

MAXIM

Big Game

02.12.22

ELECTRIC NIGHTS

BIG GAME LOS ANGELES

AN UNCOMMON EVENTS PRODUCTION

SPONSORSHIP OPPORTUNITIES



PARTNERSHIP SNAPSHOT

MAXIM

Redesigned for today's Maxim man who takes pleasure in the fine and fun things in life, from world class travel and entertainment to all types of sports and adventure. The Maxim man has a solid sense of personal style. He's inspired by success. He enjoys the latest gadgets, gear and autos. And he appreciates the most beautiful women in the world featured regularly across Maxim channels. Only the Maxim brand fuels his drive to live life to the fullest.

The Maxim Experience during Big Game Weekend always dominates the market. This event is a cultural experience where celebrity, athletes, models and executives come together to celebrate the intersection of sports, fashion, art and music for one night under one roof in epic ways.

MAXIM BIG GAME EXPERIENCE - FEB 2020 - MIAMI

MAR/APR ISSUE PARTY - MAR 2020 - LOS ANGELES

MAY/JUN ISSUE PARTY - MAY 2020 - NEW YORK CITY

JUL/AUG HOT 100 EXPERIENCE - JUL 2020 - MIAMI

SEP/OCT ISSUE PARTY - SEP 2020 - LOS ANGELES

MAXIM HALLOWEEN EXPERIENCE - OCT 2020 - NEW YORK

NOV/DEC ART BASEL ISSUE PARTY - DEC 2020 - MIAMI



UNCOMMON EVENTS

unXommon events

From the founder of In the Know Experiences, which was acquired Summer 2021 by the private equity firm Internova, UnKommon Events is a full service event management and production company with strong expertise in high end live entertainment experiences, event sponsorships, nightlife, and marketing industries.

With over a decade of experience, we specialize in taking events to another level, managing front of house and ticketing operations, experiential hospitality sales, event sponsorship, logistics and production for premier exclusive events around the globe.

NEW YORK, NY MAXIM SUPER BOWL PARTY FT. KENDRICK LAMAR: FEB. 2014

SAN FRANCISCO, CA PLAYBOY SUPER BOWL PARTY FT. ALESSO & MORE: FEB. 2015

HOUSTON, TX ROLLING STONE SUPER BOWL PARTY FT. DIPLO, BUSTA RHYMES, & MORE: FEB. 2016

MINNEAPOLIS, MN ROLLING STONE SUPER BOWL PARTY FT. CARDI B AND MIGOS : FEB. 2017

ATLANTA, GA MAXIM SUPER BOWL PARTY FT. DIPLO, DJ RUCKUS, & MORE: FEB. 2018

MIAMI, FL MAXIM SUPER BOWL PARTY WITH COLUMBIA RECORDS AND HWOOD GROUP FT. THE CHAINSMOKERS, LOST KINGS, MEGAN THEE STALLION, RICK ROSS, AND MORE: FEB. 2019

MIAMI, FL MAXIM BOOTSY BELLOWS SUPER BOWL PARTY WITH POST MALONE & FRIENDS: FEB. 2019

HAMPTONS, NY SAFE & SOUNDS DRIVE IN FT. THE CHAINSMOKERS: JUL. 2020

ROSS, CALIFORNIA PRIVATE 50TH BIRTHDAY FT. DOJA CAT AND ALI WONG: OCT. 2021

MIAMI BEACH, FLORIDA ART BASEL UNCOMMON SENSE IN PARTNERSHIP WITH SURFACE MAGAZINE VIP DINNER AND PERFORMANCE: DEC. 2021

MIAMI BEACH, FLORIDA UNCOMMON SENSE NYE PRE BOAT DRIVE IN EXPERIENCE CONCERT: DEC. 2021



EVENT DETAILS

DATE: Saturday, February 12, 2022

TIME: 8PM - 2AM

WHERE: City Market Los Angeles, CA

CAPACITY: 2,500

MAXIM ELECTRIC NIGHTS

For the past 20 years, the Maxim big game experience has drawn media, celebrities, leaders, and luxury brands together to create the most important entertainment moment outside of the super bowl halftime show.

In the year of 2022, Maxim will be back in a BIG way curating the most exclusive event in Los Angeles making up for the year of 2020 & 2021.

