SOCAL LIVE MUSIC SERIES SPONSOR PROGRAM 2016~2017



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



Long Beach, CA USA

SoCal Event Network develops, produces & promotes live music events

http://SocalEvent.net

SERVICES

- 1) Event Strategy & Design
- 2) Venue Management
- 3) Entertainment Booking
- 4) Production, Sound, Lights
- 5) Marketing & Promotion6) Sponsor Programs
- 7) Catering & Beverage
- 8) Staffing

VENUE Network

- 1) Tamarindo's Cantina-LB
- 2) Long Beach Marriott-LB
- Tokyo Beat– DTLA
 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

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booking@socalevent.net

SOCAL EVENT NETWORK LIVE MUSIC SERIES













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







Tamarindo's Cantina Long Beach Marriott

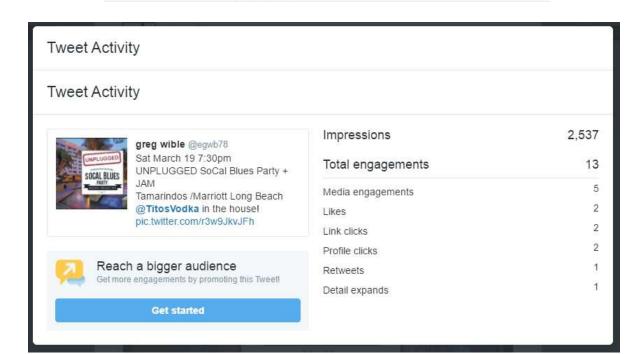




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Sat March 19 7:30pm UNPLUGGED SoCal Blues Party + JAM Tamarindos /Marriott Long Beach @TitosVodka in the house!







REGULAR SCHEDULE MONTHLY LIVE MUSIC SERIES

	<u>Title</u>	Presenting	<u>Vendor</u>	<u>Vendor</u>
SPONSOR MATRIX	<u>Sponsor</u>	<u>Sponsor</u>	<u>Premium</u>	<u>Table</u>
REGULAR MONTHLY SERIES				
Investment per Month per Venue Options Vary per Venue	\$5,550	\$3,550	\$500	\$250
BENEFITS				
On-Site Business Related				
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
On-Site Brand Related				
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
Online Brand Related				
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
Client Hospitality				
VIP Table near stage	2	1	no	no
Press & Publicity				
Logo on Media Wall	yes - large	yes	no	no
Listed as sponsor in all pre- & post- media out	- 0	-		
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

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

	<u>Title</u>	<u>Presenting</u>	Vendor	<u>Vendor</u>
SPONSOR MATRIX	<u>Sponsor</u>	<u>Sponsor</u>	<u>Premium</u>	Table
NEW YEARS EVE 12/31/2016				
Investment	\$9,550	\$6,550	\$1,000	\$500
	per event day	per event day	per event day	per event day
BENEFITS				
On-Site Business Related				
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
On-Site Brand Related				
Logo Free-Standing Banner	yes - large	yes	no	no
Logo & Name on Event Posters	yes - large	yes	no	no
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<u>Client Hospitality</u>				
VIP Table near stage	2	1	no	no
Press & Publicity				
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.

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