

(LOGO)
THE (TITLE SPONSOR)



Presented by:

Company xxx and Company xxx
(Logo) (Logo)

APPEARING IN SELECT CITIES ACROSS THE COUNTRY

Fall 2017 - Spring 2018

Produced by PeteMan Entertainment
Boston, MA 02115

www.innuendotour.com

INTRODUCTION

PeteMan Entertainment is in pre-production for a 12-city tour of gay venues around the country with their new group, INNUENDO. The company has over 25 years of experience in the LGBT, Talent Management and Event Production industries. PeteMan has produced exceptional entertainment for a wide variety of events and celebrities including: the “Out and About” Tour, Six Flags New England Gay Days, dozens of gay clubs, many Gay Pride celebrations Gay icons Sir Elton John, Olympic Gold Medalist Mark Spitz, tennis legend Billie Jean King, all-time tennis great Martina Navratilova and SNL’s Kate McKinnon. (Complete company bio upon request.)

INNUENDO is a gay party/dance/fashion/performance group of talented college age guys who are preparing to take the country by storm. They will be touring the US and Canada from Fall 2017 through 2018 with a series of appearances at gay clubs, Prides, VIP private parties and additional venues. INNUENDO shows include a combination of four to six: dancers, models, event hosts, performers along with interactive contests, fashion shows, ‘Swag bags’, VIP parties and a number of other surprises.



INNUENDO “club” nights include customized combinations of elements featuring these sexy and talented guys. The night kicks off with a private VIP Pre-Party, where guests mingle with INNUENDO. Group members are introduced individually and then present a short dance routine or fashion show. Guests are also treated to photo opportunities with the guys. INNUENDO is an exceptional team of gay college guys who bring their high energy performances to gay clubs, Prides, VIP Parties and Festivals. Their show is a

combination, dancing, interactive experiences, fashion shows ,photo ops and contests. In addition they host VIP pre and post parties.

With the explosive growth of gay dating apps, many LGBT men spend hours upon hours in front of a phone/computer. *Our mission is to expand and improve the quality of the nightlife experience at the bars, clubs, Prides and special events, rather than to attempt to replace them!* A night with INNUENDO is an exciting alternative to standard gay nightclub fare.

INNUENDO offers our partners a unique opportunity to demonstrate their support for the LGBT community. With a reach of over 450,000 impressions through our multi-venue marketing channels plus over 6,000 live club guests. Our partners also benefit from unique exposure and access to this growing group of consumers who have a combined yearly spending power of nearly one trillion dollars.



Anticipated Tour Destinations (dates TBD)

The Tour will initially focus on the Northeastern section of the country. Based upon research of high concentration of LGBT to the general population, we anticipate stops in a dozen of the following popular gay destinations:

