



BOSS



PRODUCTIONS



INC

*Long the purveyor of upscale special events produced
throughout the Americas...*

We Now Pursue Global Domination!

Boss Productions, Inc. (BP Inc.) is a full service multinational *Special Events* marketing and promotional corporation. The emergence of BP Inc. represents an evolution in the entertainment industry, one which caters to the culturally curious professional between the ages of 21 and 55 seeking an upscale platform that stimulates the open exchange of ideals, interests and lifestyles.

Our events are about people just like you and me – the creative business folks who refuse to be defined by title or position, but rather by a true sense of one’s soul. We produce and promote events like *Film Festivals, Movie Premiers, Music Festivals, Theme-Driven Cruises, Sporting Events*, and our trademark *3 & 4 day extended Weekend Getaways*.

With our innovative approach to integrating entertainment and sports professionals with equally alluring global locations and venues, BP Inc. special events and activities have involved a myriad of locations included (but not limited to) *New Orleans, Los Angeles, Houston, Detroit, Las Vegas, Atlanta, New York, Miami, Jamaica, the Bahamas, Curacao, Puerto Vallarta and Cancun, Mexico*. These destinations are reflective of the creativity and uniqueness that we seek in providing the upscale experiences where our sophisticated clientele *live, work and play*.

Boss Productions has developed a standard of quality that is revered and recognized by all groups of our diverse cultures to which we market our social events, our various clients and promotional partners. Boss Productions competent and credible organization coupled with our distinguishable logo is rapidly becoming synonymous with superlative events and promotions.

BP Inc. endeavors to promote events that will entertain, inform and facilitate the growing need for communications between the members of our diverse community. Boss Productions remains committed to presenting our clientele with the *“Best of the Best”* in entertainment options that exist in all areas that remain consistent with our upscale professional lifestyles. Our vision of developing truly unique opportunities for these diverse professions to interact with one another in festive, social bonding atmospheres throughout the America's mainstream markets therefore, we will continue to present special events to a target niche clientele who desires to experience all that is great within our diverse cultures and don’t mind sharing these findings and attitudes with others.

Simply put, the entertainment business is more than being the innovator of a new media/advertising concept or idea, but rather how we can also become the global “brand steward” that helps to erase the sharp lines of ignorance that exists throughout our tumultuous world. Merely witnessing the rebirth of Urban America is not enough; BP Inc. pledges to remain actively involved in the lifestyle transformation, by shaping and perpetuating the continuity of our diverse cultures.

We are equipping Americans, most importantly; Urban Americans with the instructions on how to live and paradigms of what they can aspire to be.

WE are the Cultural Innovators!

**CO-BRANDED
SPECIAL EVENT
WEEKENDS
ONGOING**



BJ
Bahamas Classic Weekend



EVENT PROPERTY PROFILE

HBCUX Bahamas Classic

Nassau, Bahamas | September 2017

Promotional Market(s): US (Nationwide)

Property Overview

HBCUX BAHAMAS CLASSIC | www.BPBahamasClassic.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The **BP Bahamas Classic Weekend** will encompass various "sports & entertainment" related activities to include: a Golf Tournament, a Cocktail Reception & Gala, a Concert, a Comedy Show, an Olympic-Sized Q & A session, a Community Outreach element and other related daily activities.

Demographics

The highly desired segment of our population ages 25 to 55 commonly referred to as the "**X & Y Generation**" --a multicultural blend of explorers who desire to embrace all of life's finer nuances within today rapidly changing society; a demographic which maintains an ample buying power that currently topples over \$1 trillion.

Property Management

Boss Productions, Inc., in association w/ **The Clinton Group** and the **HBCUX Network**

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Management

Sports & Entertainment Event Driven Weekend

55% Male / 45% Female

85% A. American / 5% Hispanic / 5% Caucasian / 3% Asian / 2% Other

**HAGLER VS. HEARNS:
THE MAKING OF SUPERFIGHT '85**

04378 April 1985
\$1.99 / \$2.25 Canada



The Knockout Boxing Magazine

Knockout

**PREVIEWS OF
UPCOMING FIGHTS**
Holmes vs. Boy
Bramble vs. Mancini
Pryor vs. Hinton
And More!

MELDRECK TAYLOR

MARK BEECHER

PERNELL WHITAKER

EVANDER HOLYFIELD

TYRRELL BROWN

THE TORCH IS PASSED
HOW WILL AMERICA'S OLYMPIANS
DO IN THE PROS?



