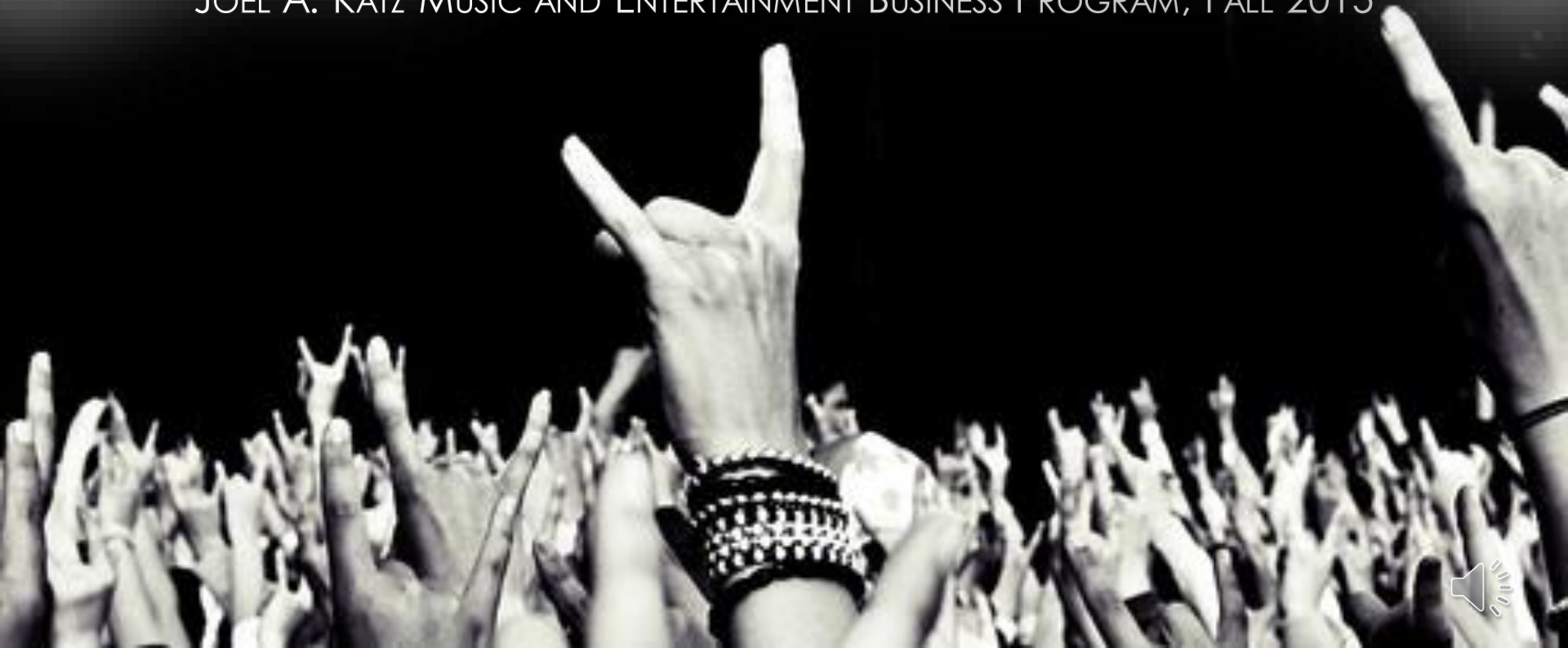


SIXTHMAN CRUISE PITCH

SAMANTHA ZIEBER, LIVI MCGILL, LAUREN JACQUES, CHRISTIAN ARTIEDA, BOBBY KEMMER
JOEL A. KATZ MUSIC AND ENTERTAINMENT BUSINESS PROGRAM, FALL 2015





L I Q U I D M E T A L C R U I S E

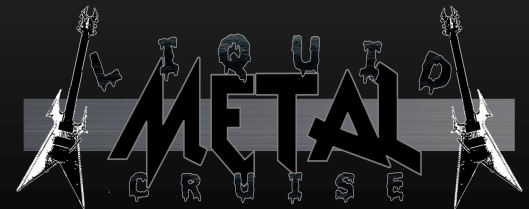
• THE MOST METAL CRUISE TO ROCK THE SEA •