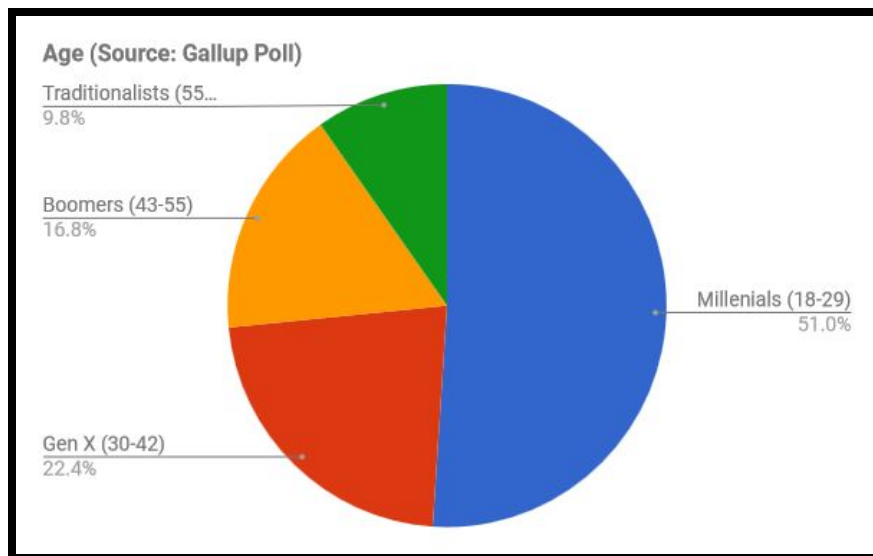
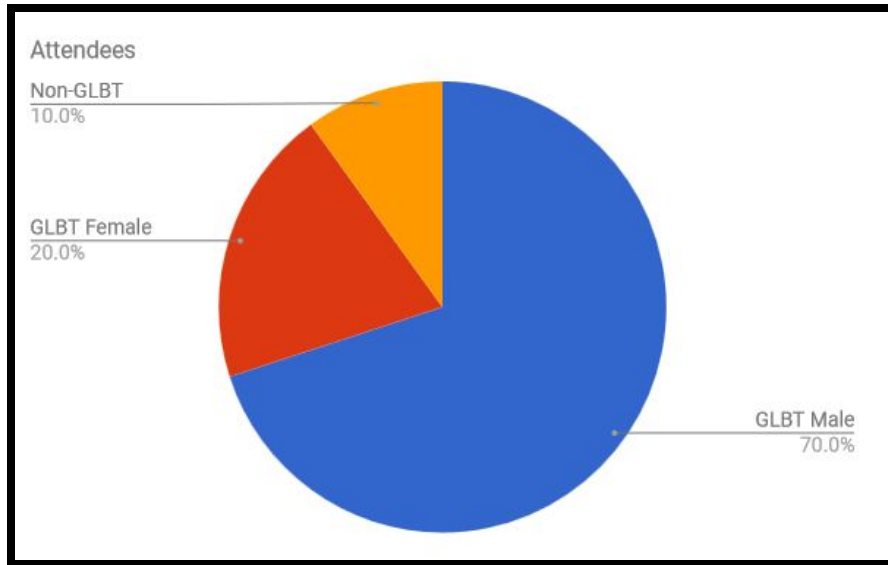
Boston , MA
Provincetown,MA
New York City
Southern NJ
Columbus,OH
Florida (tentative)

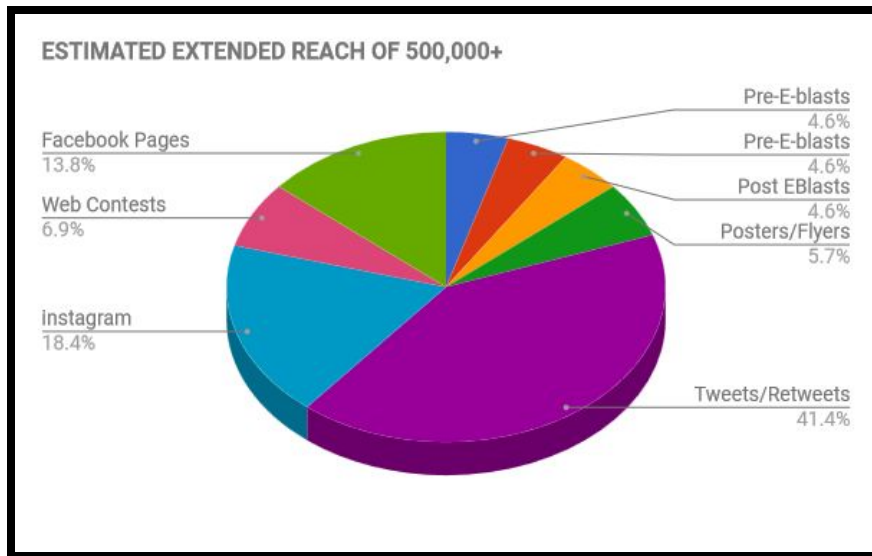
Philadelphia, PA
New Haven,
Baltimore, MD
Richmond, VA
Montreal, Canada

