

SOCAL LIVE MUSIC SERIES SPONSOR PROGRAM 2016~2017



Long Beach, CA USA

SoCal Event Network
develops, produces &
promotes live music events

<http://SocalEvent.net>



OBJECTIVE

- Partner with National Brand Sponsors & Local Vendors
- Grow Live Music Event Series & Vendor's Business
- Promote Event Series to Out-of-Town Visitors / LA / OC Markets

EVENT OVERVIEW

Live Music Series - Regular Series schedule at SoCal Venues

- "SoCal Blues Party™" – 3rd Saturdays @ Long Beach Marriott
- "Little Tokyo Blues Party™" – Monthly @ DTLA Club
- "SoCal Reggae Party™" – Monthly @ SouthBay Club
- "Blues Jam Tour™" – Weekly @ various Club Venues
- Music Event Free / Optional VIP Packages & Bottle Service

TARGET DEMOGRAPHICS

- Adult Demo ages 35-65+
- Blues, RnB & Reggae Music Fans in living in LA / OC / DTLA
- Visitors from US & International cities

SPONSOR CATEGORIES

- Title Level: Automotive, Legal, Financial, Media, Music Gear
- Presenting Level: Automotive, Legal, Beverage, Financial, Music Gear
- Vendor Level: Visual Arts, Vinyl LPs, Clothing, Jewelry

SPONSOR BENEFITS

- Featured Brand Promotion & Sampling Onsite
- Featured Brand Promotion Online
- Social Media Promo Tie-ins
- Client Hospitality @ Upscale Venues
- 100,000+ Projected Series Impressions (monthly print + digital)
- Category Exclusive for Title + Presenting Levels

SERVICES

- 1) Event Strategy & Design
- 2) Venue Management
- 3) Entertainment Booking
- 4) Production, Sound, Lights
- 5) Marketing & Promotion
- 6) Sponsor Programs
- 7) Catering & Beverage
- 8) Staffing

VENUE Network

- 1) Tamarindo's Cantina-LB
 - 2) Long Beach Marriott-LB
 - 3) Tokyo Beat- DTLA
 - 4) Crown Plaza-San Pedro
 - 5) SOL - Carson
 - 6) Proud Bird - LAX
 - 7) Happa - Gardena
 - 8) Keegans - Torrance
 - 9) PV Bowl - Torrance
 - 10) Radision Hotel-Whittier
 - 11) Kobe - Seal Beach
 - 12) Schmidys-Palm Desert
- More Venues Developing*

CONTACT:

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SOCAL EVENT NETWORK LIVE MUSIC SERIES



OKO Live Blues



2015 Series: Friday 5/29 + 8/7 + 10/2 + 12/4
3014 Studebaker Rd Long Beach 90808
9pm-12 / \$0 Cover / Free Parking / Specials





Saturday April 16, 2016 7:30
**Long Beach Grand Prix
UNPLUGGED Blues Party
+ Acoustic-Electric JAM!**



**klahoma
LLIE** 

**Tamarindo's Cantina
Long Beach Marriott**



**klahoma
LLIE** **Marriott** **TAMARINDO'S**
LONG BEACH, CALIFORNIA USA *Margaritas, Beer, and Cocktails*



greg wible
@egwb78

Sat March 19 7:30pm
UNPLUGGED SoCal Blues Party + JAM
Tamarindos /Marriott Long Beach
@TitosVodka in the house!



RETWEET 1
LIKES 2



Tweet Activity

Tweet Activity



greg wible @egwb78
Sat March 19 7:30pm
UNPLUGGED SoCal Blues Party + JAM
Tamarindos /Marriott Long Beach
@TitosVodka in the house!
pic.twitter.com/r3w9JkvJFh

Impressions	2,537
Total engagements	13
Media engagements	5
Likes	2
Link clicks	2
Profile clicks	2
Retweets	1
Detail expands	1



Reach a bigger audience
Get more engagements by promoting this Tweet!

[Get started](#)



REGULAR SCHEDULE MONTHLY LIVE MUSIC SERIES

SPONSOR MATRIX	<u>Title Sponsor</u>	<u>Presenting Sponsor</u>	<u>Vendor Premium</u>	<u>Vendor Table</u>
REGULAR MONTHLY SERIES				
<i>Investment per Month per Venue</i>	\$5,550	\$3,550	\$500	\$250
<i>Options Vary per Venue</i>				
BENEFITS				
<u>On-Site Business Related</u>				
Product Category Exclusive	yes	yes	no	no
Display Booth space inside Main Area	yes	yes	large table front	small table side
New Vehicle or Large Product Outside	yes	yes	no	no
Special Stage Introduction	yes	yes	no	no
Stage Mention	yes	yes	yes	yes
<u>On-Site Brand Related</u>				
Logo Free-Standing Banner	yes - large	yes	no	no
Logo & Name on Event Posters	yes - large	yes	no	no
Logo Gobo projected outside	optional	no	no	no
Logo near stage	yes	no	no	no
<u>Online Brand Related</u>				
Logo on Event Series Page top	yes	yes	no	no
Logo on Event Series Page bottom			yes	no
Logo on all Event Promo Pages	yes	yes	no	no
<u>Client Hospitality</u>				
VIP Table near stage	2	1	no	no
<u>Press & Publicity</u>				
Logo on Media Wall	yes - large	yes	no	no
Listed as sponsor in all pre- & post- media out reach (press releases, media alerts, etc)	yes w/url	yes	no	no
Official Photos with Headliners	yes	yes	yes	yes
Logo on all Direct Mail pieces	yes	yes	no	no



NEW YEARS EVE 12/31/2016 LIVE MUSIC EVENT LONG BEACH MARRIOTT

<u>SPONSOR MATRIX</u>	<u>Title Sponsor</u>	<u>Presenting Sponsor</u>	<u>Vendor Premium</u>	<u>Vendor Table</u>
NEW YEARS EVE 12/31/2016				
<i>Investment</i>	\$9,550	\$6,550	\$1,000	\$500
	<i>per event day</i>	<i>per event day</i>	<i>per event day</i>	<i>per event day</i>
BENEFITS				
<u>On-Site Business Related</u>				
Product Category Exclusive	yes	yes	no	no
Display Booth Space inside Main Area	yes	yes	large table front	small table side
New Vehicle or Large Product Outside	yes	yes	no	no
Special Stage Introduction	yes	yes	no	no
Stage Mention	yes	yes	yes	yes
<u>On-Site Brand Related</u>				
Logo Free-Standing Banner	yes - large	yes	no	no
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Logo Gobo projected outside	optional	no	no	no
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Logo on Event Series Page top	yes	yes	no	no
Logo on Event Series Page bottom			yes	no
Logo on all Event Promo Pages	yes	yes	no	no
<u>Client Hospitality</u>				
VIP Table near stage	2	1	no	no
<u>Press & Publicity</u>				
Logo on Media Wall	yes - large	yes	no	no
Listed as sponsor in all pre- & post- media out reach (press releases, media alerts, etc)	yes w/url	yes	no	no
Official Photos with Headliners	yes	yes	yes	yes
Logo on all Direct Mail pieces	yes	yes	no	no

**Sponsor Packages are offered through financial commitments or cross promo/media in kind.
Please ask about Tailored Sponsor Opportunities.**

SoCal Event Network booking@socalevent.net