRES THROUGH THE FREE STREAMING SERVICES. THIS HAS GAINED US AN ARMY OF NEW FANS AROUND THE WORLD. CULMINATING IN THE LAUNCH OF THE RECORD LABEL AND A GLOBALLY SYNDICATED RADIO SHOW.



# WHO IS THE LOVE TO BE... CROWD



## A LOYAL CROWD

### GENERATION X – 40+

FANS WHO REMEMBER THE LAUNCH AND EARLY YEARS OF LOVE TO BE.. WHO WILL ATTEND TARGETED EVENTS THROUGHOUT THE YEAR. WE FIND THIS GENERATION HAVE HIGH DISPOSABLE INCOME, WILL REGULARLY PURCHASE MERCHANDISE AND OFFER HIGHER SPEND PER HEAD AT EVENTS.

### GENERATION Y (MILLENNIALS) – 25-40

A GENERATION WHO CAME THROUGH LOVE TO BE.. EVENTS IN THE 00S AND STILL ATTEND REGULAR EVENTS AROUND THE U.K AND IBIZA

### GENERATION Z – 18-24

A NEW AUDIENCE WE ARE TARGETING FOR OUR LARGE SCALE U.K EVENTS AND IN PARTICULAR IBIZA 2022. REACHING OUT WITH LARGE SOCIAL MEDIA CAMPAIGNS AND TARGETED ADS – THIS CROWD WILL MAKE UP A LARGE % OF IBIZA EVENTS SO UTILISING THE RIGHT HEADLINE DJS



### WHO IS THE LOVE TO BE... AUDIENCE?

LOVE TO BE... HAS DEVELOPED A LOYAL GLOBAL FANBASE OVER THE PAST 27 YEARS CONSTANTLY REACHING OUT TO NEW GENERATIONS.

## EVENTS

IN ALL MAJOR U.K CITIES, IBIZA, NORTH AMERICA, SINGAPORE, AUSTRIA, AUSTRALIA, AMSTERDAM AND FRANCE WITH EVENTS IN NEW TERRITORIES SUCH AS DUBAI, PORTUGAL AND SOUTH AFRICA BEING CONFIRMED FOR 2022 AND BEYOND.



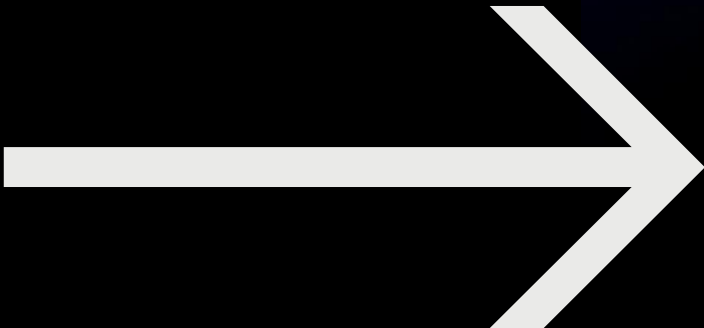
# LOVE TO BE... SPONSORED TOURS



## THE BRAND WILL EMBARK ON A MINIMUM 8 UK DATES IN 2023.

THESE WILL BE LARGE SCALE UK TOUR DATES IN MAJOR CITIES WITH A NUMBER OF MORE REGIONAL EVENTS TO GROW THE BRAND. THE APPROACH IS TO FOLLOW THE DEFECTED MODEL TO BECOME GLOBAL POWERHOUSE IN EVENTS AND MUSIC WITH SEVERAL FESTIVAL SITE OFFERS ALREADY.

WE WILL FOCUS ON 8 IN THE UK IN AND A WORLD TOUR WITH MANAGEMENT OFFICES IN THE USA AND AUSTRALIA ALREADY DEVELOPED  
MINIMUM 1000 CAPACITY EVENTS AROUND THE UK WITH A PROMOTIONAL REACH IN EACH AREA TARGETED UTILISING ONLINE AND PHYSICAL PROMOTIONAL TECHNIQUES INCLUDING E'FLYERS TO REACH IN EXCESS OF 100,000 POTENTIAL CUSTOMERS PER EVENT WORKING WITH EXPERIENCED PR AND PRESS AGENCIES .



