



THE  
TR3M0L  
XPERIENCE





0:33

***"TO EXPERIENCE EDM LIKE NEVER BEFORE,  
EXPERIENCE THE TR3AL XPERIENCE"***

***-TACO BEACH***





# THE TR3AL XPEREINCE: SPRING BREAK

PICTURE.. "YOUR BRAND PRESENTS"  
ON A SERIES SPRING BREAK PARTIES IN THE 2ND BIGGEST SPRING  
BREAK MARKET IN THE COUNTRY (FLORIDA) .

THE AREA OF LAKE PARK IS  
LESS THAN AN 30 MINS FROM FLORIDAS HOTTEST SPOTS:

MIAMI - PANAMA CITY BEACH - WEST PALM BEACH - FORT LAUDERDALE

FLORIDA SPRING BREAK ATTRACHED 26.3 MILLION COLLEGE STUDENTS  
LAST YEAR. THE BIGGEST CONCENTRATION IN THE AREAS IN WHICH WE  
ARE PROMOTING. WITH OUR MARKETING TEAM ON THE GROUND  
INTERACTING WITH THIS DEMOGRAPHIC. YOUR BRAND WILL BE SEEN  
BY ARE LARGE PORTION OF THEM EVEN IF THEY DONT ATTEND.



# The Kelsey Theater

**CURRENT TICKET SALES:** **300 TICKETS SOLD**

**TICKET SALE GOALS:** **700 TICKETS**

**OUR INVESTMENT :** **\$3500.00**

**TOTAL EVENT/MARKETING COST:** **\$6000.00**

**UNIQUE MARKETING:** **BREAKOUT WEBSERIES (BELOW)**

**UNIQUE VENUE QUALITIES:** **VENUE MARQUE • LOCAL NEWS**

**UNIQUE EVENT QUALITIES:** **SPRING BREAK FL. • ST. PATTYS DAY!**

**BRANDING:** **BACKDROPS & SCREENS**

**EVENT GOAL: CREATE MOMENTUM FOR (MAR. - JUN.) CONCERT SERIES**

**EPISODES OF THE WEBSERIES:**

**LEGENDS VS. BEER**

**A BEER GAME SERIES**

**AIRING ON: INSTAGRAMTV**

**LIVE PARTICIPATION FOR PATRONS**

**TAPED/AIRED EPISODES ON WEB**



DREW STAWIN PHOTOGRAPHY ©

**DATE: MARCH 17TH**

**VENUE CAPACITY: 1000 PPL**

**MARKETING REACH: 100K PPL**

**EVENT:**

**SPRING BREAK ST. PATTYS DAY BASH**

**LOCATION: LAKE PARK, FL**

**THE SECOND LARGEST SPRING BREAK**

**DESTINATION (IN THE U.S)**

**DURING THE PEAK OF SPRING BREAK.**

**ON ST. PATRICK DAY!**

**+24 MILLION SPRING BREAKERS**

**IN A 10-20 MILE RADIUS**

**THIS IS A SPONSORS DREAM**







**GENRES: EDM**

**INSTRUMENT:  
TURN TABLES**

**NEW SINGE RELEASE:  
DON'T STOP**

**SEE MORE: [WWW.TR3AL.COM](http://WWW.TR3AL.COM)**

**INSTAGRAM: @TR3AL**

**TWITTER: @TR#3ALOFFICIAL**

**TR3AL IS AN ENERGIZING DJ AND EDM PRODUCER BASED IN  
LOS ANGELES, CALIFORNIA.**

**INFLUENCED BY INSPIRATIONAL ELECTRONIC ACTS LIKE:  
TESTO, STEVE AOKI & HARDWELL**

**WITH HIS UNSTOPPABLE ENERGY & CONQUERING PASSION  
FOR MUSIC IS EXPLODING ONE DANCE FLOOR AT A TIME!  
WITH GREAT SPIRIT HE PROMOTES AN INVIGORATING VIBE &  
POSITIVE FEEL. HIS EXHILARATING MUSIC IS A VIBRANT  
APPROACH TO EDM. HE HAS ONLY ONE PURPOSE WHEN HE'S  
IN YOUR CLUB... BREATHE EXUBERANT LIFE INTO....  
THE DANCE FLOOR!**