PITCH OVERVIEW

- LMC COMPETITION
- LOGISTICS
- THE LINE UP
- SPONSORS
- MARKETING
- ACTIVITIES

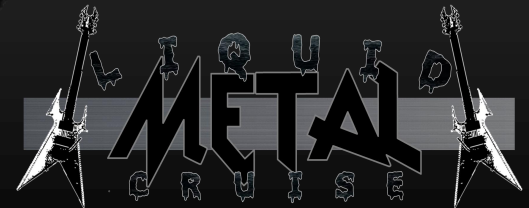


LIQUID METAL CRUISE COMPETITION



LOGISTICS

- FIVE DAY, FOUR NIGHT CRUISE ON THE NORWEGIAN PEAL
- SAILING ROUNDTRIP FROM MIAMI TO GREAT STIRRUP CAY
- ALL AGES WELCOME
- ALL SHOWS GENERAL ADMISSION



THE LINE UP



AVENGED



SEVENTH FOLD

A large crowd of people is gathered at a night concert. In the background, a stage is lit up with bright yellow and red lights. The band System of a Down is performing on stage. A large black circle is overlaid on the right side of the image, containing the text "SYSTEM OF A DOWN" in white, distressed, block letters.

SYSTEM OF A DOWN

Berlin, Germany 2013

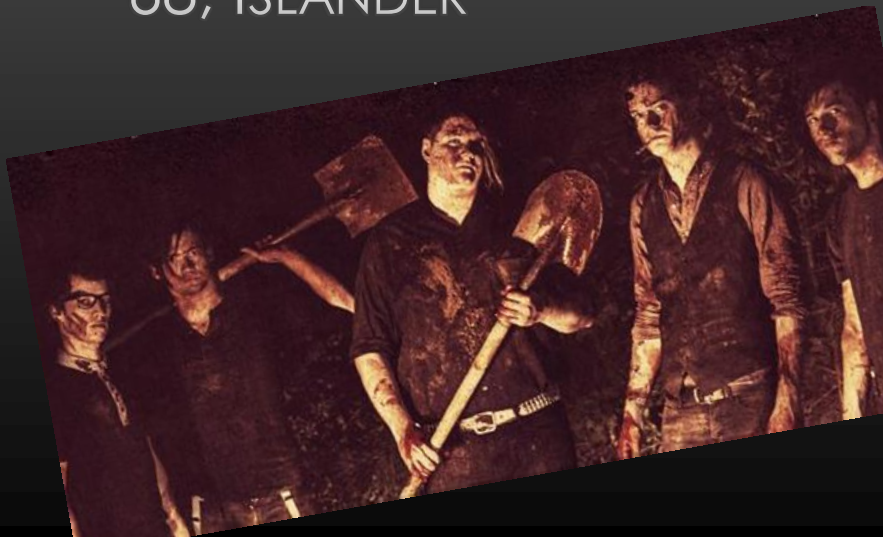
SUPPORTING ARTISTS

- CRISS ANGEL
- HALESTORM
- THE PRETTY RECKLESS
- IN THIS MOMENT
- MOTIONLESS IN WHITE
- OF MICE AND MEN
- FIVE FINGER DEATH PUNCH
- BEARTOOTH
- DEFTONES
- UNDEROATH



