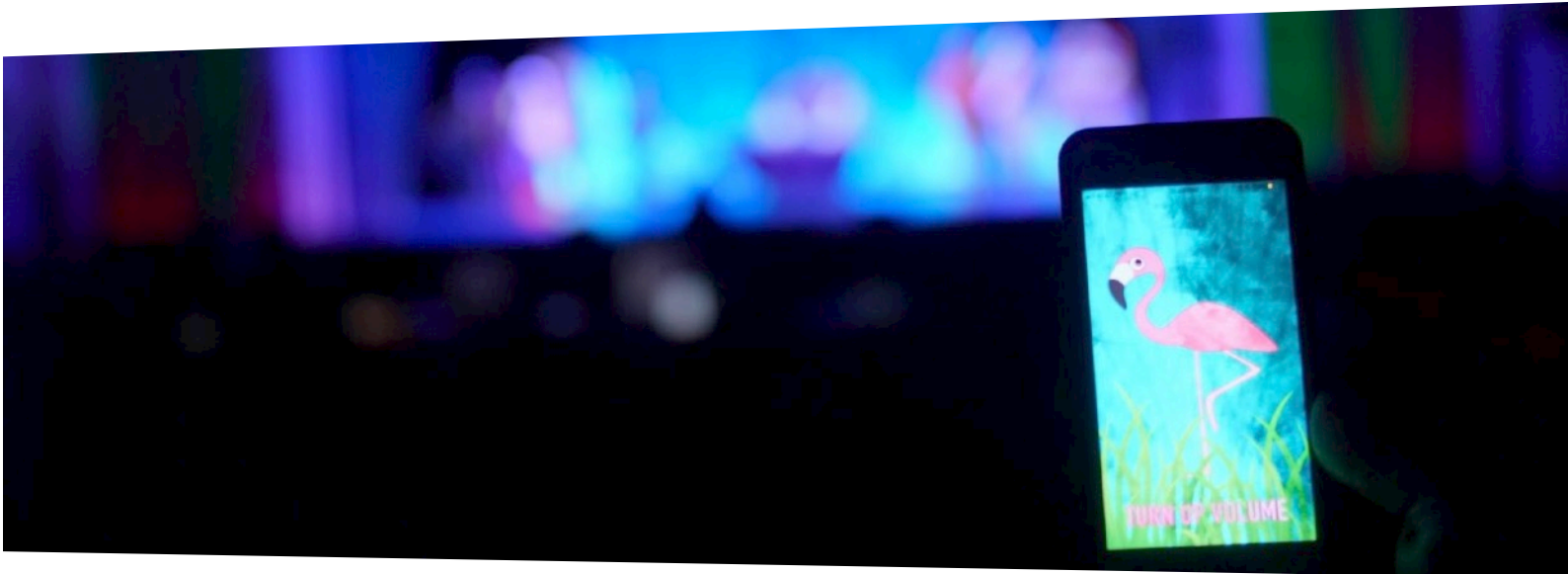


SOUNDSTAGE
LIVE!

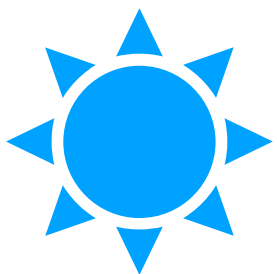
SPONSORSHIP 2019

WHAT IS SOUND STAGE LIVE?



OUR PRODUCT

Sound Stage LIVE is L.A.'s newest immersive theatre experience that presents your favorite movie musicals live—featuring **real actors**, projected **animations that surround the audience**, and interactivity between **your mobile device** and the show.



THE VIBE

We create live entertainment experiences for Millennials that are **fun, social, and instagrammable**.

LEADERSHIP TEAM

JEFF CASON | CEO & CREATIVE PRODUCER



Jeff Cason is a third-generation El Segundo resident with twelve years experience as a theatrical producer, director, and creative executive. He was the founder and Executive Producer of Broadway In The Park, El Segundo's summer theatre festival. Previously, he has served as Director of Marketing for Concept Design Productions, creating conference and exhibit solutions for Fortune 1000 clients.

Jeff is an accomplished freelance lighting, scenic, and projection designer for theatre and events, having worked on over 60 shows throughout Southern California. Most recently, Jeff created, directed and produced "Celebrate! A Fireworks Spectacular" presented by Chevron.