Providence (RI),
Washington DC
Ogunquit, ME
Chicago, IL
Toronto, Canada

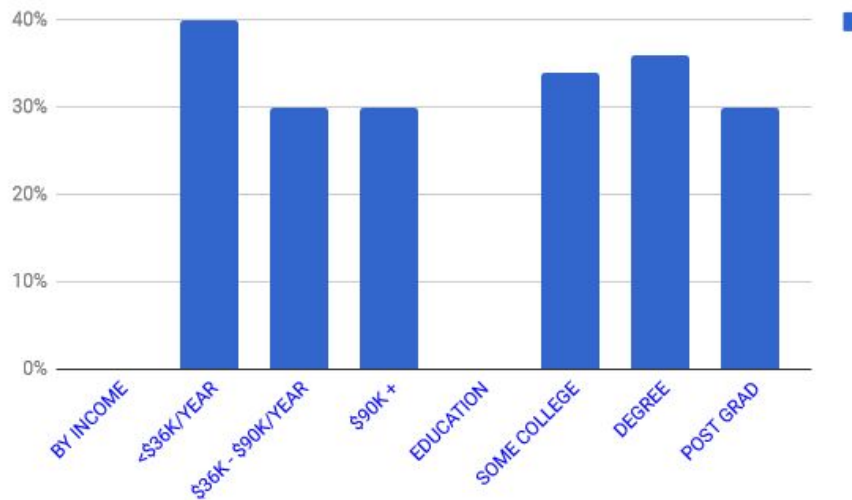
*Schedule subject to change

INNUENDO TOUR DEMOGRAPHICS