**FULL-COLOR PINUP OF
LARRY HOLMES**



EVENT PROPERTY PROFILE

THE RING of GOLD TOUR

Locations "TBA" | Summer/Fall 2017

Promotional Market(s): US (Nationwide)

Property Overview

"The Ring of Gold"

..an annual Reunion Tour & Celebration honoring the 1984 US Olympic Boxing Team!

A lively uplifting weekend of celebration and reflection as we honor the **GREATEST BOXING TEAM** in US History, the 1984 Boxing Team.

THE RING of GOLD | www.TheRingofGold.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The **Ring of Gold** will encompass various "sports & entertainment" related activities to include: a Golf Tournament, a Cocktail Reception & Gala, a Concert, a Comedy Show, an Olympic-Sized Q & A session, a Community Outreach element and other related daily activities.

Demographics

The highly desired segment of our population ages 25 to 55 commonly referred to as the "**X & Y Generation**" --a multicultural blend of explorers who desire to embrace all of life's finer nuances within today rapidly changing society; a demographic which maintains an ample buying power that currently topples over \$1 trillion.

Property Management

Boss Productions, Inc., in association w/ **Kinnaird Enterprises** and the **Retired Boxers Foundation**.

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Management

Sports & Entertainment Event Driven Weekend

80% Male / 20% Female

35% A. American / 30% Hispanic / 30% Caucasian / 3% Asian / 2% Other

SPORTING EVENT

WEEKENDS



**Super
Saturday**
Sporting Spectacular



EVENT PROPERTY PROFILE

SUPER BOWL WEEKEND

Houston, TX. | Jan. 27th / Feb. 5th, 2017

Promotional Market(s): US (Nationwide)

Property Overview

The BP Super Bowl Weekend will entail several Boss Productions, Inc. staple event elements to include the "BIG GAME" viewing party in addition to several celebrity star-studded evening events under the Big-Top, a golf outing, a pub/club crawl and the ultra chic Urban Hang Suite.

BP SUPER BOWL WEEKEND | www.BPSuperBowlWeekend.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "BP Super Bowl" Weekend will encompass various "sports & celebrity" related activities to include: a Pool Party, a Golf Tournament, a Fundraising Cocktail Reception & Dinner, a Concert, a Comedy Show and other related daily activities in addition to core event elements...
A-List Celebrities!

Demographics

The highly desired segment of our population ages 25 to 55 known as the "X & Y Generationer's"--a multicultural blend of explorers who desire to embrace all of life's finer nuances within today rapidly changing society who maintain ample buying power that topples over \$1 trillion with a secondary demographic of 25 ~ 55.

Property Management

Boss Productions, Inc., in association w/ Cheeks 22 Promotions and JRT Multimedia LLC

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Destination Travel & Entertainment Event Driven Weekend

65% Male / 35% Female
25% A. American / 35% Hispanic / 35% Caucasian / 3% Asian / 2% Other



THE
ALLSTAR
WEEKEND

EVENT PROPERTY PROFILE

ALL STAR WEEKEND

Charlotte, NC. | Feb. 16th / Feb. 19th 2017

Promotional Market(s): US (Nationwide)



Property Overview

BP *"Super Star"* Series ...it's going to be ROYAL in the Queen City!

The All Star Weekend returns to Buzz City for the second time...
"2017" NBA All Star Weekend | www.BPAllStarWeekend.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Creative and unique touch-point opportunities for building brand awareness stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The BP *"Super Star"* Weekend will encompass various venues, celebrities and related events & activities to include: a Golf Tournament, a Bowling Event, a Community Outreach Segment, a Music Concert, a Game Viewing Party, a Yacht Cruise along the NYC Waterways and other related daily activities.

Demographics

The highly desired segment of our population ages 18 to 44 known as the "Urban Culture"--a blend of Blacks, Hispanics and Whites who embrace the "hip-hop" lifestyle so prevalent within the world today now with minority buying power that topples over \$1 trillion with a secondary demographic of 25 ~ 55.