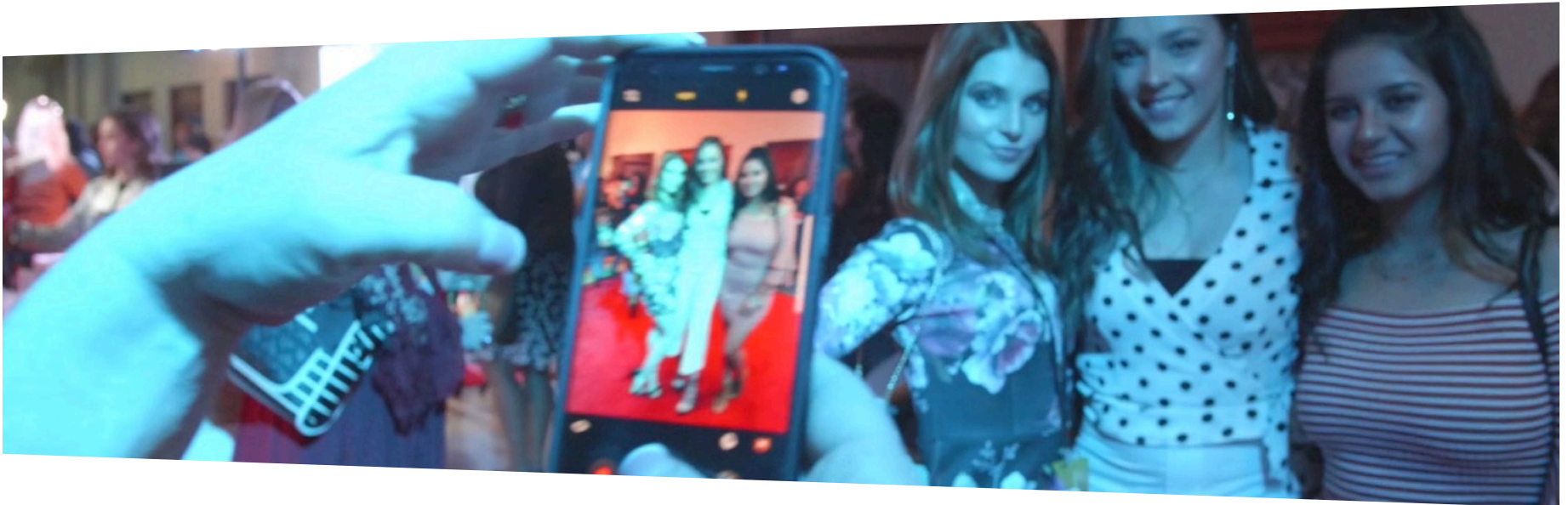
BETH CASON | CHIEF OPERATING OFFICER



Beth Cason has ten years of experience in operations and has most recently served as Director of Operations for Blueprint Test Preparation, the largest LSAT prep service in the country. As Director, Beth managed the logistics for over 100 classroom courses nationwide, the customer experience for over 6,000 students annually, and corporate financial forecasting and analysis.

THE LITTLE MERMAID

MARCH 2018 • EL SEGUNDO, CA



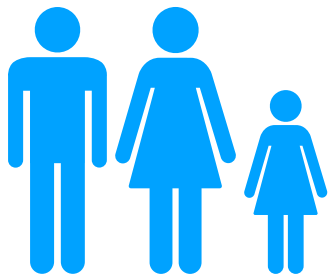
ABOUT THE SHOW

In March 2018, Sound Stage LIVE presented their inaugural production, Disney's "The Little Mermaid," to over 1,800 guests at El Segundo Performing Arts Center. This family-friendly show seamlessly blended live actors and cutting-edge digital animations, blurring the lines between fantasy and reality to make guests feel like they've stepped into the world of the film.

Guests used the Sound Stage LIVE App to interact with the show via their mobile devices, becoming the birds and the frogs to help Eric and Ariel fall in love, or using the power of the trident to help defeat Ursula. "The Little Mermaid" was hosted by television and Youtube star Todrick Hall.

