

# TR34L XPERIENCE LASER SHOW: LOS ANGELES

JULY 6TH 2019





ELECTRONIC DANCE MUSIC IS A BILLION DOLLAR INDUSTRY WITH MILLIONS OF PEOPLE ATTENDING SHOWS OR FESTIVALS IN 2018 WITH THE AVERAGE TICKET SELL BEING BETWEEN \$20-\$200 AN EVENT. THE EDM WORLD CONTINUES TO GROW RAPIDLY WITH NO SIGNS OF SLOWING DOWN. DURING FOURTH OF JULY WEEKEND STATISTICS FOR 2018 SHOW AN AVERAGE OF 50,000 PEOPLE ATTENDED NIGHT CLUBS/ BARS SPENDING AN ESTIMATED AMOUNT BETWEEN \$50 AND \$100 A NIGHT. THE TR3AL XPERIENCE WILL BE INTRODUCING A NEW EXPERIENCE TO THE EDM WORLD. TR3AL XPERIENCE WILL BE A SOPHISTICATED LASER AND LIGHT SHOW SYNCHRONIZED TO TR3AL'S MUSIC CREATING A NONSTOP EXPERIENCE. THE TR3AL XPERIENCE WILL CREATE A FESTIVAL TYPE ATMOSPHERE FOR ALL FANS RANGING FROM AGE 21-40.

TR3AL XPERIENCE LASER SHOW  
LOCATION: CATCH ONE: LOS ANGELES  
DATE: JULY 6TH, 2019



# TR3AL

**FOR TR3AL ELECTRONIC DANCE MUSIC IS HIS WAY OF PROMOTING HIS INVIGORATING VIBES AND EXHILARATING MUSIC HE CREATES. HIS POSITIVE VIBES AND FEEL GOOD SPIRIT BREATHES LIFE INTO DANCE FLOORS. HIS LAST U.S. TOUR IN 2018 WAS A SUCCESS. WITH 16.4 MILLION TOTAL STREAMS AND A SOCIAL MEDIA FOLLOWING OF 100K PLUS, TR3AL CONTINUES TO MAKE A NAME FOR HIMSELF. TR3AL DEBUT ALBUM (TR3AL XPERIENCE) IS SET FOR RELEASE IN AUGUST 2019.**



## SOCIAL ANALYTICS:



## RELEVANCE ANALYTICS:

WITH THE NUMBERS IN THE MILLIONS  
TR3AL'S POPULARITY IN THE EDM  
CULUTURE SPEAKS FOR ITSELF.

SOUNDCLOUD: TR3AL  
TOTAL PLAYS: +11 MILLION LISTENS  
FOLLOWING: 25.6 K

## OTHER SOCIAL ANALYTICS:

INSTAGRAM:  
FOLLOWING: 101.3K  
LIKES: +300K  
VIDEO VIEWS: 50K

FACEBOOK: +30K FOLLOWERS



# MEDIA COVERAGE

MEDIA COVERAGE OF THE EVENT WILL BE DONE BY THE FOLLOWING:



Los Angeles Times

# OUR AUDIENCE



## URBAN PROFESSIONALS

23-35 YEAR OLD MALES &  
FEMALES WELL EDUCATED,  
WITH DISPOSABLE INCOME ,  
TRAVELED & CULTURED

DRIVERS  
FUN  
SUCCESS  
STATUS  
FRIENDSHIP  
FULFILLMENT

(PRIMARY AUDIENCE)



## GROUPS OF LADIES

21-35 YEAR OLD FEMALES  
MANY OF HIGHER  
EDUCATION, HIGHLY  
SOCIAL & TECH SAVY

DRIVERS  
FUN  
COMMUNITY  
DIVERSITY  
SHARED EXPERIENCES  
INDIVIDUALITY



## FUN SEEKERS

21-30 YEAR OLD MALES &  
FEMALES BASED IN SMALL  
TOWNS WITH LITTLE FUN  
TO BE HAD AND LOOKING  
FOR A GREAT TIME

DRIVERS  
FUN  
ACCEPTANCE  
INCLUSION  
HOOKING UP  
SPECTACLES

(SECONDARY AUDIENCE)



