FONTAINEBLEAU BLEAULIVE

AN ICONIC

EXPERIENTIAL EVENT SERIES

BRAND OPPORTUNITIES

POWERED BY







DISRUPTIVE BY DESIGN



We are disruptive innovators, a full-service marketing, experiential, digital, and communications agency that partners with brands to drive groundbreaking results. Our concept-driven, consumer-focused approach leverages multiple platforms enabling you to hone and activate your message through meaningful experiences that maximize audience impact and engagement. We help our clients build unstoppable, world-class brands that stand apart.



CAPTURE STUDIOS

UNPARALLELED EXPERIENCES

We position ourselves at the forefront of cultural trends, allowing us to maximize the effectiveness of every campaign. Our integrated marketing platforms enable brands to align their initiatives with relevant trends and niche markets, creating long-lasting personal connections between brands and their global audiences.

POWER OF ACCESS

Capitalize on people's passion for unique entertainment opportunities to drive excitement and brand loyalty by providing access to mind-blowing, unparalleled experiences.

POWER OF A MOMENT

Share your message and create lasting connections with your target audience by providing access to exclusive, once in a lifetime experiences that money cannot typically buy.

POWER OF INFLUENCE

Establish global leadership by sharing your message through captivating experiences that build brand affinity resulting in increased sales and market share.





































































WE PARTNER WITH BRANDS TO INNOVATE THE FUTURE

















STRATEGIC VENUE | BRAND & OPERATIONAL PARTNER

A spectacular blend of Golden Era glamour and modern luxury, Fontainebleau today reinvents the original vision of legendary architect Morris Lapidus - a stage where everyone plays their unique part.

At Fontainebleau, striking design, contemporary art, music, fashion and technology merge into a vibrant new kind of guest experience. Guests are invited to enter a world where they are free to play, shop, dine, spa, meet & simply relax - however they define a perfect day.

Glamorous, trend-setting nightclub, bars and lounges at Fontainebleau have redefined social and set the stage for the ultimate nightlife experience. Mingle with celebrities or rendezvous with the stars.

FONTAINEBLEAU®
MIAMIBEACH

FONTAINEBLEAU® MIAMI BEACH

The property offers an extensive selection of amenities and guest services, including:

12 restaurants, bars and lounges, including the iconic Bleau Bar and world-renowned entertainment at LIV Nightclub;

Approximately 200,000 square-feet of function space, including nearly 107,000 sf of indoor space, 42,000 square-feet of pre-function space and 51,000 sf of outdoor function space;

11 outdoor pools accentuated by lavish cabana and outdoor lounge furnishings; and extensive beachfront acreage.





THE FONTAINEBLEAU MIAMI BEACH RICH LEGACY & ICONIC HISTORY

If Frank Sinatra were alive today, he might call Miami Beach home. And he'd definitely be at the Fontainebleau. Beginning in the 1950s, for nearly two decades, Sinatra visited Miami Beach frequently for work and play. The Fontainebleau opened one year after Sinatra signed with Capitol Records. Built by Ben Novack and designed by Morris Lapidus, the Fontainebleau ushered in an era of extravagantly designed hotels being built on the shore of Miami Beach. The grandeur and opulence of the resort resonated with Sinatra.

Frank Sinatra and the Rat Pack — Dean Martin, Jerry Lewis, Peter Lawford, Joey Bishop, and Sammy Davis Jr. — were regular visitors to Miami Beach. Although they were known to frequent many places in the area, they could always be found at the lobby bar of Sinatra's favorite.













