



Pole Show LA
LAS VEGAS
PROMOTIONAL OPPORTUNITIES

Saturday, September 10, 2016

TABLE OF CONTENTS

3. ARTEMUS W. HAM CONCERT HALL, Nevada, Las Vegas
4. Pole Dancing = Art Form
5. Pole Dancing In Pop Culture
6. Leigh Ann Reilly
7. Pole Show L.A. at Pole Expo
8. Demographics
9. Promotional Opportunities List
10. Event Financier
11. Live Commercials
12. Champagne Reception Financier
13. Promotional Booth
14. Program Ad
15. Photo Gallery
16. Artwork Guidelines
18. Contact Us

PoleShowLA.com



PERFORMING ARTS CENTER

ARTEMUS W. HAM CONCERT HALL
University of Nevada, Las Vegas

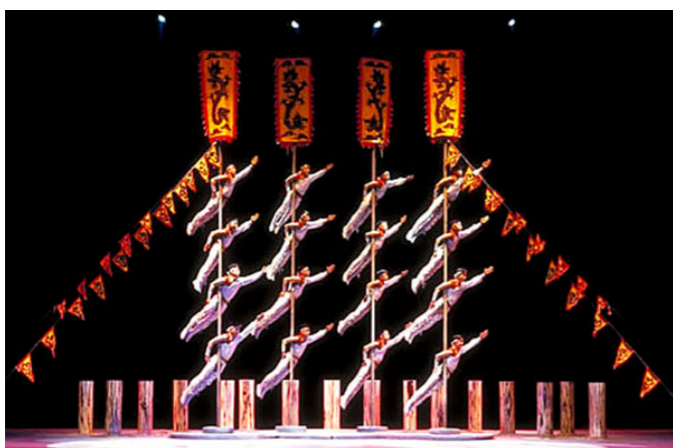


- ◆ Artememus W. Ham Concert Hall serves as a cultural home for a wide range of performances, from light opera, folk, and pop music to ballet, jazz, and full symphonic productions and seats for 1,832.
- ◆ The box office for the Performing Arts Center is located on the south side of the Cottage Grove Parking Garage.
- ◆ The concert hall continues to host international symphony orchestras and other more recent musical greats like violinist Joshua Bell, Tony Award-winning Broadway star Lea Salonga, the American Ballet Theatre, UNLV's classical guitar series, and many more performances.
- ◆ Maximum event capacity:
 - 800 +
 - Full Bar - Signature Pole Show LA Cocktails
 - Custom Pole Show LA Champagne Bottles & Meet the Stars Reception prior to the show
 - Theater seating with unobstructed views
 - 0.7 miles from Hard Rock Hotel & Casino
 - 4 min drive or Uber ride/15min walk

Artemus W. Ham Concert Hall
4505 S Maryland Pkwy
Las Vegas, NV 89154
(702) 895-3011

PoleShowLA.com

POLE DANCING = ART FORM

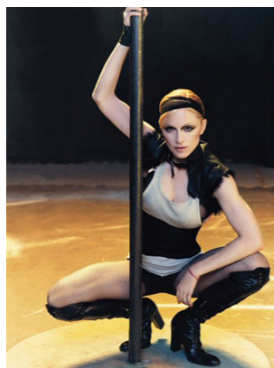


- ◆ Pole fitness combines dance, acrobatics and gymnastics with the focus of the sport centered around a vertical pole.
 - Pole Fitness has gained popularity as a form of fitness and entertainment, practiced today in gyms and dedicated dance studios.
 - There are thousands of professional and amateur competitions held around the world annually.
- ◆ Cirque du Soleil is one of the largest and best know live event brands in the world. Central to almost every live Cirque du Soleil show are pole and aerial performers who have help make Pole Fitness more mainstream.
- ◆ Pole has also been influenced by Chinese Pole, a form of acrobatics most notably performed in Chinese circus.

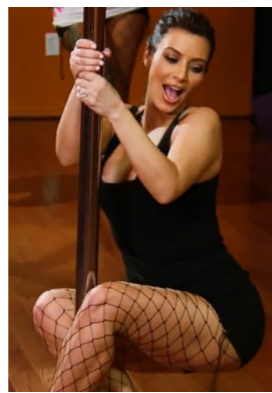
POLE DANCING IN POP CULTURE



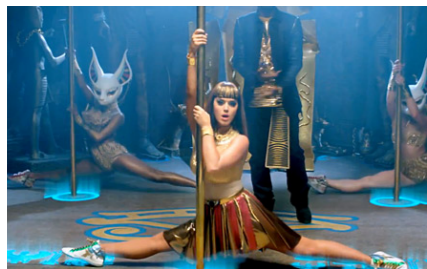
Britney Spears



Madonna



Kim Kardashian



Katy Perry



Lady Gaga



Rihanna



Lindsay Lohan



Miley Cyrus

- ◆ Pole and aerial fitness have become part of pop culture with many stars practicing pole as exercise or using it as part of live events, movies and TV.
- ◆ Musicians, actors and Celebrities use pole and aerial as part of live shows, in music videos and to keep fit:
 - Lady Gaga
 - Katie Perry
 - Britney Spears
 - Miley Cyrus
 - Lindsay Lohan
 - Kim Kardashian
 - Pink
 - Rihanna
 - Madonna
 - Kate Hudson
 - And others
- ◆ Pole fitness combines dance, acrobatics and gymnastics with the focus of the sport centered around a vertical pole.