**RELEVANCE ANALYTICS:**

**WITH NUMBERS IN THE MILLIONS  
TR3AL'S POPULARITY IN THE  
EDM CULTURE; SPEAKS FOR  
ITSELF.**

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

**OTHER SOCIAL ANALYTICS**

**INSTAGRAM:  
FOLLOWERS: 101.3K  
LIKES: +300 K  
VIDEO VIES: 50 K**

**FACEBOOK: +30K FOLLOWERS**

**LIFETIME CROWD NUMBERS:  
HAS PERFORMED FOR WELL OVER  
20 MILLION FANS**



SPONSORSHIP  
UNIQUE MARKETING  
OPPORTUNITIES



# LEGENDS VS SPRING BREAK

## THE WEBSERIES

*THE SHOW IS SIMPLE WE WILL HAVE A MOVING SET UP WITH SPONSOR BANNER AS BACKGROUND. SPRING BREAKERS WILL PLAY GAMES AND WIN PRIZES! ALSO OUR HOST WILL ASK THESE SPRING BREAKERS A SERIES OF QUESTIONS. WE WILL SEEMLESS INSERT CONSUMER FOCUS GROUPS QUESTIONS SELLECTED BY YOUR COMAPNY INTO THE MIX. ALSO PRODUCT TESTING AND PRODUCT PLACEMEMNT OF OUR SPONSORS WILL BE A STRATEGIC CENTER PIECE OF THE SHOW*

TEST MARKETING  
SPONSORSHIP TAGS  
PRODUCT PLACEMENT  
INTERGRAED COMMERCIALS





**LEGENDS VS BEER SPONSORS:**

**EACH EVENT STOP ON THE TOUR WILL FEATURE (DOING THE PRE-PARTY) A TAPING IF OF OUR WEB-SERIES. THIS WILL GIVE OUR SPONSORS ANOTHER OUTLET TO FEATURE SPONSORSHIP THAT WILL GO OUT WORLD-WIDE CREATING ANOTHER OPPORTUNITY FOR OUR SPONSORS TO CREATE BRANDING. EACH EPISODE WILL FEATURE BRAND SPONSORS IN THE TITLE.**

- PRODUCT & LOGO PLACEMENT VISIBLE IN MORE THAN 10 MINS OF THE EPISODE**
- SPONSORSHIP BREAK: HOST WILL DIRECTLY MARKET SPONSORS/DONOR AND CREDITS/LOGOS IN THE CLOSE**
- ANY WEARABLE MERCHANDISE CAN BE WORN BY PARTICIPANTS AND SHOW HOSTS.**





***EACH EVENT PRESHOW WILL FEATURE 4 TO 8 TEAMS (OF TWO)  
COMPETING IN TOURNAMENT STYLE BEER PONG FOR SPONSORED PRIZES  
GIVEAWAYS AND TROPHY'S***





**OUR  
WEBSERIES**



**ALL  
MERCHANDISE**

**SOCIAL MEDIA  
CAMPAIGN**



**MARKETING TOOLS**

**DIRECT MARKETING**

**OUR NATIONWIDE  
MAILING LIST  
&  
OUR WEBSITE**





TOUR MERCHANDISE









**YOU CANT DRINK ALLDAY**

**3**

**2**

**UNLESS YOU START IN THE MORNING**

**VENUES & SPONSORS LOGO'S  
WILL APPEAR ON  
ALL MERCHANDISE & APPAREL**



# **GAIN ACCESS TO:**



REACH UP TO

**150K UNIQUE USERS**

THRU EVENT STREAMING & SOCIAL MEDIA



ACCESS

**75K HANDRAISERS**

THRU EVENTS/EMAILS & DATABASE



**DURING  
3 MONTHS OF TOUR**

**OVER  
250K  
UNIQUE HITS**



**50K+ LIKES**

**WE PROJECT**

**+150K WILL SEE A I AM TOUR POST  
MEANING OVER 2.6M IMPRESIONS**



**79K+ POSTS**

**USING #IAMTOUR**

**#IAMEDM & #IAMMUSIC**

**WE EXPECT 20K+ POST**



**50K+ VIEWS**

**PROJECTED**

**COMMERCIALS**

**& PROMO IMPRINTS**

# TR3AL XPERIENCE : INTOXICATION

## LEGENDS VS BEER

CAMERA CREW - SETUP  
EPISODE PRODUCTION - EDITING

**\$500.00**  
(PER EPISODE)



**VENUE & ARTIST**  
TR3AL BOOKING - CONTRACTS -  
EVENT SETUP  
PRODUCTION (LIGHTS/SOUND)  
AD PLACEMENT - STEP & REPEATS