SECONDARY SUPPORTING ARTISTS

- BUTCHER BABIES
- NEW YEARS DAY
- MICROWAVE (ATL)
- I PREVAIL
- THE FUNERAL PORTRAIT (ATL)
- '68, ISLANDER



SPONSORS AND PARTNERSHIPS



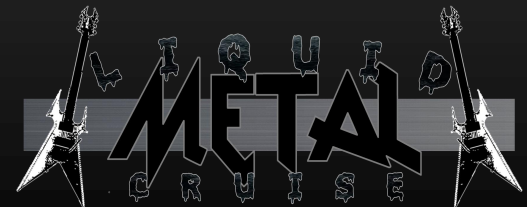
DEMOGRAPHICS

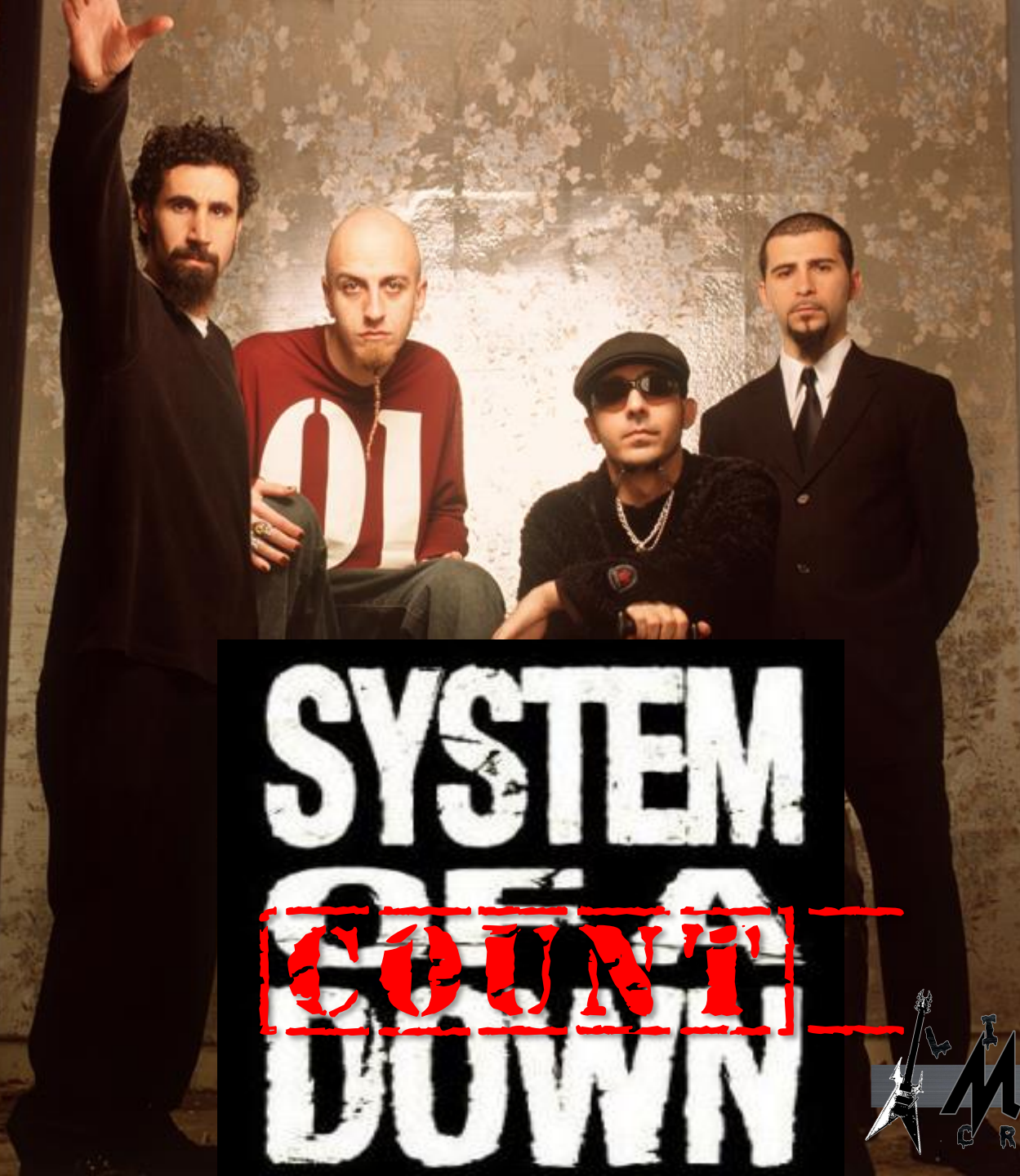
- YOUNG UP AND COMERS
 - <35 YEARS OLD
 - MODERATE TO UPPER INCOME LEVEL
 - RECENT COLLEGE GRADUATES
GENERALLY NO CHILDREN
 - PEOPLE WHO ENJOY GOING OUT/NIGHTLIFE
- MIDDLE AGE/FAMILIES
 - >35 YEARS OLD
 - MODERATE TO UPPER INCOME LEVEL
 - HOMEOWNERS
 - MARRIED WITH CHILDREN
- FLORIDA METALHEADS
 - FAITHFUL TO METAL GENRE
 - ALREADY ON THE SCENE
 - WILLING TO PAY TO SEE THEIR FAVORITE ARTISTS