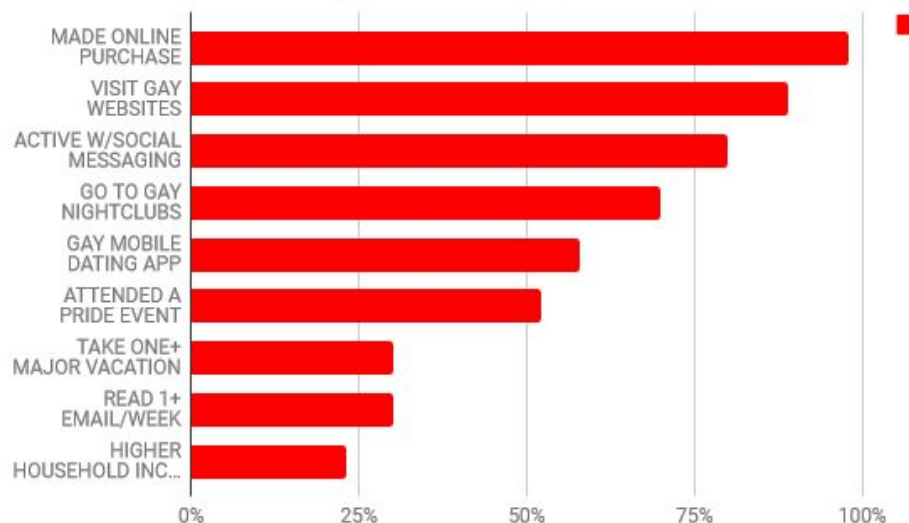




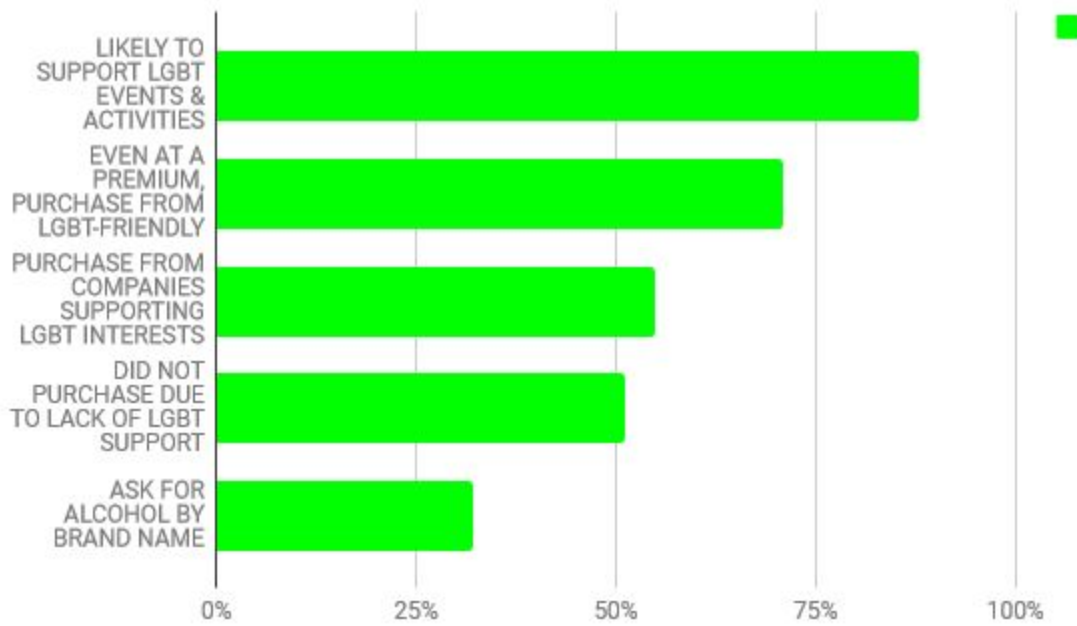
INCOME, EDUCATION, (GALLUP POLL)



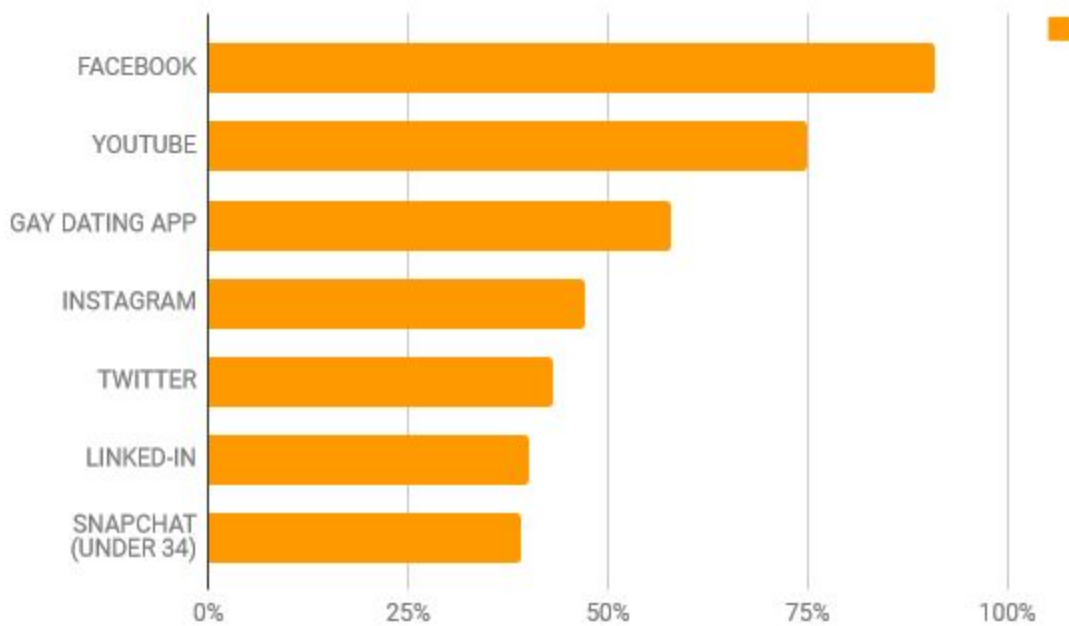
GLBT CONSUMER HABITS (DURING PAST YR)