**\$1000.00**  
(PER EVENT)

INCLUDES:

TRAVEL - LODGING + ACIDENTALS



## EVENT MARKETING

AD SPACE - SOCIAL MEDIA ADS  
EVERY PLATFORM - SPONSORED POSTS  
& COMPANY PARTNERSHIPS

**\$1000.00**  
(PER EVENT)





## **CONNECT WITH A POWERFUL GROWING/LOYAL AUDIENCE**



**OUR MARKET DEMOGRAPHIC BUYING POWER IS ESTIMATED @ 200 BILLION ANUALLY**

### **LOYAL**

**\* 69% PURCHASE PRODUCTS WITH BRAND RECOGNITION**

**\* EDM LISTENERS ARE EXTREME BRAND LOYALIST**

### **AFFLUENT**

**\* TWICE AS LIKELY TO HAVE A HOUSEHOLD INCOME ABOVE \$100K**

**\* 20% EQUITY IN THEIR HOMES**

**\* 47% WILL PAY MORE FOR QUALITY BRANDS**

### **INDULGENT**

**\* 78% BELIEVE IN INDULGING THEMSELVES**

**\* 28% HAVE TAKEN A VACATION IN THE LAST YEAR**

**\* 65% BOUGHT A NEW SMART PHONE IN THE LAST YEAR**

# OUR AUDIENCE



## URBAN PROFESSIONALS

25-35 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 TO 30 YEAR OLD  
MALES & FEMALES  
BASED IN SMALL TOWNS  
WITH LITTLE FUN TO BE  
HAD LOOKING FOR A  
GREAT TIME

DRIVERS  
FUN  
ACCEPTANCE  
INCLUSION  
HOOKING UP  
SPECTACLES

(SECONDARY AUDIENCE)



## INTERNATIONAL FUN SEEKERS

21 TO 40 YEAR OLD  
MALES & FEMALES  
WELL TRAVELED,  
DIVERSED, CULTURED  
W/ DISPOSABLE INCOME

DRIVERS  
FUN  
NEW EXPERIENCES  
LUXURY  
DIVERSITY  
ADVENTURE



## UNIQUE TOUR SPONSORSHIP OPPURTUNITIES

- DURING EACH NIGHT - VERBAL AND VISUAL ADS WILL PROMOTE OUR SPONSORS
- SPONSORED PRODUCT SAMPLES/SWAG WILL BE OFFERED TO THE FIRST 50-100 PARTY GOERS
- ALL PROMOTIONAL MATERIAL WILL FEATURE OUR SPONSORS & DONORS

**LIVE-STREAMS:** EVENTS WILL OFFER BRAND SPONSORS AD SPACE AND COMMERCIALS  
SPONSORSHIP BRANDS COMMERCIALS AND OFFICIAL ADS WILL SHOW UP ON ALL EVENT PAGES, ARTIST  
AND VENUE WEBSITES

**PRE-PARTY NETWORKING:** SPONSORS CAN INTERACT MORE IN-DEPTH WITH POTENTIAL CUSTOMERS WE  
WILL DO FEED BACK SURVEYS - TASTE TESTING AND PRODUCT REVIEWS BEFORE THE EVENT STARTS IN A  
FUN INTERACTIVE WAY TO FURTHER GIVE OUR SPONSORS INSIGHT INTO THIS MARKETING DEMOGRAPHIC'S  
WANTS AND NEEDS IN PRODUCTS THE SUPPORT

**SOCIAL MEDIA WALL HATCHTAGS:** ALLOWS OUR PARTY GOERS TO HATCHTAG YOUR BRAND AND SEE  
ANY PICTURE THEY POST FEATURED ON SCREENS DURING THE EVENT THIS WILL GIVE OUR SPONSORS A  
BOOST OF VIRAL TAGS ON EACH NIGHT OF OUR EVENTS.

**PRODUCT/MARKETING GIVE-AWAYS:** (IN SPONSORS NAME) : WHETHER YOUR LAUNCHING A NEW  
PRODUCT OR WANT TO MARKET AN EXISTING ONE WE WILL GIVE ALL SPONSORS THE ABILITY TO HAVE GIVE-  
AWAYS IN THE NAME OF MARKETING SAID PRODUCT. ANY NAME IDENTIFYING SWAG WILL MAKE PATRONS  
AND FUTURE CUSTOMERS WANT TO PARTICIPATE!