## INTERNATIONAL FUN SEEKERS

21-40 YEAR OLD MALES &  
FEMALES WELL TRAVELED,  
DIVERSED CULTURE WITH  
DISPOSABLE INCOME

DRIVERS  
FUN  
NEW EXPERIENCES  
LUXURY  
DIVERSITY  
ADVENTURE

SPONSORSHIP BENEFITS

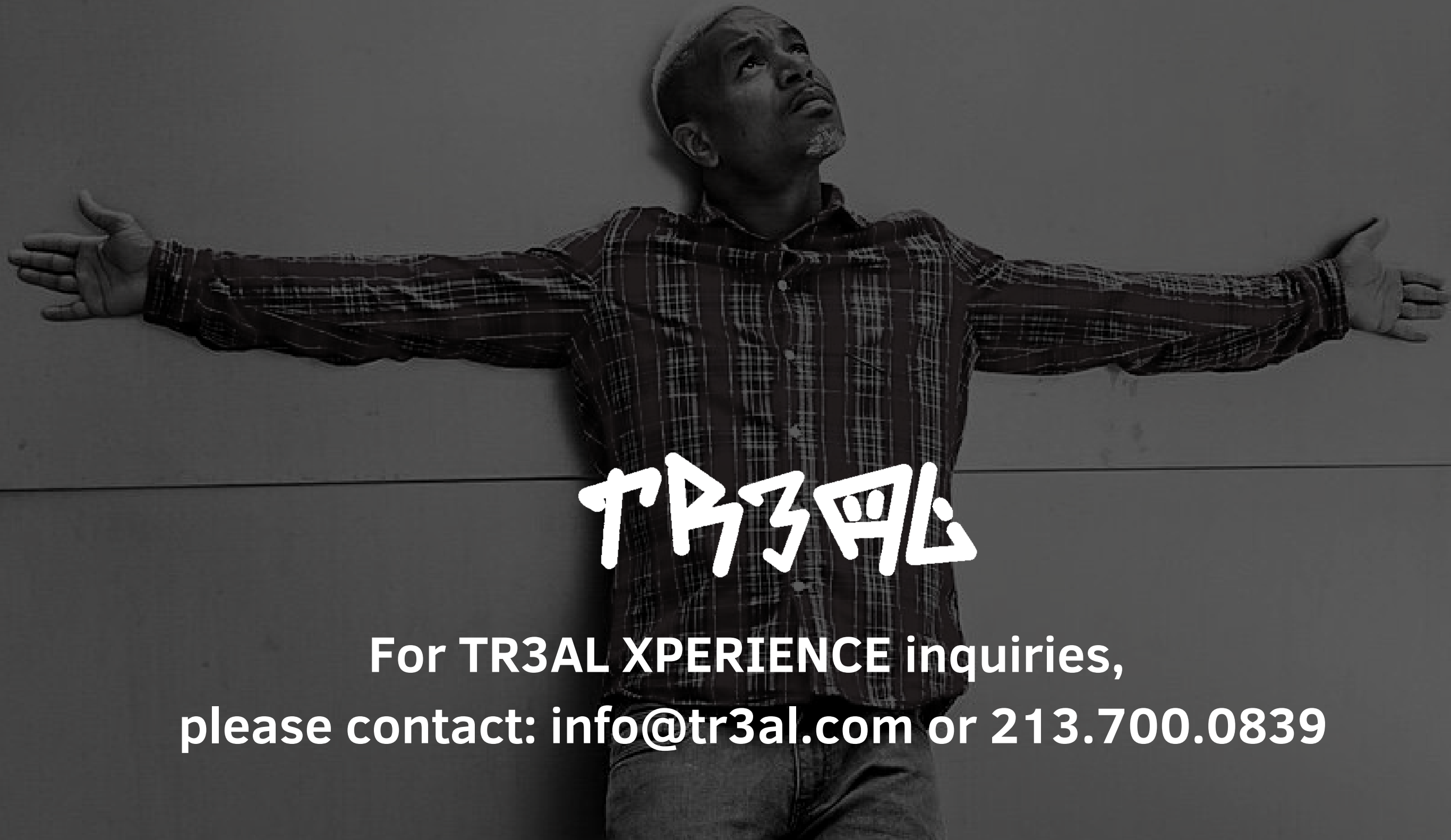
	Diamond	Platinum	Gold	Silver
Presenting Title	X			
Inclusion in all press release	X	X		
Meet & Greet	X	X	X	X
Logo on Press Wall/ Repeat Banner	X			
Logo on Flyers	X	X	X	X
Logo on Video Screen	X			
VIP Lounge Naming Rights	X			
Logo on Web Banners	X	X		
Access to in House Photographer+Photos	X	X	X	
Access to in House Videographer+Footage	X	X	X	
Complimentary Tickets (6)	X	X	X	X
Sponsor mention across social media platforms	X	X		
Logo on all Shirts	X	X		



SPONSORSHIP  
RATES

DIAMOND \$10,000  
PLATINUM \$5,000  
GOLD \$2,000  
SILVER \$1,000

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**TR3AL**

**For TR3AL XPERIENCE inquiries,  
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