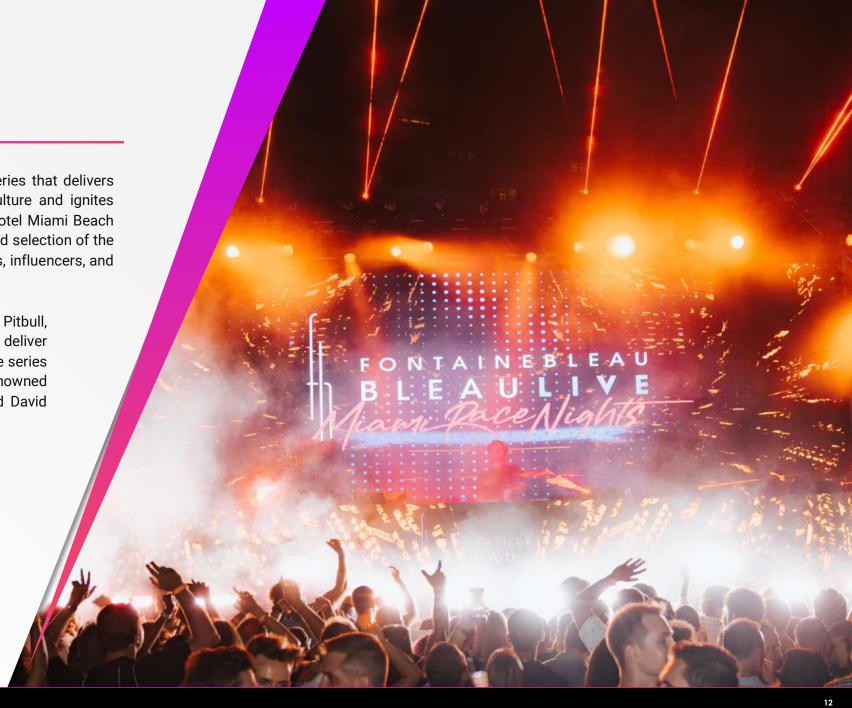


FONTAINEBLEAU BLEAULIVE

Originating in the 1950s, BleauLive is an entertainment series that delivers showstopping, immersive entertainment that redefines culture and ignites global movements. Leveraging the iconic Fountainbleau Hotel Miami Beach as its platform, the series is comprised of a carefully curated selection of the best and most culturally relevant weekends for trendsetters, influencers, and brands.

In recent years, celebrities including Lady Gaga, Maroon 5, Pitbull, Doja Cat, and Alesso have all taken the BleauLive stage to deliver jaw-dropping unique and memorable moments. In 2022, the series relaunched with a groundbreaking lineup featuring world-renowned entertainers, artists, and icons including Calvin Harris and David Guetta.

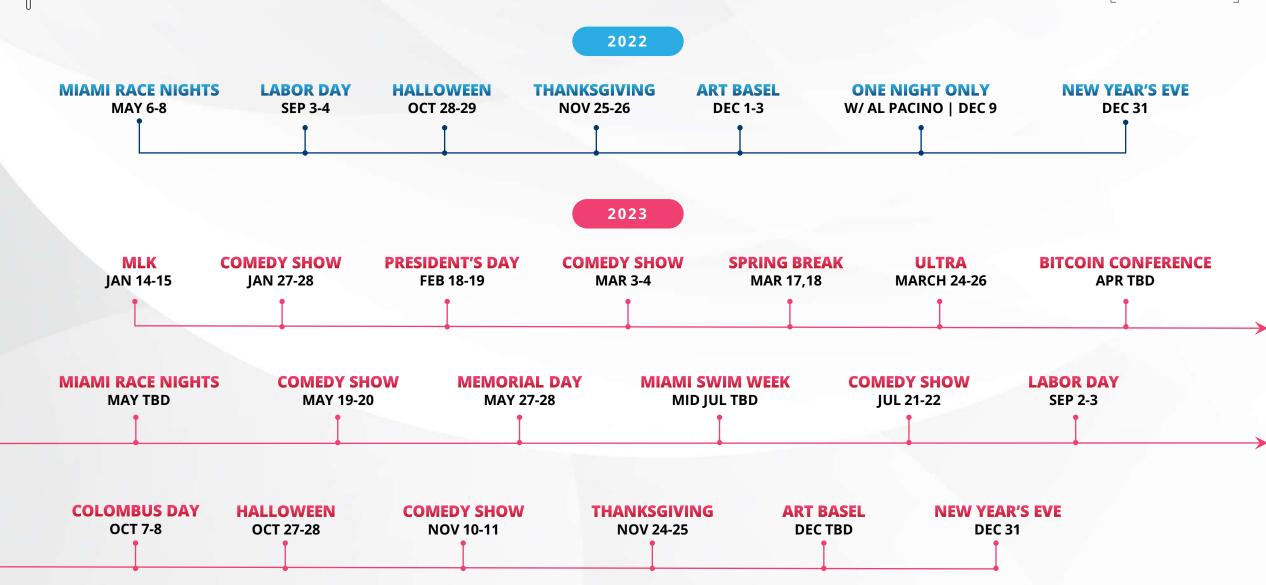
From the days when The Rat Pack and Elvis graced the stage, to today's history making program, the series promises to deliver unparalleled experiences that will reimagine the entertainment experience.