On the Saturday of Super Bowl weekend, Maxim Electric Nights will take of the City Market Los Angeles. Unkcommon Events will create a 50,000 sq ft custom build where guests will experience a once in a lifetime interactive wonderland. The event will showcase an array of A-List talent, immersive live performances, experiential brand activations and more.



For the first time in history, every guest in attendance will receive a Maxim Electric Nights Collectible NFT Ticket Stub.

MAXIM
EXPERIENCE

unkcommon
events

INSPIRATIONS



MAXIM

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events

LOCATION

CITY MARKET LA

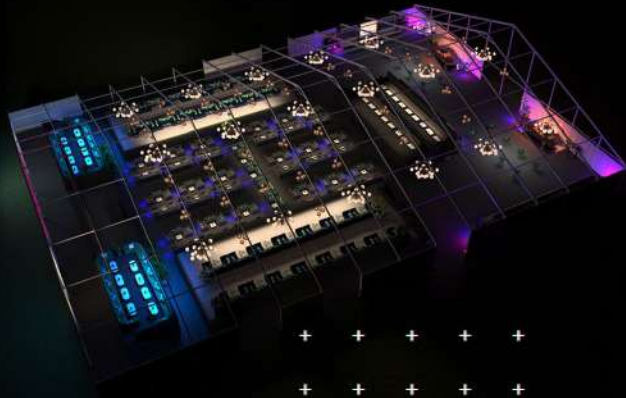
The City Market of Los Angeles was founded in 1909 as the central produce distribution market for the City of Los Angeles. As the company expanded its operations from the central produce market, its real estate portfolio grew in the neighborhood that is now the Fashion District of downtown LA encompassing over 50 acres.

Once LA's oldest produce market, the stunning vaulted bow truss ceilings, concrete and exposed brick walls, and free-flowing indoor-outdoor open-air marketplace come to life to host the City's hottest industry events, award shows, product launches, conferences, private celebrations and more

The central 10 acres of the market, which has produced the award-winning City Market South adaptive re-use project featuring destination restaurants, creative-office businesses, fashion showrooms and first-in-class event/banquet space is the focal point.

Market City LA will be the site for an incredible 50,000 ft custom build wonderland. City Market is easily accessible from all parts of Los Angeles.

MAXIM
EVENTS



unXommon
events

HOSTED BY - 50



POTENTIAL ARTISTS INCLUDE

David Guetta | Rufus Du Sol | KYGO | Alesso | DJ Vice | Justin Bieber | The Kid Laroï

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OPPORTUNITIES

	Title	Presenting	Participating
	\$500,000	\$250,000	\$175,000
Company title sponsor for the event	X		
Logo on step and repeat	X	X	
Logo to be placed on all marketing material	X	X	X
Logo to be featured on main LED screen and ALL surrounding screens	X	X	X
Logo to be placed on DJ booth	X		
Company to be featured in all Celebrity and Green Room areas	X	X	
Company to feature product on ALL VIP tables	X	X	X
Company logo to be featured on all VIP tables	X	X	
Brand to be the lead brand in ALL press related material	X	X	X
Brand to be featured in Maxim Magazine event recap	X	X	X
Brand to receive 1 dedicated social media post from Maxim	X	X	
TWO (2) VIP tables in the A section with unlimited bottle service	X		
ONE (1) VIP table in the B section with unlimited bottle service		X	
ONE (1) VIP table in the C section with unlimited bottle service			X
10 VIP tickets	X	X	
Brand to receive a 15 x 15 red carpet area for activation	X		
Brand to receive 10 x 10 area for activation		X	

*INQUIRE ABOUT CUSTOMIZED LOWER TEIR OPPORTUNITIES

MAXIM
MAGAZINE

CUSTOM ACTIVATIONS & EXPERIENCES

Brand Pop-Ups
 Event Livestream
 Product or Interactive Brand Displays
 Illuminated Smart Wall
 VR Installations
 Branded VIP Lounge
 Casino Lounge Integration
 Marina Lounge Integration
 Custom Bar Sponsorship
 Red Carpet Programming
 Photo Booth Experience
 Thrill Ride Experience

BRANDING & CONTENT

Pre-Event and Post-Event Promotion
 Dedicated Initiative
 Logo Included on Invitation and Step & Repeat
 Logo Placement within Venue
 Dedicated Social Posts
 Brand Featured Across MAXIM Channels

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PAST ACHIEVEMENTS

THE MAXIM BIG GAME EXPERIENCE
IN 2020 WAS ONE OF OUR MOST
SUCCESSFUL YEARS YET.

