



Your Brand
Here!

★
RICKEY D
EVENTS

2013 -2014

Sponsorship Proposal Package

Dishing out banging shows since 1985...

★ RICKEY D EVENTS

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Confidentiality Agreement

By reading and accepting delivery of this document, the reader agrees that the information provided by Rickey D Events in this business plan is unique to this business and confidential; therefore, anyone reading this plan agrees not to disclose any of the information in this business plan without the express written permission of Ricardo Daley himself.

It is also acknowledged by the reader of this business plan that the information furnished in this business plan, other than information that is in the public domain, may cause serious harm or damage to Rickey D Events (as a company) and will be kept in the strictest confidence

Upon request, this document is to be immediately returned to Rickey D Events.

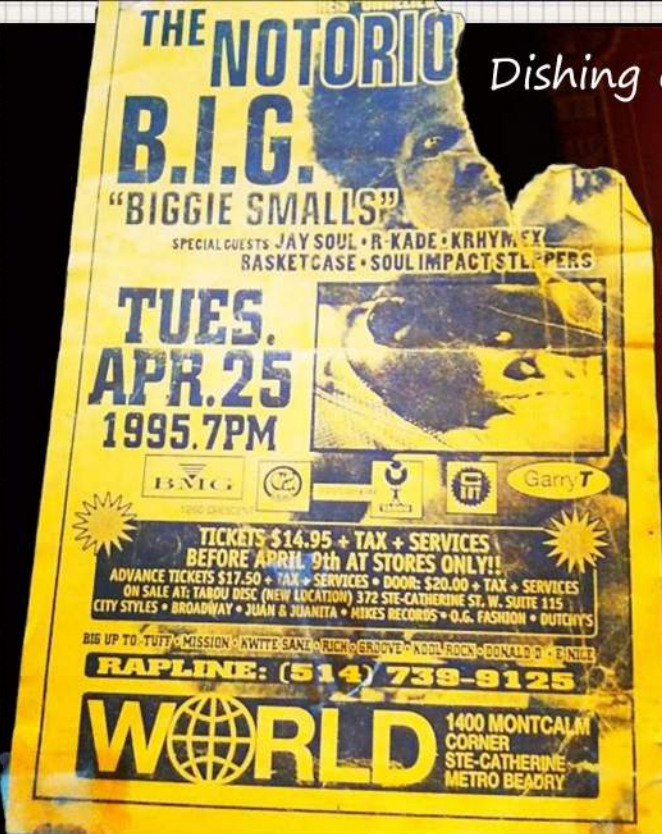
Thank You

Personal Bio. *“Music is the answer!”*
“Music is the key!”

It has always been and it always will be. Ricardo Daley's (Rickey D's) first official event was Run DMC way back in 1985. Since then Montreal has witnessed one man's undeniable love of music and the musical talent that delivers it. Rickey's, equally important, contribution to music has been through marketing and promoting. His gift is the ability to take an idea or concept and nurture it to its ripe fruition. The metaphorical 'fruits' that Rickey has harvested are hundreds of events – many of them blockbusters. A professional portfolio that includes such mammoth shows as the Fugees, LL Cool J, Wutang Clan, A Tribe Called Quest and The Roots is already 'epic'.

It was Rickey who exposed the Montreal to Eminem and D12. He who took a chance on booking a little known English Funk band named Jamiroquai! If you catch him on the right day, Rickey will recount one of his professional - the time that he went to Plattsburgh to bring the late, great Christopher Wallace across the border for what would have been his first and only visit to 'La Belle Province'. "Screw the Canadian border" were Biggie's words that night, but thankfully Rickey's career would not end there. In fact it was just beginning.

Presently Rickey's energy and talents are dedicated to providing Montreal music lovers with the best value for their entertainment dollars. Rickey proves, on a continual basis, that the entertainment industry needs independent promoters more than ever. There is still a place in the market for those entrepreneurs who can spot good talent and are trusted within their communities to put on a good show!