2022-2023 CALENDAR OF EVENTS







LABOR DAY POOL PARTY

SEPTEMBER 3-4, 2022

The Fountainebleau will be the ultimate destination this Labor Day weekend as BleauLive partners with Maxim to deliver an exclusive, pop-up VIP day party. An epic lineup of headliner DJs will deliver insane performances to a custom curated crowd comprised of Maxim models, celebrities, and influencers.

Join us as we merge heart-stopping entertainment with Miami's elite to deliver an incredible entertainment experience making BleauLive **THE** day party of the weekend.



Dates: September 3-4, 2022

Location: Arkadia Pool

Attendees: 2,000+ Over Two Days

Talent: TBA





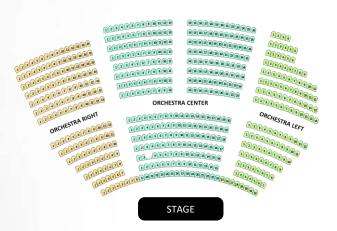


LABOR DAY COMEDY

SEPTEMBER 3-4, 2022

As the sun sets, BleauLive will continue to bring the heat as the Fountainbleau partners with Live Nation, Capture Studios, and Southfield Entertainment to transform its Sparkle Ballroom into a comedy club. The barrier-breaking comedy shows will include sketches, standup acts, and improv for a weekend of side-splitting performances that reimagine the entertainment experience.

Audiences will be led behind a curtain to reveal a comedy club with a multi-dimensional stage designed to fully engage the audience, high-impact show lights to showcase performances, sultry lounge seating, and an incredible bar, setting the stage for an elevated, experientially-focused evening. With nightly performances from up and coming and world-renowned comedians and entertainers, this intimate, immersive theater experience will set a new standard for entertainment.



Dates: September 3-4, 2022

Two Shows Nightly 7pm and 10pm

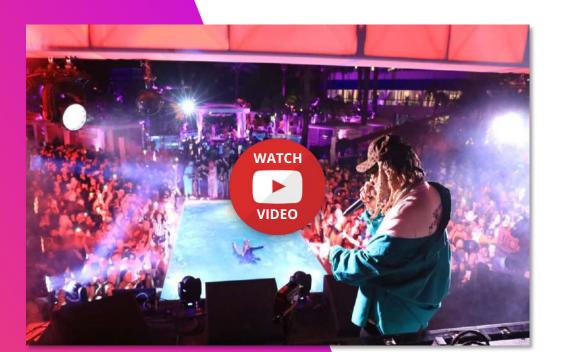
Location: Sparkle Ballroom

Attendees: 10,000+ Over Two Nights

Talent: Comedians, Entertainers TBA













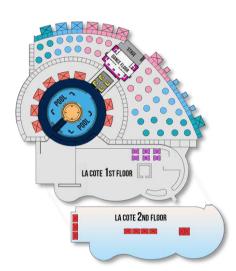


HALLOWEEN

OCTOBER 29-30, 2022

Returning for its second year, the Maxim Halloween Party in partnership with BleauLive, Capture Studios and VIP Nightlife will be THE party to attend. Over 2,500 attendees comprised of models, musicians, athletes, and celebrities will take over the poolscape at the Fontainebleau for the unforgettable event.

The party will feature headliner DJs, surprise musical acts, Cirque performances, go-go dancers, mermaids and an exclusive Maxim Model Lounge packed with world's hottest cover models, setting the stage for an incredible night of mind-blowing performances from world-renowned artists who will ignite the crowd and amp up an already memorable evening.



Dates: October 29-30, 2022

Location: Main Pool Area, Tropez Lawn,

Ocean Lawn, La Cote Restaurant

Attendees: 6,000+ Over Two Nights

Talent: Opening DJs, Headlining Live

Performances TBA



THANKSGIVING

NOVEMBER 25-26, 2022

BleauLive is giving everyone more to be thankful for with an incredible weekend of interactive experiences and performances from headlining comedy superstars.

Utilizing the storied Glimmer Ballroom as their backdrop, legendary talent will take the stage to deliver explosive, cutting edge performances that will engage audiences and create once-in-a-lifetime experiences not to be missed.

