

MAXIM
Big Game

02.12.22

ELP
EST. 3.27
ELI LUNZER PRODUCTIONS

ELECTRIC NIGHTS

BIG GAME LOS ANGELES

An unKommon events Production



MAXIM

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.

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



UNKOMMON EVENTS



From the founder of In the Know Experiences, which was acquired Summer 2021 by the private equity firm Internova, UnKomon 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 BELLOWES 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 PARTNERSHIP WITH SURFACE MAGAZINE VIP DINNER AND PERFORMANCE: DEC. 2021

MIAMI BEACH, FLORIDA 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: 3,500

VIP TABLES: 100

STANDING: 500

MAXIM
Entertainment

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. Uncommon 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.

uncommon
events

INSPIRATIONS



MAXIM
Chicago

EVENT CONCEPT

1980s VAPORWAVE

The electric nights experience immerses guests in 1980's retrofuturism. Vibrant neon lights pop against a black background amplified by lush palms and tropical textiles. The platform is easily customizable to fit the needs of your brand. Work with our creative team to create an indelible experience that will resonate with all of our attendees

***OPTIONAL AREAS OF PARTNER CUSTOMIZATION OPPORTUNITIES AVAILABLE.**

uncommon
events

LOCATION

CITY MARKET LA

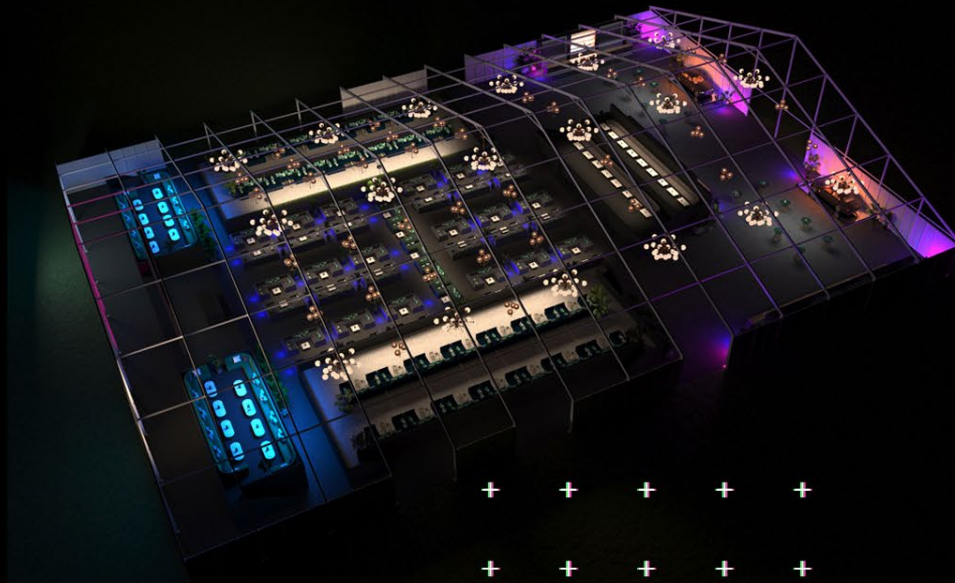
The City Market of Los Angeles was founded in 1909 as the central produce distribution market for the City of Los Angeles. As the company expanded its operations from the central produce market, its real estate portfolio grew in the neighborhood that is now the Fashion District of downtown LA encompassing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



PARKING & RIDE SHARES

THERE WILL BE
AN UBER PICK UP
AND DROP OFF
AND A VIP
PARKING LOT
FOR 500 CARS
FOR AN
ADDITIONAL FEE.