THE LITTLE MERMAID

MARCH 2018 • LOS ANGELES, CA



GUEST RESPONSE

- Total Attendance: 1,868
- Audience gave the show a **92% positive rating**
- **75 young influencers attended** (Disney Channel stars, Instagram and musical.ly personalities)
- Film stars **Rebecca Romijn** and **Jerry O'Connell** attended with their kids and enjoyed the show
- **Night-over-night attendance increased** significantly as word of mouth spread (30% increase)



APP ENGAGEMENT

- Sound Stage LIVE app: interact with the show
- Total users: 1,290 (70% of attendees downloaded the app)
- Total sessions: 3,957
- Avg session duration: 40 minutes
- 77% iPhone | 23% Android

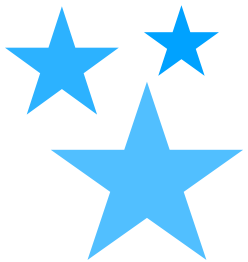
AS FEATURED ON

Life & Style WEEKLY



GEEKXPOP

COMING FEBRUARY 2019



REWRITE THE STARS: A Choose Your Own Adventure Concert

Sound Stage LIVE is developing a brand-new show called “Rewrite The Stars,” a choose-your-own-adventure concert featuring songs from your favorite films, including “The Greatest Showman,” “La La Land,” “The Wizard Of Oz,” and more.

Guests use the Sound Stage LIVE app to control the show—deciding what songs they want to hear and how they want the story to unfold. Play mini games to unlock secret songs, and use reaction emojis on your phone to cheer for your favorite characters. It’s an all-new experience that blends video game playability with a live event.

Expected attendance: 3,000 • Number of performances: 10+

PARTNER WITH US

REACH YOUR AUDIENCE

Sound Stage LIVE draws a young female audience (73% female) with money to spend (median income of \$88,000 per year). Our guests are highly engaged (92% satisfaction rating) and share about their experience on social media.

HOW BRAND PARTNERS BENEFIT

INTERACTIVITY — The Sound Stage LIVE experience revolves around our mobile app, allowing brand partners to interact with guests. Run ads that link through to your landing page, create promotions that activate only for guests who attend the show, and more.

CUSTOMER DATA — Brand partners receive anonymized data on guest engagement at the event, and a breakdown of guest engagement with partner content through our app.

ON-SITE EXPERIENCE MARKETING — Unlike most theatrical productions, our lobby is all about guest engagement. Sponsor photo zones, themed food and beverage, merchandise, or your own interactive experiences and reach a highly-engaged audience with your brand.

JUMBOTRON ADS — Display your video and image-based ads on the big video screens in our venue and reach your customers with dynamic advertising.

WIDE REACH — Major sponsors are included in our PR and marketing campaigns and enjoy a wide reach in Los Angeles and Orange Counties. Our past marketing and PR campaigns have resulted in appearances on KTLA, KABC, and Life&Style Magazine.

FULLY CUSTOMIZABLE — Our team can work with you to create a customized campaign that meets your brand objectives.

SPONSORSHIP LEVELS

SPONSOR BENEFITS

\$15,000

1 AVAILABLE

\$7,500

4 AVAILABLE

\$6,000

6 AVAILABLE

\$4,000

10 AVAILABLE

Title Sponsor of the Event <i>"YOUR BRAND presents" on all signage, marketing & PR</i>	●			
Custom Campaign on the SSL App	●			
Logo on Step & Repeat	●	●		
2 Minute Commercial at the Event	●	●		
Branded Activation at Event	●	●		
Inclusion in Press Release	●	●		
Logo on Event Poster & Flyer	●	●	●	
Branded Giveaway in Guest Bags	●	●	●	
Advertisement in the Program	●	●	●	●
Logo on Website & Social Channels	●	●	●	●
Logo on Email Blasts	●	●	●	●
VIP Tickets	12	8	6	4

*this is just a template...
we can customize a partnership just for you!*

SPONSOR BENEFITS

VIP TICKETS

You and your guests receive complimentary VIP tickets to the show and can enjoy perks such as a **reserved table, complimentary reserved parking, cast meet and greet**, and more.

LOGO ON WEBSITE & SOCIAL CHANNELS

Feature your logo on the soundstage.live homepage and social media channels (Facebook, Instagram, Twitter, Snapchat, and Youtube) and get brand exposure to a wide audience. SSL's Little Mermaid campaign boasted **2.2 million impressions** across web and social platforms. Linkable logos direct prospects to your website or custom landing page.

EMAIL BLASTS

Reach over 5,000 people with prominent logo placement on the SSL Email Blasts. We send a minimum of 10 emails in the lead up to each show, giving you over **50,000 impressions** to your target audience. Linkable logos direct prospects to your website or custom landing page.

ADVERTISEMENT IN THE DIGITAL PROGRAM

Sound Stage LIVE features a first-of-its-kind Digital Program as part of the SSL App. Place a dynamic ad or logo in the digital program and invite our guests to **click through to your promotion, offer, or company website right on their mobile device**. Sponsors who participate at the \$7,500 level and above can tell their story through a video at the event, and then use their digital program placement as a call to action to further engage potential customers.