Dates: November 25-26, 2022

Location: TBA

Attendees: TBA

Talent: TBA













ART BASEL
DECEMBER 1-3, 2022

BleauLive will raise the bar, kicking-off an extraordinary weekend of art, installations, and live performances for Art Basel. Art Basel is the leading global platform connecting collectors, galleries, and artists. The event is attended by an international audience of art collectors, models, celebrities, influencers and Miami's elite and strives to create unique artist-led experiences and strengthen local art scenes.

The BleauLive series will elevate this already impactful weekend with a star-studded audience of the world's hottest celebrities and influencers and jaw-dropping performances from emerging as well as globally established musical artists to deliver an unparalleled, immersive artistic experience that will be THE must attend event of the weekend.

Dates: December 1-3, 2022

Location: TBA

Attendees: TBA

Talent: TBA

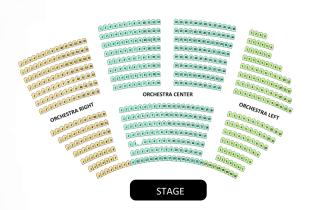


ONE NIGHT ONLY WITH AL PACINO

DECEMBER 9, 2022

Join us for a rare, intimate evening with one of the most influential actors of the 20th century, **Al Pacino**. Mr. Pacino has received numerous accolades: including an Academy Award, two Tony Awards, and two Primetime Emmy Awards, making him one of the few performers to have achieved the Triple Crown of Acting.

This black-tie, VIP gala will feature one hour of storytelling by **Al Pacino** followed by a question-and-answer session. With a red-carpet entrance, 5-course culinary dinner experience, and incredible celebrity-style gift bags this will be a once-in-a-lifetime, historic evening not to be missed!



Dates: December 9, 2022

Location: TBA

Attendees: 1,500+

Talent: Al Pacino











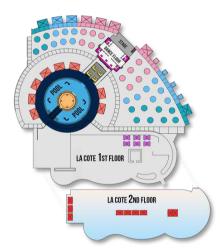
NEW YEAR'S EVE

DECEMBER 31, 2022

BleauLive rings in 2023 with an all-star celebration headlined by multi-platinum selling recording artists, alongside a star-studded lineup of special guests and musical performances for a must attend evening.

The festivities will captivate audiences by completely transforming the poolscape at the legendary Fountainbleau into an interactive, multi-sensory experience including sexy art installations, multi-dimensional projection mapping, mind-blowing drone shows, a cutting-edge LED stage showcasing performances from award-winning artists.

Attendees will enjoy an epic countdown under the stars of the Miami sky as they welcome 2023 with a blizzard of confetti and fireworks!



Dates: December 31, 2022

Location: Main Pool Area, Tropez Lawn,

Ocean Lawn, La Cote Restaurant

Attendees: 3,000+

Talent: Opening DJs, Headlining Live Performances TBA







The 2022 relaunch of the BleauLive Entertainment Series was a phenomenal success. BleauLive Miami Race Nights launched on Miami's Inaugural Grand Prix Weekend and featured an epic lineup of world-renowned artists including Calvin Harris and David Guetta. Over 7,000 guests comprised of Miami's elite including models, musicians, athletes, influencers, and celebrities attended the star-studded VIP event. Attendees included Calvin Harris, Jamie Foxx, Will.I.Am, Zedd, and Tony Parker.

BleauLive revolutionized 60,000-square-feet of beachside property at the iconic Fontainebleau Miami Beach into an immersive, multisensory audio-visual experience by bringing together a main stage of music, large-scale art installations, state-of-the-art drone shows, one-of-a-kind interactive activations, and boundary-pushing special effects for an incredible night of mind-blowing experiences.

With a global of reach of over 2.5B people, 86M+ impressions from 118 countries, and press coverage in Forbes, NBC, and CBS, the event delivered a culturally relevant, unforgettable experience that dominated the Miami scene and ignited a global movement.