Property Management

Boss Productions, Inc., in association w/ the Clinton Group and Painting it Red Entertainment

Promotional Tactics

Print Collateral, Radio, Viral Marketing, Social Media & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

52% Male / 48% Female
75% A. American / 10% Hispanic / 10% Caucasian / 3% Asian / 2% Other



**the HBCU
Caribbean
Classic**

EVENT PROPERTY PROFILE

HBCU Caribbean Classic

San Juan, Puerto Rico | November "2017"



Promotional Market(s): US (Nationwide) Canada & the Caribbean

Property Overview

Boss Productions will present the first of its kind, the "HBCU Caribbean Classic" Basketball Tournament to be held in San Juan, Puerto Rico in November 2017. The initial Caribbean Classic will feature eight (8) teams from select conferences e.g. MEAC, SWAC, SIAC and the CIAA with possible entries from independent universities along with participation from one of the local Mexican Universities. This eventful weekend will include a Coaches Clinic, a Basketball Skills Camp conducted by the NBA Retired Players Association, a beach concert, a golf tournament and a plethora of shopping, food, sea & sun options.

HBCU CARIBBEAN CLASSIC Basketball Tournament | www.HBCUCaribbeanClassic.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and "trendsetting" lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$1,000,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "HBCU Caribbean Classic" Basketball Tournament will encompass various "sun, sand & sea" related activities to include: a Golf Tournament, a Cocktail Reception & Dinner, a Beach Concert, a Comedy Show, a Cruise and other related daily activities.

Demographics

The highly desired segment of our population ages 18 to 44 known as the "Urban Culture"--a blend of Blacks, Hispanics and Whites who embrace the "hip-hop" lifestyle so prevalent within the world today now with minority buying power that topples over \$1 trillion with a secondary demographic of 25 ~ 55.

Property Management

Boss Productions, Inc., in association w/ Floy Johnson Promotions and The Clinton Group.

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

52% Male / 48% Female
75% A. American / 10% Hispanic / 10% Caucasian / 3% Asian / 2% Other



The Bahamas



EVENT PROPERTY PROFILE

PRO PLAYER BEACH BASH

Grand Bahama Island, the Bahamas | Labor Day Weekend "17"

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

Boss Productions in association with **Floy Johnson Promotions** will host one of the biggest sports & entertainment events in the Bahamas benefiting various US and Bahamian charitable organizations.

On this "SUPERSTAR" Weekend in the Bahamas, join NFL All Pro "Andre` Johnson" and one of the NBA's young guns "JR Smith" with weekend co-hosts, Lance Gross & Rosci Diaz as "Pro Players" of all sports disciplines will be invited along with Boss Productions handing out the VIP Invites to the vast music and entertainment communities to join them in a holiday weekend filled of spectacular events and activities designed to celebrate the spirit an diverse culture of Caribbean.

PRO PLAYER BEACH BASH | www.ProPlayerBeachBash.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "Pro Player Beach Bash" Weekend will encompass various "sun, sand & sea" related activities to include: a Golf Tournament, a Cocktail Reception & Dinner, a Beach Concert, a Comedy Show, a Cruise and more...

Demographics

The highly desired segment of our population ages 25 to 55 commonly referred to as the "X & Y Generation" --a multicultural blend of explorers who desire to embrace all of life's finer nuances within today rapidly changing society; a demographic which maintains an ample buying power that currently topples over \$1 trillion.

Property Management

Boss Productions, Inc., in association w/ **Painting it Red, Floy Johnson Promotions** and **Cheeks 22 Promotions**.

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

52% Male / 48% Female

75% A. American / 10% Hispanic / 10% Caucasian / 3% Asian / 2% Other

Signature

URBAN LIFESTYLE

WEEKENDS

I AM ART

NYC



EVENT PROPERTY PROFILE

#I AM ART*NYC

Brooklyn, NY. | October 1st & 2nd 2016

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

#I AM ART*NYC is a visual arts event series featuring “live” musical performances, performance poets and celebrity chef’s and graphic artist of all origin as we highlight the neo-soul genre of musical performers in an attempt to slower the frenetic pace of the daily grind and the a-typical social events currently being offered.

Set for establishment within some of the most unique ultra chic settings across the globe, these live “un-plugged” performances include initial tour stops in the following destinations: *Houston, New York, DC, Atlanta, Los Angeles, Chicago, Philly, Las Vegas and Puerto Rico* with more stops under consideration.

#I AM ART*NYC | www.IAMARTNYC.com

Our Brand Statement

Boss Productions’ events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle “tastemakers.” Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the “Presenting” & “Title” sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The “Pro Player Beach Bash” Weekend will encompass various “sun, sand & sea” related activities to include: a Golf Tournament, a Cocktail Reception & Dinner, a Beach Concert, a Comedy Show, a Cruise and more...