BRANDED GIVEAWAY

Add your branded merchandise, giveaway, or promotion to the Sound Stage LIVE Swag Bag and make an impression on thousands of guests. You can even create exclusive giveaways for VIP guests or contest winners.

LOGO ON EVENT POSTER & FLYER

Feature your logo on the official artwork of our event, including placements on show posters, flyers, street banners, fence banners, lawn signs, and door hangers. Print pieces are **widely distributed throughout South Bay communities** including El Segundo, Manhattan Beach, Hermosa Beach, Redondo Beach, Hawthorne, Westchester, and Playa Del Rey.

SPONSOR BENEFITS

PRESS RELEASE

Feature your brand name in our press releases, distributed via PR Newswire, and enjoy national and regional exposure. The Little Mermaid received **featured placements in Life&Style Magazine, KTLA, KABC, Business Insider**, and more.

BRANDED ACTIVATION AT EVENT

Engage your target audience at our event through experiential marketing. Bring your own branded activation, or partner with our creative team to design an experience, and draw new customers to your brand. The Little Mermaid hosted **75 young influencers** on opening night (stars from Disney channel, Dance Moms, [musical.ly](https://www.musical.ly/)/Tik Tok, and Instagram) who posted about the lobby experience on their channels and **promoted the brands who presented lobby experiences**.

COMMERCIAL AT THE EVENT

Showcase your brand to a captive audience each night. We will play your commercial (up to 2 minutes long) immediately preceding the show or during intermission at every performance. Pair your commercial with a strategic call to action in our digital program so your prospects can immediately engage with your brand promotion on their mobile device.

TITLE SPONSORSHIP

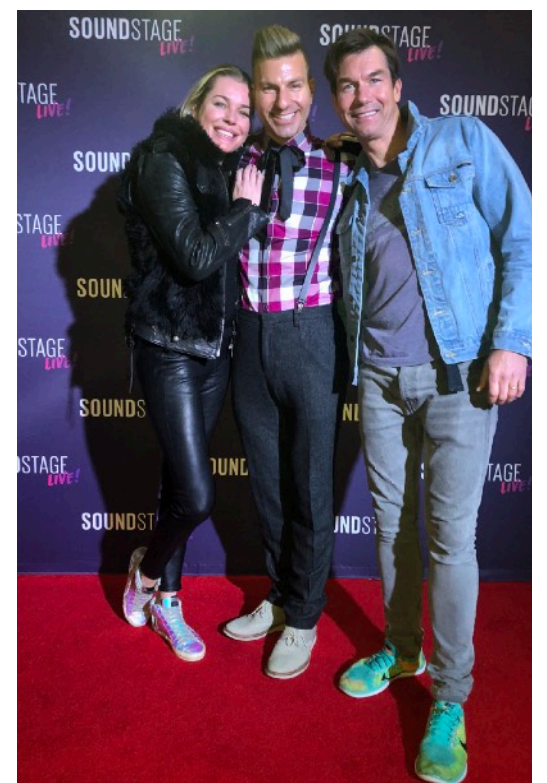
Enjoy maximum brand visibility as the title sponsor. **As the official sponsor of the show** you get top line billing on all pieces, promotions, tickets and signage. We will customize the on-site experience to showcase your brand, **creating buzz for your brand among the guests at the show**.

CUSTOM CAMPAIGN ON THE SSL APP

Partner with our creative team to create custom activations on the Sound Stage LIVE app and ensure that all eyes are on you! From promotional downloads that activate only for guests in the building to interactive moments written into the show, from selfie filters to farewell promotions that trigger after the event—you can **customize the perfect campaign to reach your audience**.

FEATURED LOGO ON STEP & REPEAT

Sound Stage LIVE is an Instagrammable experience and your brand could be at the center of it. Get featured placement on our step and repeat and your brand will be shared in press photos, celebrity photos, influencer selfies, and on our guests' social channels. **Rebecca Romijn and Jerry O'Connell rocked the red carpet** for Little Mermaid—now you can have A-List placement too!



PARTNER WITH US

CREATE YOUR CUSTOM SPONSORSHIP PACKAGE TODAY

Jeff Cason
CEO, Sound Stage LIVE
(310) 529-4911
jeff@soundstage.live

Beth Cason
COO, Sound Stage LIVE
(310) 529-9444
beth@soundstage.live

LEARN MORE AT: www.soundstage.live