FEATURING

CALVIN HARRIS

DAVID GUETTA

SPONSORED BY











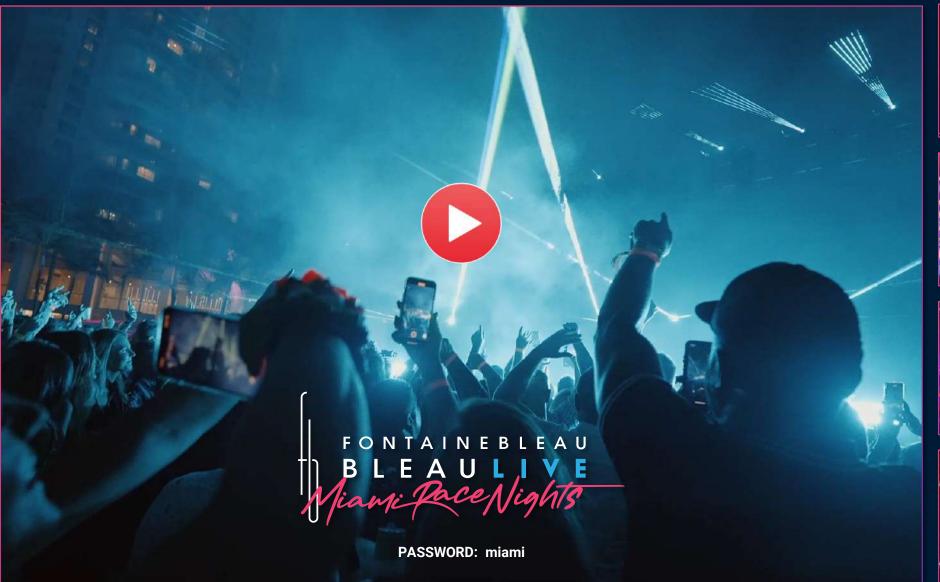








PREVIOUS EVENTS VIDEO GALLERY











MEDIA & PRESS

WEBSITE ANALYTICS & REACH

2.51B
GLOBAL AUDIENCE

46.2M IMPRESSIONS

FEATURED IN



unation







Forbes





New Times

Miami Herald



OCEAN DRIVE

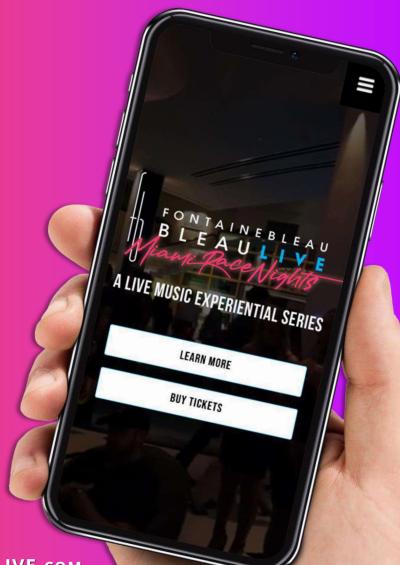


157K GLOBAL USERS

118 COUNTRIES

49SEC AVG. ENGAGEMENT

3.36MIN ENGAGED USERS



WWW.BLEAULIVE.COM





AMERICA'S #1 AUDIO COMPANY

REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

RADIO DIGITAL SOCIAL PODCASTS INFLUENCERS DATA EVENTS

REACH

122M

EXTEND

Listeners On-air Every Month

274M

Registered Users Through Digital & Mobile **EXPLORE**

100M+

Monthly Podcast
Downloads
#1 Commercial Podcaster

CONNECT

250+

Platforms & Thousands of Connected Devices **ENTERTAIN**

20K+

Events
Across Markets
& Formats

WIN FANS

140M

Fans Through Social Media

THE POWER OF FREQUENCY

Let consumers hear frequent reminders of your brand message with attention grabbing content to break through the clutter.

THE POWER OF EXPERIENCES

Give modern consumers access to unforgettable live experiences— it's all about not missing out on something epic and memorable.

THE POWER OF MUSIC

Capitalize on music being the #1 passion point for consumers and an essential part of defining their lifestyle, which by extension, makes it a great predictor of purchase behavior.





The preeminent luxury lifestyle publication for the city of MIAMI, acting as the LOCAL AUTHORITY on topics such as high-end retail, dining hot spots, design trends, and the city's top TASTEMAKERS and personalities.