Demographics

The highly desired segment of our population ages 25 to 55 commonly referred to as the “X & Y Generation” --a multicultural blend of explorers who desire to embrace all of life’s finer nuances within today rapidly changing society; a demographic which maintains an ample buying power that currently topples over \$1 trillion.

Property Management

Boss Productions, Inc., in association w/ **Painting it Red, Floy Johnson Promotions** and **Cheeks 22 Promotions.**

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

52% Male / 48% Female

35% A. American / 25% Hispanic / 25% Caucasian / 5% Asian / 10% Other



URBAN**HANG**SUITE





EVENT PROPERTY PROFILE

BP URBAN SUITE TOUR

US Multi-City Tour | DATES PENDING

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

The URBAN HANG SUITE is a Mid-Day lounge event series featuring “live” musical performances, performance poets and celebrity DJ’s as we highlight the neo-soul genre of musical performers in an attempt to slower the frenetic pace of the daily grind and the a-typical social events currently being offered.

Set for establishment within some of the most unique ultra chic settings across the globe, these live “un-plugged” performances include initial tour stops in the following destinations: *Houston, New York, DC, Atlanta, Los Angeles, Chicago, Philly, Las Vegas and Puerto Rico* with more stops under consideration.

BP URBAN HANG SUITE | www.BPUrbanHangSuite.com

Our Brand Statement

Boss Productions’ events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle “tastemakers.” Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the “Presenting” & “Title” sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The “Pro Player Beach Bash” Weekend will encompass various “sun, sand & sea” related activities to include: a Golf Tournament, a Cocktail Reception & Dinner, a Beach Concert, a Comedy Show, a Cruise and more...

Demographics

The highly desired segment of our population ages 25 to 55 commonly referred to as the “X & Y Generation” --a multicultural blend of explorers who desire to embrace all of life’s finer nuances within today rapidly changing society; a demographic which maintains an ample buying power that currently topples over \$1 trillion.

Property Management

Boss Productions, Inc., in association w/ Painting it Red, Floy Johnson Promotions and Cheeks 22 Promotions.

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

52% Male / 48% Female

75% A. American / 10% Hispanic / 10% Caucasian / 3% Asian / 2% Other

Water... it's essential for all life!

H₂O



EVENT PROPERTY PROFILE

H2O: Exclusive Water Event Series

Multi-Destination Tour | DATES PENDING

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

Boss Productions' presents...
"H2O" ...the Event **Weekend Series**

Make plans for an exclusive series of water related events filled with some of the most celebrated entertainers in the film, television, fashion, music and sports worlds. Prepare yourself as we open the floodgates for afternoon hedonism...where **"Models meet Mortals"** in breathtaking style!
Water: H2O = Life

H2O | www.H2OtheSeries.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the **"Presenting"** & **"Title"** sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The **"H2O Event Series"** Weekend will encompass various "sun, sand & sea" related activities to include: a Golf Tournament, a Cocktail Reception & Dinner, a Beach Concert, a Comedy Show, a Cruise and more...

Demographics

The highly desired segment of our population ages 25 to 55 commonly referred to as the **"X & Y Generation"** --a multicultural blend of explorers who desire to embrace all of life's finer nuances within today rapidly changing society; a demographic which maintains an ample buying power that currently topples over \$1 trillion.

Property Management

Boss Productions, Inc., in association w/ **Painting it Red, Floy Johnson Promotions and Cheeks 22 Promotions.**

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

52% Male / 48% Female
 75% A. American / 10% Hispanic / 10% Caucasian / 3% Asian / 2% Other



BLACK BOATERS SUMMIT

BP **Lux Life**
Experience

...another Boss Production



EVENT PROPERTY PROFILE

BLACK BOATERS SUMMIT

British Virgin Islands, the BVI's | August "16"

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

Boss Productions in association with the **Black Boaters & Partners** in another of the BP "Lux Life" brand series annually host one of the biggest *lifestyle experiences* for "people of color" in the Caribbean.

Now in it's 18th year of existence under the capable guidance of its founder, **Cap'n Paul Mixon**, the **Black Boaters Summit** from its humble beginnings now hosts an international audience with media coverage from such media stalwarts as CNN and the National Geographic Society.