Admin  
2022-09-26 18:37:22  
Admin  
2022-09-26 18:37:09  
2022 Reviewed  
2022 has seen the brand hold sell out events in Chicago, Las Vegas, Ibiza, Poland and around the U.K with minimum capacity of 1200 as well as hosting arenas at U.K festivals Mardi Gras and Retro in The P. The Love to be... record label has gained global recognition from the worlds biggest names and regularly featured in the top download charts. Our new management offices in Australia and the USA will be focusing on building the brand in new territories and signing headline talent to record label.



# LOVE TO BE... SPONSORED TOURS



## TOUR AND EVENT PR AND MERCH

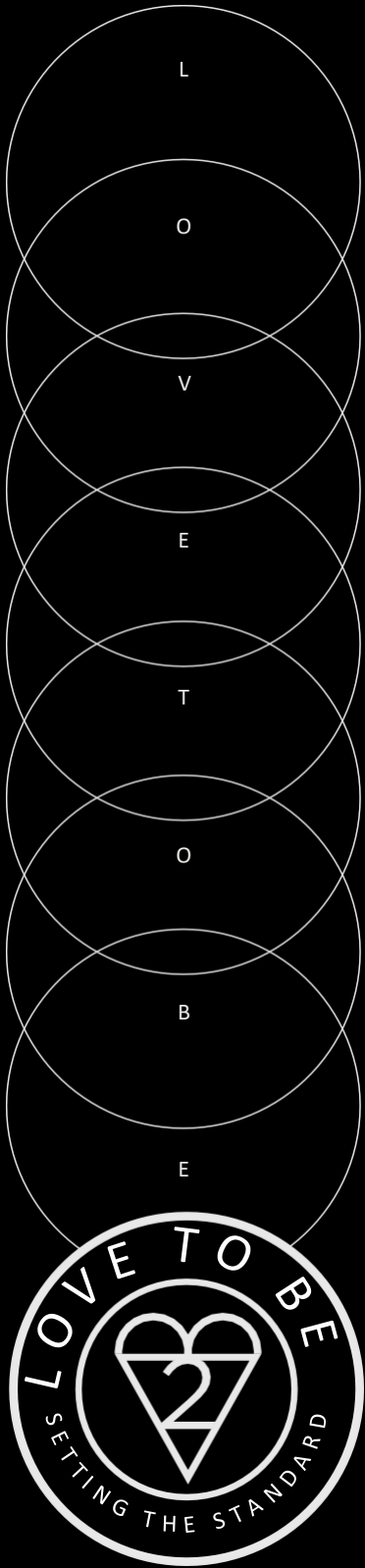
WE WILL BE WORKING WITH TOP PR AGENCIES ON A TOUR CAMPAIGN WHICH WILL PLACE THE BRAND ACROSS PREMIUM DANCE MUSIC WEBSITES AND PRESS, FEATURES IN MUSIC PRESS AND INTERVIEWS WITH DJs AND ARTISTS AS WELL AS HIGHLIGHTING THE RECORD LABEL AND RADIO SHOW. ALL PR CAMPAIGNS WILL FEATURE THE PARTNERS BRANDING AND LOGOS WITHIN THE CAMPAIGNS IN PRESS AND ON MERCHANDISE. EACH EVENT WILL HAVE MARKETING COLLATERAL SUCH AS ONLINE BANNERS, LINE UPS, ANNOUNCEMENTS AND VIDEOS WHICH WILL ALL FEATURE OUR SPONSOR.. WE WILL ALSO HAVE GIVEAWAYS SUCH AS USBS, TEE SHIRTS, VESTS AND OTHER MERCHANDISE BRANDED UP WITH THE PARTNERSHIP LOGOS AND ANY RELEVANT INFORMATION.