LEIGH ANN REILLY'S BIO



- ◆ Leigh Ann Reilly is producer/creator/owner of Pole Show L.A. and has extensive pole industry experience as a business woman and performer. Reilly started pole dancing for fun and fitness in 1999.
- ◆ Reilly is a known innovator throughout the pole industry and was the first person to bring three distinct disciplines together: combining the sensuality of exotic dance techniques, acrobatic pole tricks and floor work.
- ◆ In 2006, Reilly opened BeSpun in Los Angeles, one of the first pole studios in America. At the time she had no fitness experience or clients. Reilly and BeSpun have gained popularity and worldwide acclaim through her popular YouTube pole dancing channel that currently has 25,000+ subscribers and over 8 million video views.
- ◆ In 2012, Reilly's BeSpun won the prestigious "International Pole Studio of the Year" presented by the International Pole Dance Fitness Association. She has also received multiple Pole World News Awards including, 2016 Pole Industry "Revolutionary" Award, 2016 & 2014 Showcase of the Year for Pole Show L.A., 2015 Choreographer of the Year and 2015 Spirit of Industry Excellence award for Pole Show L.A.
- ◆ Leigh Ann grew up in the entertainment industry working as a Hollywood television and film actor from 1982-1995. She appeared in over 100 Television Commercials from '82 to '95, had a recurring roll as Ashley in "Home Improvement", was a series regular on "Life Goes On" as Zoe in the '91 season, and had roles in the film "The Favor", alongside Brad Pitt, and "Pet Shop."

POLE SHOW L.A. AT POLE EXPO



Pole
Show
LA

- ◆ The success and strong buzz in the pole community created a massive interest in Pole Show L.A. coming to Las Vegas in conjunction with Pole Expo.
- ◆ Pole Expo is the largest gathering of pole dancers on the globe. Pole Show L.A. would highly benefit from it's established attendance.
- ◆ Pole Expo is in it's 5th year. It welcomes attendees from all over the world, 50+ countries including Canada, USA, Mexico, Venezuela, Brazil, Argentina, England, France, Italy, Japan and Australia just to name a few!

POLE SHOW LA DEMOGRAPHICS

You
Tube



- ◆ 13,000 Email List
- ◆ 50,000 Direct Social Media Reach
- ◆ YouTube Channel with 28,000 subscribers and over 8 million views
- ◆ Pole Show LA Demographics:



- 18-45
- 70% female
- Average Income \$50-100k per year

PROMOTIONAL OPPORTUNITIES

- ◆ *Event Financier*
- ◆ *Live Commercial*
- ◆ *Champagne Reception Financier*
- ◆ *Promotional Booth*
- ◆ *Program Ad*

PoleShowLA.com



EVENT FINANCIER \$3000

- ◆ Customized Promotional Opportunities
- ◆ Brand Specific Sponsorship
- ◆ Highest Brand Exposure

PoleShowLA.com



LIVE COMMERCIAL \$1000

- ◆ Premier, live advertising on large screens within the venue
- ◆ Brand's Logo placed on Sponsor Screen
- ◆ Brand Videos will be posted on Pole Show L.A. Social Media