Now, recently teamed with the "Purveyor of Posh!"-- **Boss Productions**, we've amplified our goal to introduce "people of color" to yachting and we'll accomplish this in the calm, beautiful waters of the British Virgin Islands" ...best of all, **No Experience Necessary!**

BP BLACK BOATERS SUMMIT | www.BPBlackBoatersSummit.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from **\$10,000** to **\$100,000** for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "BP Black Boaters Summit" Weekend will encompass various "sun, sand & sea" related activities to include: a Golf Tournament, a Cocktail Reception & Dinner, a Beach Concert, a Comedy Show and so much more...

Demographics

The highly desired segment of our population ages 25 to 55 commonly referred to as the "X & Y Generation" --a multicultural blend of explorers who desire to embrace all of life's finer nuances within today rapidly changing society; a demographic which maintains an ample buying power that currently topples over \$1 trillion.

Property Management

Boss Productions, Inc., in association w/ **Painting it Red, Floy Johnson Promotions** and **Cheeks 22 Promotions**.

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

52% Male / 48% Female

75% A. American / 10% Hispanic / 10% Caucasian / 3% Asian / 2% Other

A woman with short hair is shown in profile, applying lipstick. She is wearing a dark, textured garment and a large, ornate ring. The scene is lit with a strong blue light, creating a moody atmosphere. The background is slightly out of focus, showing what appears to be a window or a doorway.

BLAS/c k VEGAS

THE ULTIMATE URBAN WEEKEND

EVENT PROPERTY PROFILE

BLACK VEGAS

Las Vegas, Nevada | September "2017"



Promotional Market(s): US (Nationwide) Canada & the Caribbean

Property Overview

"Conceived as an alternative to the typically produced & promoted urban special events, "**black VEGAS**" from its inception has created a buzz at the mere mention of its concept!"

BLACK VEGAS... the ReBirth of Cool! | www.BlackVegasUSA.com

This *conceptualized atmosphere* created to provide urban trendsetters a destination where they will be surrounded by their own cultural hybrid of *sights, sounds, and entertainment* choices blended into one perfect gathering place.

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "**Black Vegas**" Weekend will encompass various related activities to include: a Golf Tournament, a "Welcome to Vegas" Cocktail Reception, Music Concerts, a Comedy Show, Fashion, Sightseeing and other related daily activities.

Demographics

This event will attract an upscale, upwardly mobile, urban demographic aged 25 to 55 - a blend of Blacks, Hispanics and Whites who seek and embrace a more "Cosmopolitan" lifestyle.

Property Management

Presented by your **Amusement Masters Boss Productions** in association with **Chocolate GetAways.com & Kinnaird Enterprises**

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

42% Male / 58% Female

45% A. American / 20% Hispanic / 30% Caucasian / 3% Asian / 2% Other

GIRLFRIEND
GETAWAYS



the
Awakening
WEEKEND

EVENT PROPERTY PROFILE

THE AWAKENING WEEKEND

Puerto Vallarta, Mexico | June "2017"



Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

"The Awakening Weekend"
...bringing SISTERHOOD back to CONSCIOUSNESS!

A lively uplifting weekend of celebration, spiritual reinforcement and female empowerment. The weekend will be balanced by its stated core goal of changing the "sneer culture" that exists in order to increase the positives for women-to-women interactions through these devices."

THE AWAKENING WEEKEND | www.TheAwakeningWeekend.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

This event has been developed to support and uplift women in general with a greater emphasis on "women of color" to *Refresh, Rejuvenate* and *Reinvigorate* the soul, hence...

:::THE AWAKENING:::

...an annual destination retreat that provides a forum to uplift, infuse & empower women of color!

Demographics

The "Awakening" Weekend will encompass various relaxation and rejuvenation related activities for a female attendee demographic ages 25 to 55 that we'll classify as the "Sisterhood"--a blend of Black, Latin/Hispanic and White women who embrace a "SPIRITUAL" and "UPLIFTING" lifestyle!

Property Management

Boss Productions, Inc., in association w/ The KD Corporation and The L.E.A.K. Foundation.

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Management

Spiritual & Holistic Self Event Driven Weekend

100% Female

55% A. American / 20% Hispanic / 20% Caucasian / 3% Asian / 2% Other



GIRLFRIEND GETAWAY WEEKENDS



EVENT PROPERTY PROFILE

THE GIRLFRIEND CHRONICLES

Europe "TBA" | PENDING 2017/2018"

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

"A Female Travelogue Series"
 ...DETAILS TO BE ANNOUNCED SOON!