PROMOTIONAL TEAMS WILL BE PRESENT IN EACH CITY FOR UP TO 6 WEEKS PRIOR TO EACH EVENT WEARING FULLY BRANDED MERCHANDISE. EACH VENUE WILL HAVE BRANDING OPPORTUNITIES AT EACH EVENT WITH STALLS, A VIP AND MEDIA SPACE FOR SPONSORS





LOVE TO BE...  
COMING UP IN 2023



IBIZA<sup>®</sup>

IBIZA SEASON BEING 14 DATES WEEKLY IN 2023 AT ONE OF IBIZA'S MOST HISTORIC VENUES , WHERE WE WILL EMBARK ON A DAY AND NIGHT EVENT WITH HEADLINE NAMES .

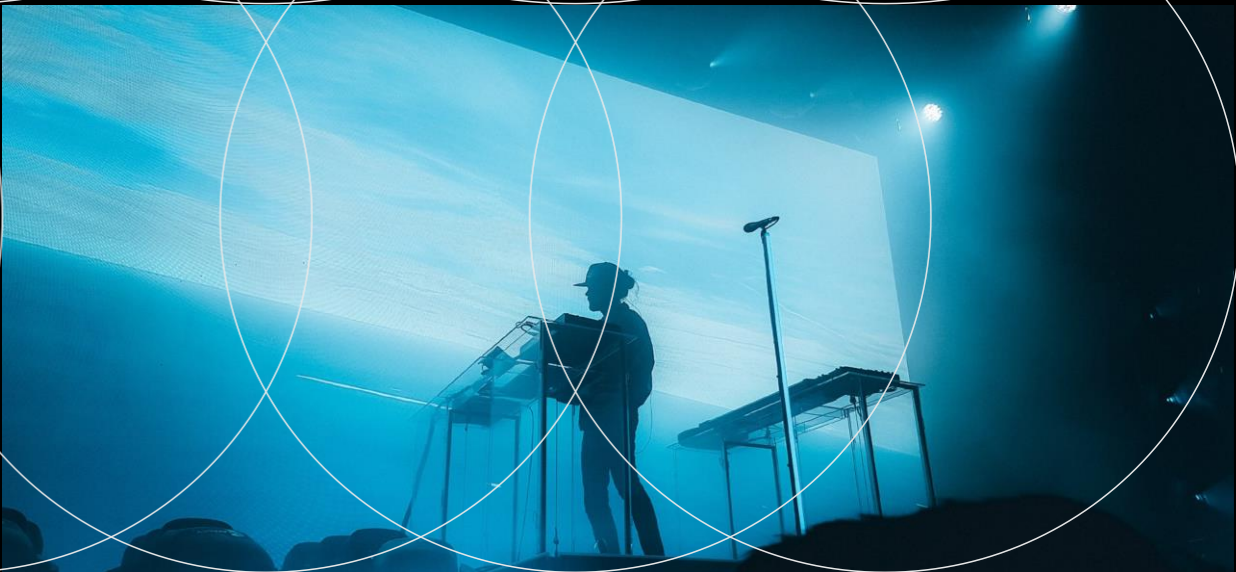
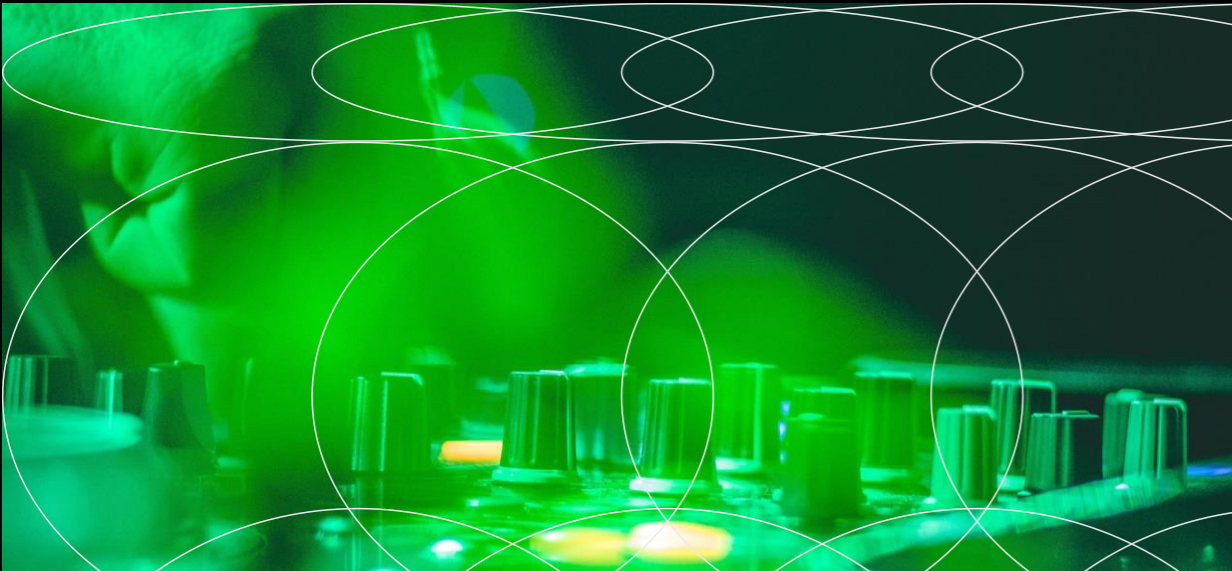
TAKEOVER