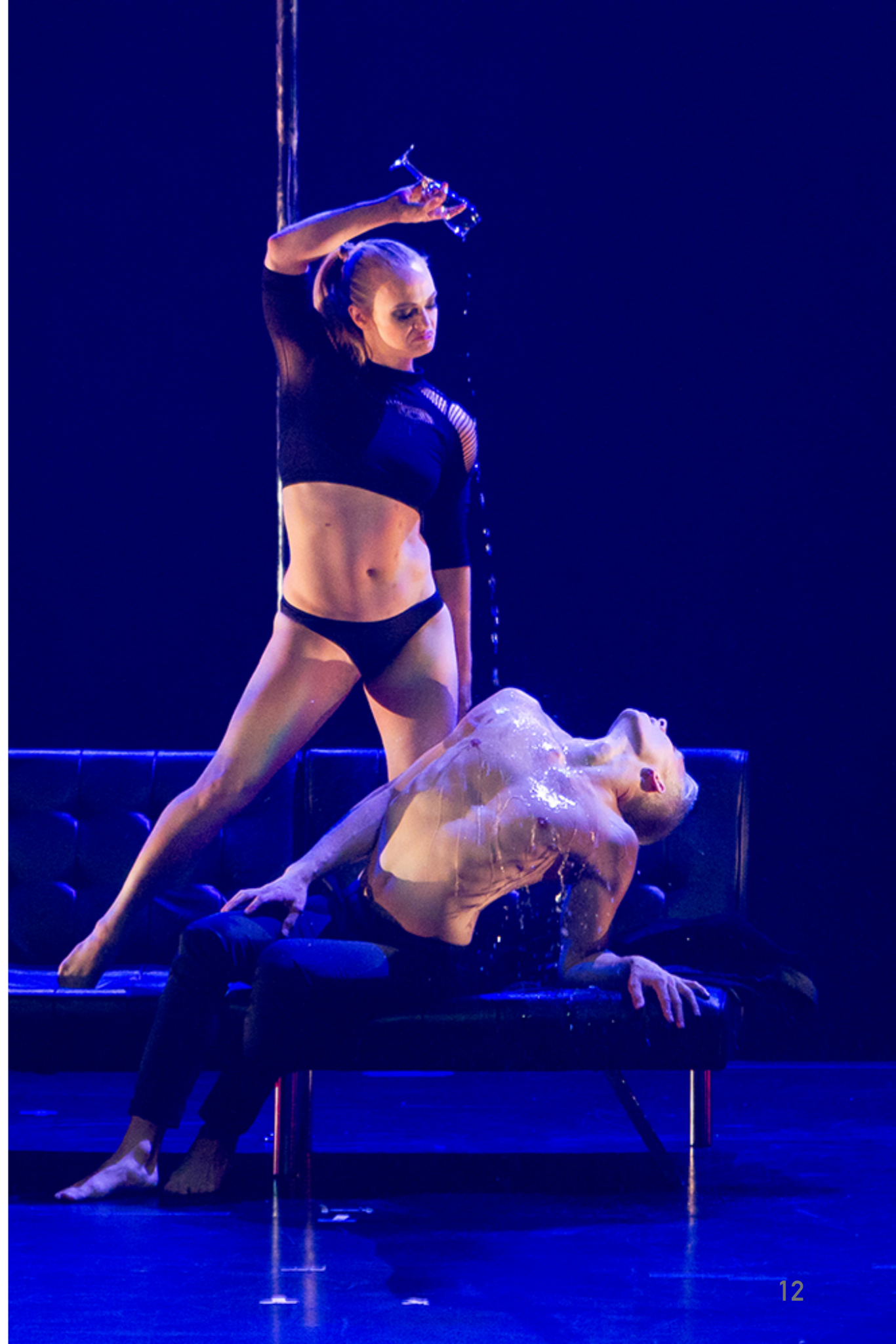
PoleShowLA.com



CHAMPAGNE FINANCIER \$1000

- ◆ “Your Brand’s” Premier Champagne Reception
- ◆ Reception is prior to the show
- ◆ Includes Meet & Greet with the Stars
- ◆ Brand’s Logo placed on Sponsor Screen
- ◆ Pole Show L.A. Bottle of Champagne
- ◆ 2 VIP Tickets

PoleShowLA.com



PROMOTIONAL BOOTH \$300

- ◆ Promote your product, merchandise, and business to 800+ potential customers
- ◆ Brand's Logo placed on Sponsor Screen during live event
- ◆ Show includes 2 general admission tickets

PoleShowLA.com



PROGRAM AD \$350

- ◆ Full Color page \$350
- ◆ Ad format and Specs:
 - Full page: 8.5 tall x 5.5 wide

PoleShowLA.com





Pole Show L.A. LAS VEGAS ¹⁵



Pole Show L.A. LAS VEGAS ¹⁶

ARTWORK GUIDELINES

Ad format and Specs

- Half page: 4.25 tall x 5.5 wide
- Full page: 8.5 tall x 5.5 wide

Sending Payment

- Send via Paypal to:
PoleShowLA@BeSpun.com

Sending Artwork for Ads

- Ad as .AI, PDF, EPS or TIFF to
Molly@BeSpun.com

Sending Live Commercials

- Quicktime .mov file that is 1920X1080
- Max 60 seconds
- Include a 15 second clip to use for Social Media post
- Send downloadable link to:
Molly@BeSpun.com

Company Logos:

- High quality PNG, please remove any background
Molly@BeSpun.com

Via Dropbox.com to:

- lalegendsmma@gmail.com

Artwork & Commercial Deadline:

- Friday, August 25, 2016 (2 weeks before the show)



Pole Show LA



CONTACT US

Website:

PoleShowLA.com

BeSpun

7561 Sunset Blvd. #102

Hollywood, CA., 90046

Phone: 323-876-7786

Studio Email: Info@BeSpun.com

Studio Website: BeSpun.com

Leigh Ann Reilly

Creator of Pole Show L.A., Owner of BeSpun

LA@BeSpun.com

Phone: 323-876-7786 ext. 100

Molly Hebda - Sponsorships

Molly@BeSpun.com