LGBT CONSUMER LOYALTY



LGBT SOCIAL MEDIA USAGE



**All data in this presentation has been consolidated from The Gallup Poll, Harris Interactive, CMI Marketing, The Pew Report, Edge Online, Nielson Report, Accenture Consulting, Here Media and the National LGBT Community Survey.*

PETEMAN ENTERTAINMENT TESTIMONIALS

"Peter is a promotional and marketing events mastermind. I have witnessed him produce a number of unique, creative, and most importantly popular events from the ground up that have not only garnered tens of thousands of dollars in free advertising and exposure His skills as a brainstorming big picture when creating an event are certainly matched if not exceeded by his execution skills on the nitty gritty level of details, which is where the best laid marketing and promotional plans usually fail." **Andrew Eckhardt - Owner, Eckhardt Events**

"Peter is a true results driven professional, highly effective in managing both people, and programs. Peter always impressed me with his ability to create productive relationships with clients, and vendors alike. He is highly flexible person, able to handle pressure situations with apparent ease and a definite asset to any team" **Pia Welsh - Director Corporate Event Marketing Yahoo**

"Pete is by far the most effective and resourceful talent and event manager that I have had the pleasure of working with. He is reliable and brings a strong "follow through" acumen to all events that he partners with" **David S. Ryder - President Baltimore Pride**

INNUENDO TOUR SPONSORSHIPS

Reach Out And Show Your Support for the LGBT Community!

PeteMan Entertainment is committed to partnering with our sponsors to achieve maximum leverage in supporting the Tour. We welcome your suggestions to add to the assets included in your package. Below is a small sampling of the opportunities available to showcase your product or brand to over 500,000 LGBT consumers! (Complete benefit packages are attached to this proposal.)

- Product display/sampling booths/Giveaways
- Host the VIP Pre-Party and a VIP Lounge
- Present a special deejay or recording artist for the evening
- Your company logo on the guys from INNUENDO
- Provide swimwear, underwear, footwear and clothing for INNUENDO Fashion Show
- Option to place your logo on 'swag bags'
- Dedicated email blasts
- Usage rights for marks, Tour logos, content, photos, video
- Interactive contests
- Opportunity to enlist INNUENDO as your company's spokesmodels
- Banner ads on INNUENDO homepage
- Sponsored posts on social media
- Cross-promotions and networking on social media
- Offer incentives on your company website for fans to 'join' the INNUENDO Army
- Place coupons, products and information in "swag bags"

MARKETING PLAN INCLUDES:

- Utilization of Partners websites, mailing lists, interactive contests: Innuendo (1), Sponsor (11), Club/venue (12) and Fan websites
- Social Media
 - Facebook - Minimum of 10 posts per event
 - Twitter - Minimum of 10 Tweets per event
 - Instagram - Minimum of 10 posts per event
 - YouTube - Minimum of one post per event
- Email blasts - Minimum of two pre-event posts and one post event for each venue
- Press releases - Minimum of one per event

ACTIVATION IDEAS

Every sponsor has unique goals and strategies for activating their investments. We will work with you to develop the best to meet your needs. Below is a partial listing of ideas to consider.

- Place your company logo on each performer in Innuendo
- Branded VIP Booths
- Contests (live) -
 - Logo the GoGo, Musical Boys, Best Booty
 - Sponsor Token Hunt (guests try to get logo tokens from Innuendo and bartenders)
- Online Contests
 - Attendee Photo Contest
 - Sponsor product/services cross promotions
 - Ticket contests
- Giveaways and/or prizes
- Wearables (neons, slap-ons, etc)

SUMMARY

The LGBT market is an important and valuable demographic. The Innuendo National Tour offers direct access to this community demonstrate your company's support and commitment. Please review the attached packages and let us custom-tailor a sponsorship for you.

"Being gay-friendly is cheap and good for business." - The Economist