THE GIRLFRIEND GETAWAY WEEKEND | www.TheGirlfriendChronicles.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

This event has been developed to support to provide "culturally curious" female adventures with the opportunity to travel in an intimate "close-knit" groups of friends in exploration of exciting travel destinations globally.

Demographics

The "Girlfriend Chronicles" will encompass various cultural relevant activities for a female attendee demographic ages 25 to 55 that we'll classify as the "Sisterhood"--a blend of Black, Latin/Hispanic and White women!

Property Management

Boss Productions, Inc., in association w/ **Painting it Red Promotions** and **Baby Girl Productions.**

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Management

Sports & Entertainment
 Event Driven Weekend

100% Female

45% A. American / 25% Hispanic / 25% Caucasian / 3% Asian / 2% Other

FILM + FOOD + MUSIC

FESTIVALS





EVENT PROPERTY PROFILE

Maroon Bells Cultural Arts Festival

Aspen/Snowmass, Colorado | DATE PENDING

Promotional Market(s): US (Nationwide) Europe & Mexico

Property Overview

MAROON BELLS CULTURAL ARTS FESTIVAL | COMING SOON
www.MaroonBellsFestival.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and "trendsetting" lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "Maroon Bells Cultural Arts Festival" Weekend will encompass various "live" performance related events and activities to include: a Movie Festival, a Music Festival, a Comedy Show, a Gourmet Food Truck Park and other related daily activities.

Demographics

The highly desired segment of our population ages 18 to 44 known as the "Urban Culture"--a blend of Blacks, Hispanics and Whites who embrace the "hip-hop" lifestyle so prevalent within the world today now with minority buying power that topples over \$1 trillion with a secondary demographic of 25 ~ 55.

Property Management

Boss Productions, Inc., in association w/ The Clinton Group and JRT Multimedia LLC

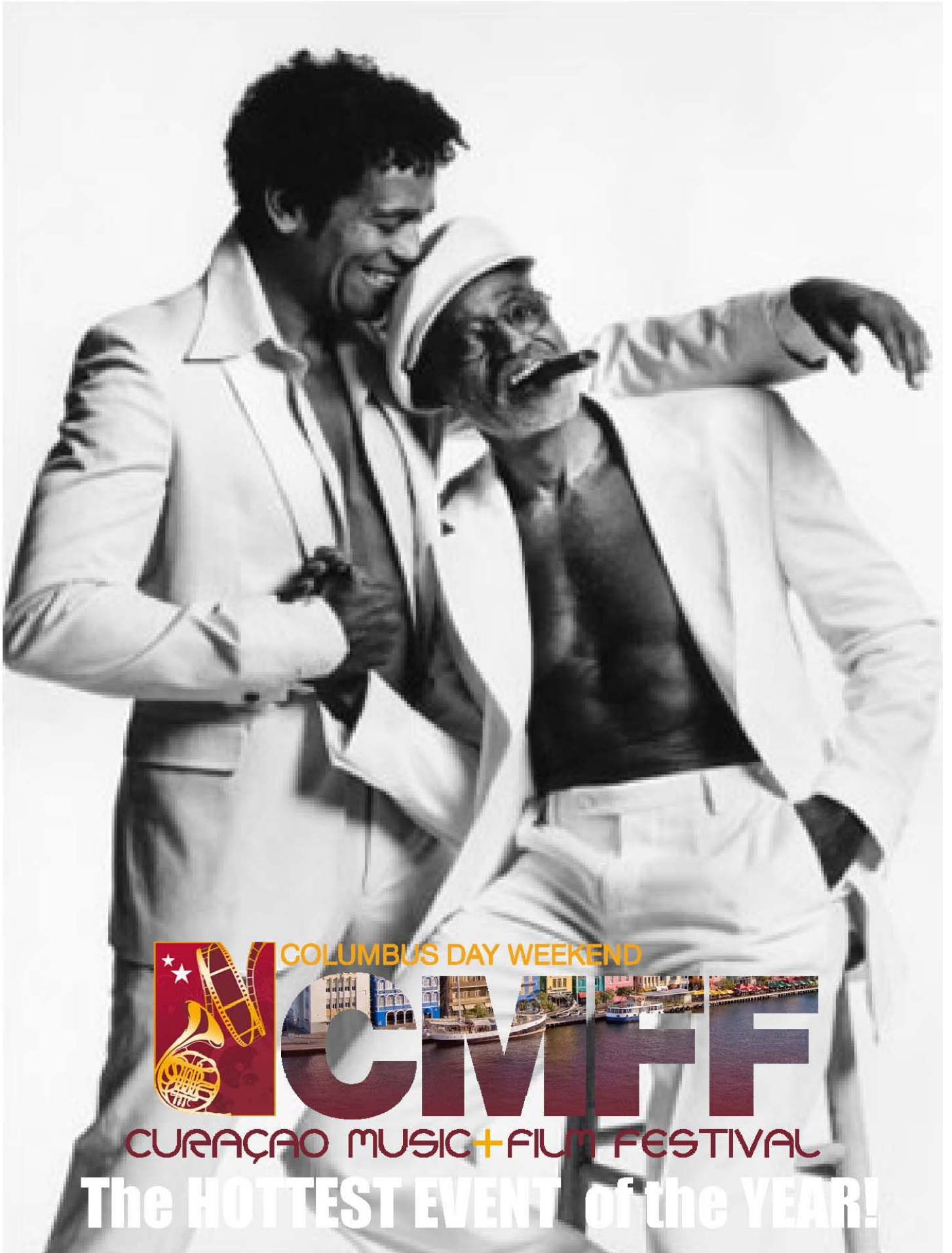
Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

