



Microsoft Theater

**80's  
WEEKEND**  
NIGHT

**NIGHT ONE - SATURDAY, AUGUST 12th 2016**

**NIGHT TWO - SUNDAY, AUGUST 13th 2016**

**ESTIMATED ATTENDANCE: 7,000+ PER DAY**





**80's  
WEEKEND  
NIGHT**



**HOURS:** 7PM-12PM • **LOCATION:** MICROSOFT THEATER AT LA LIVE  
**TICKETS PRICES:** \$52.00 - \$225.00  
**PARKING:** \$30



**AGE:** 35 - 55 YRS. OLD • MAJORITY OF ATTENDEES 21+



50%



50%

**ETHNICITY:** 70% GENERAL MARKET



**TRAVELING:** 15+ MILE RADIUS OF LOS ANGELES



**80's  
WEEKEND  
NIGHT**

**TALENT NIGHT 1:**

**THE HUMAN LEAGUE**

**EDDIE MONEY**

**A FLOCK OF SEAGULLS**

**THE ORIGINAL WHEN IN ROME UK**

**MISSING PERSONS**

**MODERN ENGLISH**

**TOMMY TUTONE**

**DRAMARAMA**

**MEN WITHOUT HATS**

**TALENT NIGHT 2:**

**THE HUMAN LEAGUE**

**THOMPSON TWIN'S**

**TOM BAILEY**

**MARS ALMOND OF SOFT SHELL**

**BERLIN**

**A FLOCK OF SEAGULLS**

**THE ORIGINAL WHEN IN ROME UK**

**MISSING PERSONS**

**MODERN ENGLISH**

**ANIMATION**

**DIGITAL:**



**\$70K+ IN TRADITIONAL MEDIA**

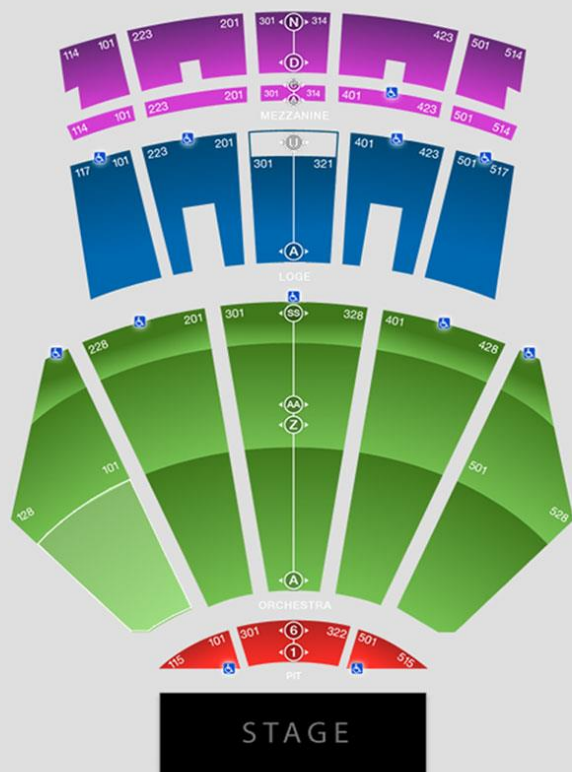
**PROMOTERS SOCIAL MEDIA FOLLOWINGS:**

**40K+ SOCIAL MEDIA FOLLOWERS**

**\$10K VALUE OF FACEBOOK ADVERTISING**



# 80's WEEKEND NIGHT



**TICKET PRICES:** \$52.00 - \$225.00

## SPONSORSHIP OPPORTUNITIES:

- CATEGORY EXCLUSIVITY
- INCLUSION ON 3 DIGITAL SCREENS
- VIP TICKETS FOR YOUR USE
- LOGO PARTICIPATION ON 80'S WEEKEND PRINTER MATERIALS (4,000+ POSTERS AND 10,000+ FLYERS)
- LOGO PARTICIPATION IN SOCIAL MEDIA CAMPAIGN
- 24/7 LOGO AND LINK ON TCB CONCERTS (PROMOTER) WEBSITE
- OPPORTUNITY FOR ON-SITE ACTIVATION AND BRAND AMBASSADORS
- TAG AND INCLUSION IN 80'S WEEKEND RADIO AND TV CAMPAIGN

FOR MORE INFORMATION PLEASE CONTACT MARS MEDIA FAMILY, LLC : 714.843.6080 or [INFO@MARSMEDIAFAMILY.COM](mailto:INFO@MARSMEDIAFAMILY.COM)



This proposal and the concepts presented herein are proprietary to Mars Media Family, LLC (herein referred to as "MMF"). It is furnished and accepted in strict confidence for use in connection with any project and/or concept described herein. It is to be held in strict confidence. Distribution, photocopying or dissemination in any way to competitors of MMF or the use of any idea or ideas presented herein without the expressed written permission of MMF is strictly prohibited. © 2016-2017 Mars Media Family, LLC dba MMF Agency