# FULL SPONSORSHIP BUDGET

1 EVENTS

3 WEBSITES

2 WEBSERIES

CONSUMER INTERACTION

1500 ON SIGHT PATRONS

BRANDING SCREENS & BANNERS

NAMING RIGHTS & PRESENTING SPONSORSHIPS

**TOTAL BUDGET: \$5.5K**

**SPONSORSHIP NEED: \$2,500.00**



# The Kelsey Theater

**TITLE  
SPONSOR**

**\$1300**

**PRESENTING  
SPONSOR**

**\$800**

**PARTNERING  
SPONSOR**

**\$400**

**OUR GOAL EVENT SPONSORSHIP: \$2500.00**

**SPONSORSHIP OPPORTUNITIES :**

**EPISODES OF THE WEBSERIES  
LEGENDS VS. BEER  
WILL BE USED AS A BRANDING  
TOOL FOR YOUR BUSINESS**



**DATE: MARCH 17TH**

**VENUE CAPACITY: 1000 PPL**

**MARKETING REACH: 100K PPL**

**EVENT:**

**SPRING BREAK ST. PATTYS DAY BASH**

**LOCATION: LAKE PARK, FL**

**THIS EVENT WILL OFFER SPONSORS  
A MARKETING HAVEN TO TEST MARKET  
AND BUILD BRAND LOYALTY WITH A MAJOR  
MARKET DEMOGRAPHIC**



# TITLE SPONSOR

**\$1,300** + ALL BRAND COLLATERAL & SIGNAGE

## OVERVIEW

**IMMERSE YOUR BRAND IN: THE TR3AL XPERIENCE (NAMING RIGHTS)**

YOUR BRAND NAME WILL BE SYNONOMOUS WITH THE ENTIRE 2 EVENT TOUR.

CUSTOMIZE BRAND IMMERSION IN THE ENTIRE I AM TOR EXPERIENCE TO FULLFILL YOUR MARKETING OBJECTIVES. EXCLUSIVITY AND SENIORITY IN PRODUCT CATEGORY IN OUR 2019 GLOBAL MARKETING CAMPAIGN

## BRAND EXPOSURE

MAXIMUM BRAND EXPOSURE THROUGHTOUT THE TOUR WITH BRAND ACTIVATIONS THROUGHOUT THE PARTIES (2 IN TOTAL) - PROMINENTLY DISPLAYED LOGOS AND SIGNAGE IN THE PRIMARY STAGING LOCATIONS AND HIGH TRAFFIC AREAS WITH BRAND ENGAGEMENT OPPURTUNITIES AND/OR PRODUCT DISTRIBUTION. MARKETING IS CUSTOMIZABLE TO ALIGN WITH YOUR MARKETING OBJECTIVES. YOUR BRAND BECOMES APART OF THE WEEKEND.

- + ACCESS TO 400 GIFT BAGS (DISTRIBUTED IN EACH TOUR STOP) FOR PROMOTIONAL ITEMS OR MATERIAL
- + INCORPORATE LOGO INTO CUSTOM DESIGN OF VIDEO CONTENT AND PROJECTED ON MAIN STAGE.
- + LOGO PROMINENTLY ON SPONSORSHIP MATERIAL, ALL EVENT PRODUCTS AND SPONSORS PAGE ON ALL SOCIAL MEDIA AND PARENT WEBSITES FOR A FULL YEAR.
- + LOGO IN DEDICATED EMAIL CAMPAIGN TO OUR ENTIRE DATABASE (500K+ DISTRIBUTION)
- + CONSTANT ANNOUNCEMENT OF SPONSORS AND THANKS FOR PARTICIPATION
- + DEDICATED SOCIAL MEDIA POST TO INCREASE BRAND AWARENESS
- + FIRST RIGHT AND OPTION TO SPONSOR UPCOMING TOURS
- + SPONSORED CREDITIALS AND HOTEL ACCOMODATIONS FOR BRAND REPS BASED ON NEED





# PRESENTING SPONSOR

**\$800** + ALL BRAND COLLATERAL & SIGNAGE

## OVERVIEW

### **YOUR BRAND IS A MAJOR PART OF THE XPERIENCE**

PRESENTING SPONSOR WILL BE GIVEN THE OPTION OF HOW THEIR BRAND IS PROMOTED THROUGHOUT THE TOUR. IN ADDITION YOU RECEIVE SOME OF THE BENEFITS OF A TITLE SPONSOR. EXCLUSIVITY IN PRODUCT PLACEMENT/MARKETING CAMPAIGN. PROMOTIONAL AREAS WILL BE MADE AVAILABLE AT EACH TOUR STOP.