MARKETING STRATEGIES

- MARKET ON SIRIUSXM RADIO STATIONS
 - PROMOTIONS ON SIRIUS FOR FREE CABIN
- SPECIAL EDITION LMC PRINGLES FLAVOR
- BILLBOARDS IN SOUTH FLORIDA
- HAVE BANDS PROMOTE ON THEIR SOCIAL MEDIA SITES
- PROMO VIDEOS WITH ARTISTS COMING ON BOARD
- ADS IN METAL MAGAZINES
 - EX: ALTERNATIVE PRESS, KERRANG, METAL HAMMER, TERRORIZER, HM MAGAZINE
- HIT MARKET ON AN INTERNATIONAL LEVEL
- SPONSOR METAL AWARD SHOWS





SYSTEM
OF A
DOWN

CONT



THEME NIGHTS

- NIGHT ONE: BIKERS AND BABES
 - “BIKERS AND BABES BALL” HOSTED BY AVENGED SEVENFOLD
- NIGHT TWO: CULT MOVIE NIGHT
 - *ROCKY HORROR PICTURE SHOW, THE GREAT BAMBINO, VOTER’S CHOICE*
- NIGHT THREE: APOCALYPTIC NIGHT
 - ISLAND DAY
- NIGHT FOUR: ABC AT SEA PARTY
 - ANYTHING BUT CLOTHES AT SEA PARTY



ON BOARD ACTIVITIES

SPONSORED AND ARTIST ACTIVITIES

- ROCK BAND CONTEST WITH AVENGED SEVENFOLD (ROCK BAND)
- DRINKING CASINO (VIXEN)
- RED BULL CHUG: "GET YOUR WINGS" (RED BULL)
- PRINGLES GRIND (PRINGLES)
- SYSTEM OF A COUNTDOWN
- HEAD BANGING LESSONS WITH BUTCHER BABIES
- MAGIC SHOW WITH CRISS ANGEL
- SCREAM COURSE WITH MOTIONLESS IN WHITE

OTHER ACTIVITIES

- BARREL PONG
- MUSIC VIDEO BOOTH
- HOW TO ROCK
- WET MUSICAL CHAIRS
- PHOTO OPS
- PSYCHIC READINGS
- HENNA/ TATTOO STATION
- METALOAKE
- SO. MUCH. MORE.



ISLAND DAY ACTIVITIES

- BEACHIN' FUN IN THE SUN
- APOCALYPTIC OBSTACLE COURSE
 - RED BULL FLUGTAG (RED BULL)
 - SUMO WRESTLING
 - DUNK TANK



GIFTING

- NIGHT ONE:
 - SPECIAL EDITION HARLEY LMC MINI BIKE
- NIGHT TWO:
 - PRINGLES LIQUID METAL CRUISE WINNING FLAVOR SNACK CAN
 - LMC POSTER/ POSTER TUBE
- NIGHT THREE:
 - LIQUID METAL CRUISE LEATHER CUFF (PRE-SALE GUESTS ONLY)
 - RED BULL SAMPLE
- NIGHT FOUR:
 - SIRIUSXM KOOZIE



THE BOTTOM LINE

THE LIQUID METAL CRUISE HAS WHAT THE COMPETITION CAN ONLY DREAM OF, PROVIDING GUESTS WITH:

- ARTISTS THEY WANT,
- SPONSORS THEY LOVE,
- MARKETING TACTICS THEY'LL RESPOND TO,
- ACTIVITIES THEY DREAM OF AND
- ONE-OF-A-KIND TAKEAWAYS THEY'LL CHERISH.

WE BELIEVE THIS ALL CULMINATES INTO A CRUISE THAT WILL TRULY **LIVE LOUD.**



THANK YOU