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TIËSTO

HEADLINING PERFORMANCE



LOUD
LUXURY

MAXIM

50

VICE



unkommon
events

INCLUDED OPPORTUNITIES

	Headlining	Title	Presenting	Participating
	\$1,000,000	\$500,000	\$250,000	\$175,000
Named Exclusively with Maxim as Headlining Partner	✗			
Company title sponsor for the event		✗		
Logo on step and repeat	✗	✗		
Logo to be placed on all marketing material	✗	✗	✗	
Logo to be featured on main LED screen and ALL surrounding screens	✗	✗	✗	✗
Logo to be placed on DJ booth	✗	✗	✗	✗
Company to be featured in all Celebrity and Green Room areas	✗	✗		
Company to feature product on ALL VIP tables	✗	✗	✗	
Company logo to be featured on all VIP tables	✗	✗	✗	✗
Brand to be the lead brand in ALL press related material	✗	✗	✗	
Brand to be featured in Maxim Magazine event recap	✗	✗	✗	✗
Brand to receive 1 dedicated social media post from Maxim	✗	✗	✗	✗
(2) VIP tables for 15 people in the A section w/ unlimited bottle service		✗		
(1) VIP table for 15 people in the B section w/ unlimited bottle service			✗	
(1) VIP table for 12 people in the C section w/ unlimited bottle service			✗	✗
50 VIP tickets	✗			
10 VIP tickets		✗	✗	
5 VIP Tickets				✗
Brand to receive a 15 x 15 red carpet area for activation		✗		
Brand to receive 10 x 10 area for activation			✗	
Onstage table area for 100 guests and dedicated branding	✗			
Private meet greet with headlining talent for 20 guests	✗			
\$25k credit for 20' x 20' red carpet activation	✗			
\$15k credit for 15' x 15' activation under the tent	✗			
Custom branded retro arcade area with dedicated bar	✗			

OPTIONAL 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
Individual Brand Spokesperson/Influencer/Creator Inclusion
Brand Spokesperson/Influencer/Creator content team access

*INQUIRE ABOUT CUSTOMIZED ACTIVATION SPACES

*INQUIRE ABOUT CUSTOMIZED LOWER TEIR OPPORTUNITIES



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

MAXIM
Entertainment



The Chainsmokers



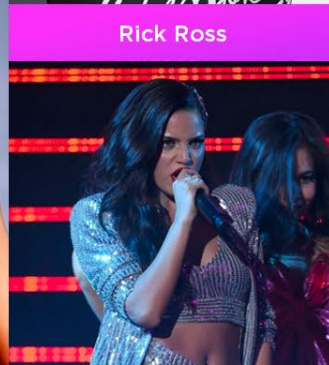
Megan Thee Stallion



Russ



Rick Ross



Emilia Mernes



Lost Kings



Luis Figueroa



MYA

MIAMI 2020

PAST
PERFORMERS

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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.
SAQUON 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

MAXIM

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IN THE PRESS

billboard

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



Bryan Bedder/Getty Images for Vevo
Alex Pall and Andrew Taggart of The Chainsmokers perform onstage during Vevo'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](#).

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.

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



NBC Sports

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



IN THE PRESS

SOUTH FLORIDA SunSentinel

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



Drew Taggart of the Chainsmokers will be part of the Maxim Big Game Experience in Miami before Super Bowl LIV at Hard Rock Stadium. (Rick Kintzel/The Morning Call)

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 be featured.

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 **Hard Rock Stadium**, and partners **Maxim**, In the Know Experiences and Columbia Records are fully leaning into the city's reputation for mind-boggling decadence and waterfront grandeur. Going down at a super-luxurious, yet-to-be-constructed pop-up lounge and concert venue on Biscayne Bay, the Havana Nights-themed soiree 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 epic performances and people-watching—past celeb attendees have included everyone from ASAP Rocky to Justin Bieber—look forward to VIP amenities like 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: FALYN FREYMAN

POSTED: TUESDAY DECEMBER 17 2019

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

E! NEWS

Go Inside the Star-Studded Super Bowl 2020 Parties



MEGAN THEE STALLION

The " Savage 2x10 " star performed at the 2020 Maxim Big Game Experience on Feb. 1.



G-EAZY

The " No Lies " star performed at the 2020 Maxim Big Game Experience on Feb. 1.

JUST JARED

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



The event itself was filled with stars and performers, including The Chainsmokers and Megan Thee Stallion.

Stars in attendance included G-Eazy, Teyana Taylor, Inez Stimpert, Jeazy, Jason Tarlick, Blake Horstmann, Tyler Cameron, Kameche Tran, Victor Cruz, NeNe Leakes, Kyle and Samantha Busch.

"Should I fight @LoganPaul for 4-1m with possibly @2m raise? I'll donate proceeds to charity... he keep coming at me about this non-stop," Antonio wrote on Twitter.

BIZBASH

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

Maxim Big Game Experience



The Maxim Big Game Experience hosted a Havana-inspired fête within a 40,000-square-foot waterfront venue created by In the Know Experiences and in collaboration with Columbia Records. The 6,000-person party featured a private marina, artist performances, and a fireworks show.

Photo: Jari Photos For Maxim

Maxim Big Game Experience



Guests were treated to late-night pizza deliveries from Pizza Hut.

Thank You

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