Dishing out banging shows since 1985

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Personal Bio. continued

Previous bookings by Rickey D Events include (in no specific order):

The Fugees • Wyclef Jean • Eminem
Wu Tang Clan • A Tribe Called Quest
• LL Cool J • TLC • Snoop Dogg • Jay Z
• DMX • The Roots • Jamiroquai •
Raekwon • Ghostface Killah • Method
Man • Kirk Franklin • Erika Badhu •
D'Angelo • Guru • Gangst*r • KC & Jojo
• Blackstreet • Jill Scott • N'dea
Davenport • GZA • K-os • Cypress Hill
• Capadonna • Rahzel • D12 • MGK •
Talib Kweli • Mos Def • Blackstar •
Bone Thugs N Harmony • Phife
Dawg • EPMD • Waka Flocka Flame
• The Smoker's Club • Meek Mill •
D-Block • Styles P • Sheek Looch •
Jadakiss • Tech N9ne • Machel
Montano • Tony Rock • Swollen
Members • La Cocka Nostra •
Redman • Booba • Manu Militari •
Bel Biv Devoe • Onyx • Wu Block • Big
Sean • Aries Spears • Baby Blue
Sound Crew and many more

w/ Method
Man (Wu Tang)
2013



w/ Machine Gun
Kelly 2013



w/ B Real
(Cypress Hill)
2012

w/ Talib
Kweli
2011



Artist	Date	Venue
KIRK FRANKLIN	05.06.2011	PALAIS DES CONGRÈS
BLACKSTAR	13.11.2011	OLYMPIA MTL
BONE THUGS N HARMONY	01.02.2012	CLUB SODA
LA COKA NOSTRA & SWOLLEN MEMBERS	07.02.2012	UNDERWORLD
PHIFE DAWG	19.02.2012	CLUB SODA
CHEF RAEKWON	03.03.2012	UNDERWORLD
NIPSEY HUSSLE	21.04.2012	UNDERWORLD
TONY ROCK	21.04.2012	THEATRE DESJARDINS
MOS DEF	15.06.2012	OLYMPIA MTL
MACHEL MONTANO	07.07.2012	ANDRÉ LAURENDEAU
ARIES SPEARS	27.07.2012	JUST FOR LAUGHS
BIG SEAN	26.09.2012	OLYMPIA MTL
ICON MUSIC FESTIVAL	20 & 21.09.2012	LE BELMONT
B-REAL	07.10.2012	UNDERWORLD
TECH N9NE	08.10.2012	CLUB SODA
JADAKISS	29.11.2012	LE BELMONT
MACHINE GUN KELLY	16.12.2012	CLUB SODA
JERMAINE DUPRI	01.01.2013	ARENA
METHOD MAN	09.01.2013	CLUB SODA
LAYZIE BONE	10.02.2013	UNDERWORLD
WU-BLOCK	12.02.2013	CLUB SODA
MEEK MILL	20.02.2013	TELUS THEATRE
TALIB KWELI	29.03.2013	CLUB SODA
WAKA FLOCKA	31.03.2013	EB LOUNGE
WAKA FLOCKA	02.04.2013	L'IMPERIAL (QC)

Venue Capacities André Laurendeau: 3000 • Arena: 900

Club Soda: 1000 • EB Lounge: 700 • Le Belmont: 600 • L'Imperial (QC): 800

The Olympia: 2400 • Palais des congrès: 3000 • Underworld: 300

→ Over 150 000 print flyers ≤ 4"x6"

→ Over 2500 posters ≤ 11"x17"

Displayed in:

Over 70-100 Montreal area locations
(stores, salons, cafes, restaurants, bars)

On at least 6 University & College Campuses
(Dawson, Lassalle, McGill, Concordia, UdeM, UQAM, HEC)

→ At least 25 Ads placed in print publications

Frequent guerilla marketing campaigns (flyers & posters)

→ Approx. 20 different radio commercials (30 secs)
→ approx. 24 hours of total airtime

→ 2 TV ad campaigns (30 secs) CTV & Global



www.rickeydevents.com

Search optimized, constantly updated Website

→ Over 500 unique visitors per day

→ new site coming soon (summer 2013) !