23

WEEKLY

3000

DAY & NIGHT





LOVE TO BE...  
RECORD LABEL



2020 WAS THE RELAUNCH OF THE LOVE TO BE... RECORD LABEL WITH RELEASES FROM TOP ARTISTS GAINING WORLDWIDE SUPPORT ON RADIO 1, KISS FM AND MANY OTHER STATIONS AROUND THE GLOBE. LOVE TO BE.. HAS PREVIOUSLY SOLD ALBUMS IN PHYSICAL FORMAT WITH SALES EXCEEDING 80,000.

TRACKS REGULARLY FEATURE IN THE TRAXSOURCE AND BEATPORT TOP 50 CHARTS.

GLOBAL OUTLETS – WE HAVE A WORLDWIDE DISTRIBUTION DEAL INC BEATPORT, TRAXSOURCE, APPLE MUSIC, SPOTIFY, DEEZER  
QUARTERLY ALBUM RELEASE – FEATURING TRACKS FROM A LIST DANCE MUSIC ARTISTS AND DISTRIBUTED VIA DOWNLOAD AND STREAMS – TARGETS OF 500,00 – 1 MILLION STREAMS ACROSS ALL PLATFORMS.

CLIENT WILL BE PRESENTED AS THE ALBUM SPONSOR / PARTNER.  
LARGE PR AND PROMOTIONAL CAMPAIGN TO REACH A GLOBAL AUDIENCE VIA PRESS ADS, REVIEWS AND ONLINE CONTENT  
WE WILL ALSO RELEASE A 'SPONSOR' BILLED PROMOTIONAL MIX AROUND THE ALBUM ACTIVITY.



