

# NEW YEAR SPLASH

## MUSIC FESTIVAL

### CENTRAL FLORIDA FAIRGROUNDS ORLANDO

#### MON - DEC 31, 2018

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### ONE SHEET REVIEW May 28, 2018

**OVERVIEW:** This introduces an exciting opportunity taking advantage of the underserved Orlando music festival market. Veteran festival producer Hal Davidson has completed years of due diligence on the viability of a New Year's Eve EDM/ Hip hop music festival here. Combining EDM with Hip hop is the most popular multi-genre music format in America. Though there are many nightclubs in the market, there is no outdoor New Year's Eve Celebration. The clubs have a talent spending threshold making it impossible for any of them to compete with a major music festival capable of funding major headliners with heavy marketing! Thus, the Orlando festival market is and has been wide open.

8.2 million people reside in the Central Florida Greater area. The youthful demographic living here attends popular Hip Hop and EDM concerts year-round. New Year Splash is poised to become the end of year annuity for the Orlando festival community. Orlando is the second most popular New Year's Eve destination in America behind only New York City. Miami is 8<sup>th</sup>. The party is here and most of our potential ticket buyers live in the area. This festival is a winner!

#### PROOF OF GENRE POPULARITY:

- The largest Hip hop festival in the world is held in Miami Gardens, FL, *Rolling Loud* attendance: 70,000 in April.
- One of the largest EDM festivals, ULTRA is held in Miami, FL, attendance: 165,000 in March.

#### FEST FACTS:

**Event format:** One day/ one night/ one large stage. Doors: 5pm. Live music ends 12:30am, onsite **After Party** in the Warehouse, cap: 3,500 with a separate ticket starts at 12:30am-3am. Entire site is 88 acres. Concert area is a large grass field surrounded by food, beverage and merch. vendors. Onsite electric, water and restrooms. Serious security/ police.

**POSSIBLE TALENT MENU TO SELECT FROM: 5 Performers + 1 After Party DJ: *Chance the Rapper, Lil Uzi Urt, Logic, Travis Scott, Future, Lil Yachty, Kodak Black, Gucci Main, Party Next Door, Machine Gun Kelly, Bad Bunny, Osuna, DJ Snake, Skrillex, Diplo* and many others to select from. Many artists are particularly popular in Central Florida.**

**REVENUE STREAMS:** tickets, VIP, 50% of \$20 parking, 40% of F&B, 100% of fest merch., 15% of band merch. Merch. vendor rentals, sponsorships, party cabanas, 30 RV rental spaces.

**Main site capacity: 35,000 | Average est. income per person: \$114. | Breakeven Point: 7,643 people**

**Total cost: At capacity: \$871,360. | Potential gross: \$3,990,000. | Ticket prices: \$59-\$99 / VIP \$149-\$219**

**Investment required: \$530,000. over 4 months Investment is paid back first before profit distribution. 40% of Net.**

**Dec. weather:** Day avg. 73°, Night Avg. 54° (early morning) Only 4 rain days in Dec.. This show is RAIN or SHINE!

INCOME PROJECTIONS	7,643 Tickets		A T T E N D A N C E			
	Breakeven Pt.	10,000	15,000	20,000	25,000	35,000
<b>New Year Splash 2018</b>						
<b>Total Gross Income</b>	\$871,360	\$1,140,000	\$1,710,000	\$2,280,000	\$2,850,000	\$3,990,000
<b>Less Total Costs</b>	\$871,360	\$875,492	\$881,717	\$887,842	\$894,167	\$906,617
<b>Total Net by Attendance</b>	\$0	\$264,508	\$828,283	\$1,392,158	\$1,955,833	\$3,083,383
<b>40% Investor Share</b>	0	\$105,803	\$331,313	\$556,863	\$782,333	\$1,233,532

Marketing starts Nov. 1, Public tickets go on sale Nov. 2, 2018

The element of risk has been mediated by using a highly experienced producer, staging the event at a well-known festival venue with great operations, and by using big name talent and a hard hitting marketing plan. Investors are welcome to be a part of this exciting opportunity for years to come. *See attached est. Cost and Income Sheet*