Active weekly HTML email campaign

→ Approx 10K contacts in our database
/ 3-4 blasts monthly

Established Facebook presence .../rickeydevents

Active fanpage membership of 5000

Frequent Facebook Ad campaigns --> avg. of 2 per month



→ Complimentary Twitter presence @Rickeydevents



→ LONG ESTABLISHED YOUTUBE PRESENCE →→→→

→ youtube.com/Rickeydevents **launching soon**

→ youtube videoflyer for each event

→ approx. 60,000 views for the last 25 events!

→ view samples at youtube.com/mashedupmedia





Consumer Demographics

Characteristics of a Montreal crowd

In 2012 Rickey D Events conducted an informal online survey. Here is some of the info that we discovered about the fans who attend our shows:

1. 52% of those polled were women and 48% were men.
2. 25-34 years was the most common age group followed by those 18-24
3. The average income of fans was \$30K-\$49K - Those earning \$50K - \$75K made up 25%
4. The average fan also attends festivals and arts events
5. They love going to bars, restaurants and shopping for fashion
6. Almost all of those polled (99%) were active on social media
7. 90% of those surveyed owned a smart phone
8. The majority of fans would consider buying sponsor products at a show

Great partnerships produce 'win-win' situations. At a minimum, your brand can anticipate the following sponsorship opportunities from Rickey D Events:

1. Title sponsorship rights "This 'SHOW' is presented by your company/brand"
2. Exclusivity as an event sponsor (within your industry)
3. Main stage branding opportunities
4. Inclusion of sponsor branding on any and all print, radio and television advertising
5. Full web integration between the sponsor brand(s) and the digital media marketing of Rickey D Events
6. The possibility of an official branding 'takeover' of Rickey D Events' website.
7. Inclusion of sponsor brand(s) advertising within Rickey D Events' email blasts. The possibility of exclusive sponsor email blasts to the Rickey D Events' database
8. Tickets and VIP passes provided for sponsor employees and/or sponsor hospitality purposes
9. A Rickey D Events' liaison to coordinate sponsorship activation



Great partnerships produce 'win-win' situations. Here are some examples of the potential leveraging opportunities from which your company can benefit by sponsoring a Rickey D Event:

1. Distribution of sponsor advertising at events
2. Distinct sponsor hospitality areas
3. Logo visibility via signage, projectors and monitors
4. Showcasing of sponsor products and samples at events
5. Broadcasting of sponsor videos and/or presentations at events (prior to entertainment)
6. Integration of sponsor sales initiatives at events
7. Opportunity to photograph, film and document events in order for the sponsor to generate multi-media content
8. Sponsor initiated contests involving events
9. Social media tie in and lead generation at event(s)

Rickey D Events is open to discuss any activation idea that a sponsor may have.



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Past Sponsors



ROCA & WEAR



*eckō unltd.





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Upcoming Shows

Spring 2013 onwards



May 30 | *D'Angelo at the Olympia*



June 14 | *Nikki Minaj at the Olympia*



June 21 | *Method Man & Redman at the Olympia*



June 30 | *Blackstreet at Area Nightclub*



Summer 2013 | *Mac Miller Tour (East Coast Canada)*



Fall 2013 | *Machine Gun Kelly Tour (Canada)*



November 9 | *Wu Tang Clan Olympia*



**MAC
MILLER**
MOST DOPE
CROSS CANADIAN TOUR
SUMMER 2013





*Your Brand
Here!*

**THANK
YOU!**

★
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We offer a number of great opportunities for brand integration in collaboration with some of Canada's most anticipated, upcoming shows. Along with these come countless chances to activate and leverage your sponsorship.

Please feel free to contact us at any time:

514.884.7973

info@rickeydevents.com