2.1 B

ORGANIC IMPR.

\$100.5 M

EST. MEDIA VALUE

MAXIM'S MEDIA PRESENCE

PRINT

1,750,000

ANNUAL REACH

6X

FREQUENCY

250,000

RATEBASE

DIGITAL

6,100,000

ORGANIC IMPRESSIONS

15,550,000

AVG. MONTHLY PAGEVIEWS

20+

FEATURES POSTED DAILY

SOCIAL

2,800,000

ORGANIC IMPRESSIONS

884,400

INSTAGRAM

499,200

TWITTER



MIAMI 2020

PAST PERFORMERS

in Partnership with Columbia Records

The Chainsmokers
Megan Thee Stallion
Rick Ross
Russ
Lost Kings
Emilia Mernes
MYA
Luis Figueroa

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MAGAZINE

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MIAMI 2020

VIP GUESTS

- LIL NAS X
- G-EAZY
- HALSEY
- PETER WEBER
- TYLER CAMERON
- JASON TARTICK
- LOGAN & JAKE PAUL
- KYLE BUSCH
- ANTONIO BROWN
- VICTOR CRUZ & KARRUECHE TRAN
- ADRIAN PETERSON
- TEYANA TAYLOR & IMAN SHUMPERT
- JEEZY
- ODELL BECKHAM JR.
- SQUON BARKLEY



BRAND PARTNERS

- COLUMBIA RECORDS
- LIQUID I.V.
- TICKPICK
- PERNOD RICARD
- ABSOLUT ELYX
- PERRIER JOUËT
- JAJA TEQUILA
- HEINEKEN
- DEFIANCE FUEL WATER
- SPORTS 99 AGENCY
- CANTU BEAUTY
- FIND ZEN
- BOOM CUPS
- ROWDY ENERGY
- WINGSTOP
- PIZZA HUT
- KJL CBD



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IN THE PRESS

billboard

Chainsmokers to Headline
2020 Maxim Super Bowl Party
in Miami: Exclusive



Photo: Justin Searles/Imago/Corbis
Alex Pall and Andrew Taggart of The Chainsmokers perform onstage during Veuve's 10 Year Anniversary Event on Oct. 16, 2019 in New York City.

The biggest weekend in sports just got bigger. Ahead of Super Bowl LIV, Maxim has announced **The Chainsmokers** as headliners of its 2020 Maxim Big Game Experience.

Maxim has partnered with Columbia Records and Disruptor Records – the label founded by The Chainsmokers' manager Adam Alpert. In The Know Experiences will serve as lead producers for the event which will take place on Saturday, Feb. 1, in Miami. Appropriately, the evening will take on a Havana Nights theme and will also feature performances from Rick Ross, Lost Kings and more to be announced. The Chainsmokers' craft tequila brand, Jaja Tequila, will serve as the official tequila of the night.

People

A Complete Guide to All the
Celebrity Parties During Super
Bowl Week in Miami

Maxim Havana Nights

Saturday, Feb. 1, On the Water at Virginia Key Island

The annual Super Bowl bash will be filled with sports and entertainment stars. On tap to perform at this Cuban-themed bash include **The Chainsmokers, Rick Ross and Lost Kings**. Want to snag a ticket for this party? They're [still available](#).



Maxim shows us how to
throw a Super Bowl party in
Miami



Photo: Justin Searles/Imago/Corbis
2020 Maxim Super Bowl Party

EATER

Eater Miami's Party Guide To Super
Bowl 2020

Maxim Big Game Experience

WHAT: The annual Maxim Super Bowl party heads to Miami this year, with performances from The Chainsmokers, Lost Kings, among others, along with food, bottle service, and open bars throughout the Havana-themed space.