LOVE TO BE...  
DJ'S



LOVE TO BE...  
HAS MADE SUPERSTARS  
OUT OF ITS RESIDENT DJS  
AND BOOKED THE  
BIGGEST NAMES IN  
DANCE MUSIC FOR OVER 3  
DECADES



HEADLINE DJS - DAVID  
PENN, ILLYUS &  
BARRIENTIS, THE CUBE  
GUYS, MOUSSE T, SIMON  
DUNMORE, SANDY RIVERA,  
DENNIS FERRER, ROGER  
SANCHEZ, MASTERS AT  
WORK, Wh0, TODD TERRY



DJ'S 01.08.94 ORIGINAL ACTS  
MASTERS AT WORK  
TODD TERRY  
FRANKIE KNUCKLES  
ROGER SANCHEZ  
PETE TONG



LIVE PERFORMANCES FROM  
ALISON LIMERICK, CE  
CE PENNISTON, JULIE  
MCKNIGHT, SANDY B,  
ROBIN S AND MANY MORE  
HOUSEHOLD NAMES





# LOVE TO BE... SPONSORSHIP OPPORTUNITY

## EVENTS – 2023

JAN 28<sup>th</sup> – TEST BED (LEEDS)

FEB 20<sup>th</sup> – 27<sup>th</sup> – AUSTRALIA TOUR (MELBOURNE / SYDNEY)

MARCH 11<sup>th</sup> – NEW CENTURY (MANCHESTER)

MARCH 17<sup>th</sup> – 30<sup>th</sup> – USA TOUR (CHICAGO/MIAMI)

APRIL 15<sup>th</sup> – PEDDLER WAREHOUSE (SHEFFIELD)

MAY 28<sup>th</sup> – RETRO IN THE PARK FESTIVAL

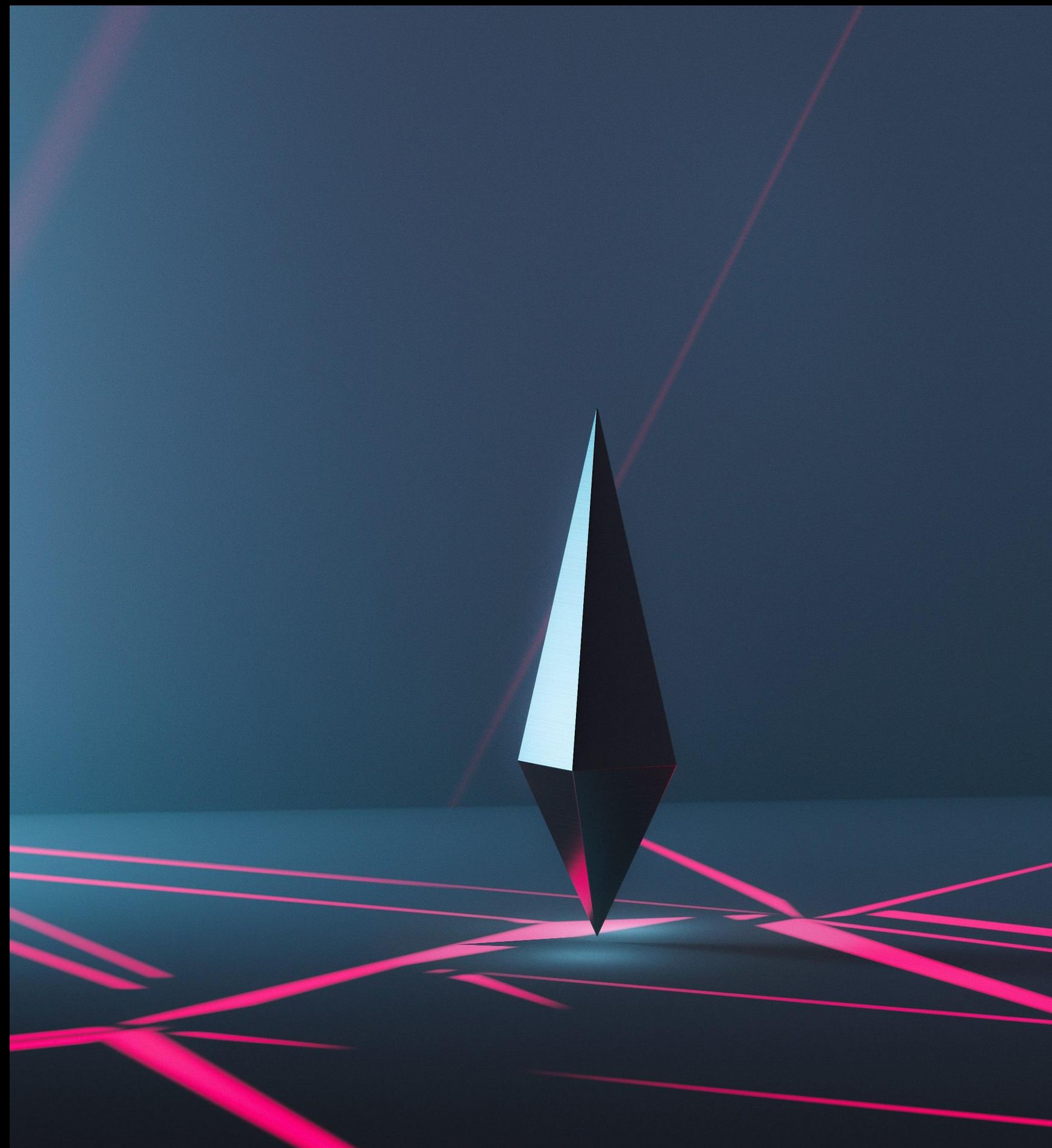
MAY 28<sup>th</sup> – SEPT 29<sup>th</sup> (IBIZA) VENUE TBA