50K

210K

66Min

AVERAGE TIME

85%

83%

COLLEGE EDUCATED

CIRCULATION

AAM Audited/Guaranteed

READERSHIP

50% Male/Female Spent with an Issue

\$200K+

99%

Household Income

PROPERTY OWNERSOwn Their Principal Residence

Reader Profile

CELEGITY

CELEGITY

VICTOR

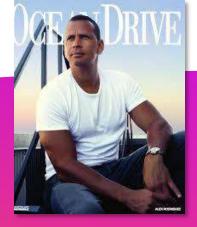
SOLUTION

FOR EACH COLUMN

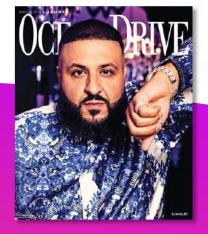
CELEGITY

C















BESPOKE BRAND EXPERIENCES

Our diverse team of trend-setting event designers and producers partner with brands to create custom one-of-a-kind experiences that generate excitement, amplify engagement, and build brand affinity.



SAMPLE BRAND PARTNERSHIP OPPORTUNITIES

Brand Partnership opportunities for the **BleauLive** series can be seen below. Custom Packages are available upon request. Sample activation elements outlined below may include, but are not limited to the following:

- Category Exclusive Presenting Brand Partner
- Access to over 2,500 party people, executives, athletes, celebrities and socialites...The party of all parties!
- IP Rights to the event to include the ability for Retailer and Consumer Incentive & Contesting opportunities
- Brand Identity (Name/Logo) included in the following:
 - Official Event Website & Invitations
 - Video Invitations for the event (Pre-Event Invite and Post Event Sizzle)
 - Premiere Placement on Official Media Wall Entrance
 - Recognition in all Event Press Releases & Media Outreach (Pre and Post Event)
 - Branded Bars and VIP Tables throughout event (addition production costs may apply)
 - Logo displayed on all rotating multimedia or LED displays throughout the event
 - Brand Identity inclusion in Social Media and digital outreach to include e-blasts, ticketing websites, and official social media channels for the event as a brand partner
- Backstage Lounge brand integration with company branding including Meet & Greet and Photo Opportunities for VIP guests (10) with the event host and/or live performer (Based on talent schedule and availability).
- Brand Placement and Promotional Material/Products featured at all Bar and VIP Table locations throughout event
- Branded Photos and Social Media Photo Activation from the event capturing all branding activations will be provided for company use

■ Branded Pop-Up Integration

- A dedicated area to build out a customized area as a branded and immersive space to host and entertain VIP clientele. The branded "Pop Up" will serve as an amazing space for ambassador marketing, consumer engagement, and distribution that can include contesting, special giveaways, creative activations (Additional production costs may apply).
- Organic Digital and Influencer Marketing Campaign specific to the brand(s) with over 2M guaranteed impressions included in all Presenting Partner Brand Packages
- Brand Level Hospitality Inclusions:
 - One (1) Gold Level VIP Table at the event for up 10 guests
- Portfolio Level Hospitality Inclusions:
 - One (1) Platinum Level VIP Cabana for up to 10 guests
 - Forty (40) VIP Ticket to the Event

PLEASE INQUIRE FOR ALL PRICING AND CUSTOMIZED PACKAGE OPTIONS

CUSTOMIZED BRAND OPPORTUNITIES

- Custom Signage and Branding Throughout Event
- Lobby Pop-Up Experience
- Branding on LED Signage Throughout Hotel
- Custom Lounge and / or Bar Pop Up in Event
- Branded Keys
- Floor Graphics
- Branded Valet Tickets
- Projection Mapping on Side of Hotel
- Custom Pillows
- Custom Video in VIP Cabanas Onsite
- Custom signage on LED Wall on Stage
- Step and Repeat
- Wristband Sponsor
- Beyond the Stage Video Sponsor
- Hospitality Suite
- Stage Table Sponsorship
- VIP Sponsor
- Digital Media including E-Blast to Attendees

- Custom Bar Pop Up in Lobby Bar of Hotel
- 360 Photo Activation Experience
- Drone Show
- Water Bottle Sponsor
- Room Drop
- Custom Product Placement / Giveaways
- Exterior Building Signage and Banners
- Branded Wi-Fi
- Restroom Branding
- LED Egg Wall In Lobby
- Coffee Shop Sponsorship
- Lobby Column Wraps
- Charging Station
- Elevator Door Wraps
- Merchandising
- Retail and Consumer Contesting
- Social Media Marketing
- Live Streaming and Hosting Opportunity





































BLEAULIVE