WHEN: February 1, 10 p.m. to 4 a.m. \$750 and up. [Purchase tickets here](#). Pop-up venue, 4200 Rickenbacker Causeway, Key Biscayne

TimeOut

Maxim Big Game Experience

Time Out says

The Super Bowl weekend's most sought after party lands in the Magic City ahead of this year's Big Game at the iconic Brick Station, and partners Maxim In the Know Experiences and Columbia Records are fully leaning into the 20's nostalgia for retro-swinging decadence and water-front glamour. Going down at a super restaurant, set-to-be constructed 800-sq-ft lounge and concert venue on Biscayne Bay, the Havana Nights-themed soirée is headlined by Grammy winners The Chainsmokers, with support from Miami's own Rick Ross, Lost Kings and more to be announced. Apart from the elite performance and people-watching, post-game attendees have included everyone from A\$AP Rocky to Justice Bieber—look forward to VIP-attended, sea private boat shuttle service, bespoke Art Deco furniture and decor, and top-shelf open bars, all with stunning views of the Miami skyline over the bay. [Venue TBA](#)

BY: TALIN FREYMAN
POSTED: TUESDAY DECEMBER 17 2019

SOUTH FLORIDA SunSentinel

Super Bowl 2020: Maxim party will have
Chainsmokers, Rick Ross



Photo: Justin Searles/Imago/Corbis
The Chainsmokers will headline the annual Maxim Big Game Experience Super Bowl party taking place on Biscayne Bay in Miami on Feb. 1.

Chart-topping DJ duo the Chainsmokers will headline the annual Maxim Big Game Experience Super Bowl party taking place on Biscayne Bay in Miami on Feb. 1.

The Havana Nights-inspired affair, a partnership with the Maxim media company and Columbia Records, will include a performance by Rick Ross and Lost Kings, with other acts to be named.

The show will take place at a new venue built for the event on five acres of waterfront property on Biscayne Bay, including a 40,000-square-foot tent equipped with state-of-the-art sound, staging and lighting.

Produced by In The Know Experiences, the event is expected to attract more than 3,000 guests, many arriving by yacht, who will find food, bottle service and open bars. The Chainsmokers' own craft tequila brand, JAJA Tequila, which is bottled.

IN THE PRESS

NEW YORK POST

G-Eazy and Megan Thee Stallion get cozy at Super Bowl 2020 bash

There may be a new Hollywood couple in town.

G-Eazy and Megan Thee Stallion were seen canoodling at the Maxim Big Game Experience bash late Saturday night in Miami, an insider told Page Six.

"They were dancing together, having a great time and hanging throughout the night at table," the insider added.

The rapper, 30, later fueled dating rumors by posting a video to his Instagram story of himself kissing and snuggling up to the 24-year-old "Hot Girl Summer" rapper. On Monday, he posted a photo of Megan captioned with four blue heart emojis.

A source close to G-Eazy told Page Six, "I don't know if they are dating or not. They happened to be at the same party — he's very good looking and

GOOD MORNING AMERICA

Super Bowl Calls For Super Bowl Parties In Miami



The New York Times

Headaches but No Hangovers as Miami Gears Up for Super Bowl

From the Sports Illustrated bash at the iconic Fountainbleau Hotel to Budweiser's BUDX Hotel event at the other end of Collins Ave., South Beach was turned into one big blowout.

Away from the downtown core Maxim and Lady Gaga anchored the party scene as celebrations raged into the small hours of the morning.

E NEWS

Go Inside the Star-Studded Super Bowl 2020 Parties



MEGAN THEE STALLION
The rapper, 24, performed at the Super Bowl 2020 bash in Miami.



G-EAZY
The rapper, 30, was seen at the Super Bowl 2020 bash in Miami.

J JUST JARED

Antonio Brown and Logan Paul Agree to Fight After Meeting Face-to-Face at Maxim Super Bowl Party in Miami



ANTONIO BROWN AND LOGAN PAUL
The two met face-to-face at the Super Bowl 2020 bash in Miami.

The two met face-to-face at the Super Bowl 2020 bash in Miami, where they agreed to a fight.

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BIZBASH

Super Bowl LIV: 17 of Miami's Most Inspiring Activations, Concerts, and Events

Maxim Big Game Experience



The Maxim Big Game Experience is a fan-centric event that will be held at the iconic Fontainebleau Miami Beach hotel on Saturday, Feb. 8, 2020. The event will feature a variety of activations, including a live performance by the band 311 and a DJ set by DJ Tiesto.

Photo by: Photo: 311

Maxim Big Game Experience



Photo by: Photo: 311

CONTACT US