## BRAND EXPOSURE

MAXIMUM BRAND EXPOSURE THROUGHOUT THE TOUR WITH BRAND ACTIVATIONS THROUGHOUT THE PARTIES (2 IN TOTAL) - PROMINENTLY (SECONDARY) DISPLAYED LOGOS AND SIGNAGE IN THE PRIMARY STAGING LOCATIONS AND HIGH TRAFFIC AREAS WITH BRAND ENGAGEMENT OPPORTUNITIES AND/OR PRODUCT DISTRIBUTION. MARKETING IS CUSTOMIZABLE TO ALIGN WITH YOUR MARKETING OBJECTIVES. YOUR BRAND BECOMES A PART OF THE TOUR.

- + ACCESS TO 200 GIFT BAGS (DISTRIBUTED IN EACH TOUR STOP) FOR PROMOTIONAL ITEMS OR MATERIAL
- + ACCESS TO SECONDARY MARKETING (INCLUDING: TSHIRTS & BOOTHS)
- + LOGO PROMINENTLY ON SPONSORS PROMO MATERIAL & SPONSORS PAGE ON ALL SOCIAL MEDIA AND PARENT WEBSITES FOR A FULL YEAR.
- + LOGO IN DEDICATED EMAIL CAMPAIGN TO OUR ENTIRE DATABASE (500K+ DISTRIBUTION)
- + CONSTANT ANNOUNCEMENT OF SPONSORS AND THANKS FOR PARTICIPATION
- + DEDICATED SOCIAL MEDIA POST TO INCREASE BRAND AWARENESS
- + FIRST RIGHT AND OPTION TO SPONSOR UPCOMING TOURS
- + SPONSORED CREDITALS AND HOTEL ACCOMODATIONS FOR BRAND REPS BASED ON NEED



# PARTNERING SPONSOR

**\$400** + ALL BRAND COLLATERAL & SIGNAGE

## OVERVIEW

### **YOUR BRAND IS A MAJOR PART OF THE XPERIENCE**

AN EVENT PARTNER WILL GAIN MUCH BRAND AND LOGO EXPOSURE. OUR COMMITMENT TO YOU WILL NOT BE MINIMIZED WE WILL INCREASE YOUR BRAND AWARENESS ABOUT YOUR BRAND WITH OUR AFFLUENT AND LOYAL AUDIENCE. THE IDEAL OPPURTUNITY TO GAIN ACCESS TO SPECIFIC EVENTS

## BRAND EXPOSURE

MAXIMUM BRAND EXPOSURE THROUGHTOUT THE TOUR WITH BRAND ACTIVATIONS THROUGHTOUT THE PARTIES (1 IN TOTAL) - PROMINENTLY (SECONDARY) DISPLAYED LOGOS AND SIGNAGE IN THE PRIMARY STAGING LOCATIONS AND HIGH TRAFFIC AREAS. STILL CUSTOMIZABLE TO ALIGN WITH MARKETING OBJECTIVES. GAIN ACCESS TO OVER 500K IMPRINTS AND ATTENDEES

- + ACCESS TO 100 GIFT BAGS (DISTRIBUTED IN EACH TOUR STOP) FOR PROMOTIONAL ITEMS OR MATERIAL
- + ACCESS TO SOME SECONDARY MARKETING (INCLUDING: TSHIRTS)
- + LOGO PROMINENTLY ON SPONSORS PROMO MATERIAL & SPONSORS PAGE ON ALL SOCIAL MEDIA AND PARENT WEBSITES FOR A FULL YEAR.
- + LOGO IN DEDICATED EMAIL CAMPAIGN TO OUR ENTIRE DATABASE (500K+ DISTRIBUTION)

PARTNERS WILL HAVE ALL BRANDING ACCESS FOR ONE EVENT & LIMITED ACCESS TO THE OTHER TWO EVENTS IN THE SERIES







**ALIGN WITH A WONDERFUL CAUSE**

**PORTIONS OF ALL PROCEEDS WILL GO TO...**  
**THE I AM THE FUTURE INITIATIVE**



**KIDS IN NEED  
FOUNDATION**

School Supplies. Changing Lives.™

The Kids In Need Foundation works to ensure that every child is prepared to learn and succeed in the classroom by providing free school supplies nationally to students most in need.







THE  
TRIAL

XP=RIENCE