MAY 29<sup>th</sup> – SEPT 18<sup>th</sup> – KISS CLUB (PORTUGAL)

SEPTEMBER 16<sup>th</sup> – PEDDLER WAREHOUSE  
(SHEFFIELD)

OCTOBER 7<sup>th</sup> NEW CENTURY (MANCHESTER)

NOVEMBER 25<sup>th</sup> – TEST BED (LEEDS)





# LOVE TO BE... VIP TREATMENT

CLIENT WILL HAVE ASSOCIATION WITH SOME OF THE BIGGEST ARTISTS IN DANCE MUSIC FEATURING AT ALL LOVE TO BE... EVENTS WITH MEET AND GREET OPPORTUNITIES, SOCIAL MEDIA OPPORTUNITIES ON ARTIST PROFILES.

VIP FOR THE CLIENT – MEET & GREET WITH ARTISTS AND PERFORMERS.

BRANDING ON DJ BOX AND STAGES WHERE ARTISTS ARE PERFORMING.

Associated with global headline names

Worldwide reach

MULTI CHANNEL BRAND EXPOSURE





# LOVE TO BE... WHAT'S IN IT FOR ME?

## ADDITIONAL OPPORTUNITIES

- + VIP AREA WITH NAMING RIGHTS UK AND IBIZA AND DRINKS PACKAGES AT LOVE TO BE... EVENTS.
- + COMPLIMENTARY ENTRY TO OTHER EVENTS THROUGH 2021/22.
- + LOVE TO BE... TO PROVIDE DJS AND ENTERTAINMENT AT A NUMBER OF PRIVATE EVENTS THROUGH THE YEAR (BOAT PARTIES, VILLA PARTY).
- + OUR ASSOCIATED COMPANY ADEPT LIVE CAN SUPPLY AND MANAGE EVENTS AND ENTERTAINMENT FOR THE SPONSOR'S CORPORATE EVENTS THROUGHOUT THE YEAR.
- + BRANDED VEHICLES.
- + MEET AND GREET WITH DJS AND ARTISTS AT EACH EVENT.
- + ADVERTISING/PRESS BOARD FOR PHOTO OPPORTUNITIES AT EACH EVENT.
- + LOVE TO BE... WILL CONSTANTLY CREATE CONTENT FOR THE SPONSOR/ BRAND.
- + SHARED DATA COLLECTION FROM WEB AND TICKET SIGN UPS AND VENUE DATA COLLECTION.



# 2023