50% Male / 50% Female
 35% A. American / 10% Hispanic / 50% Caucasian / 3% Asian / 2% Other



COLUMBUS DAY WEEKEND



CURAÇAO MUSIC+FILM FESTIVAL

The HOTTEST EVENT of the YEAR!



EVENT PROPERTY PROFILE

CURAÇAO MUSIC + FILM FESTIVAL

Curacao, Netherlands Antilles | Oct. 5th / Oct. 8th 2017

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

CURAÇAO MUSIC + FILM FESTIVAL | www.CuracaoMusicFest.com

...It's all about the music and the people who move us with it!

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "Curacao Music Festival" Weekend will encompass various "sun, sand & sea" related activities to include: Daily Pool Parties, a Golf Tournament, a Cocktail Reception & Dinner, a Beach Concert, a Comedy Show, a Cruise and other related daily activities in addition to core event elements... film & music!

Demographics

The highly desired segment of our population ages 25 to 55 known as the "X & Y Generationer's"--a multicultural blend of explorers who desire to embrace all of life's finer nuances within today rapidly changing society who maintain ample buying power that topples over \$1 trillion with a secondary demographic of 25 ~ 55.

Property Management

Boss Productions, Inc., in association w/ **In Ya Face Entertainment** and **JRT Multimedia LLC**

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Destination Travel & Entertainment Event Driven Weekend

48% Male / 52% Female
45% A. American / 15% Hispanic / 35% Caucasian / 3% Asian / 2% Other



Sinf, Maart, en
FILM + FOOD + MUSIC



EVENT PROPERTY PROFILE

FESTIVAL SXM

Sint Maarten, Netherlands Antilles | August 2017

Promotional Market(s): US (Nationwide) Europe & the Caribbean

Property Overview

SINT MAARTEN CULTURAL ARTS FESTIVAL | COMING SOON!

www.FestivalSXM.com

Our Brand Statement

Boss Productions' events speak directly to a hip, multicultural audience of elite athletes, affluent professionals and "trendsetting" lifestyle "tastemakers." Our audience has expendable income and strong passion for enjoying a luxury lifestyle, and success.

Sponsorship Levels

Sponsorship levels range from \$10,000 to \$100,000 for the "Presenting" & "Title" sponsor participation level.

Marketing Mix

Create unique touch-point opportunities for building brand awareness, stimulate & drive purchase considerations and generate immediate marketplace responses for sponsors among target consumers.

Property Elements

The "Sint Maarten Cultural Arts Festival" Weekend will encompass various "sun, sand & sea" related activities to include: a Music Festival, a Film Festival, a Food Festival, nightly VIP parties, assorted film industry panels and networking along with other related daily activities.

Demographics

The highly desired segment of our population ages 18 to 44 progressive demographic known as the "Urban Culture"--a blend of Blacks, Hispanics and Whites who embrace a cosmopolitan lifestyle so prevalent within the world today now with minority buying power that topples over \$1 trillion with a secondary demographic of 25 ~ 55.

Property Management

Boss Productions, Inc., in association w/ In Ya Face Entertainment and JRT Multimedia LLC

Promotional Tactics

Print Collateral, Radio, Viral Marketing, & On Premise Activations

Property Concept

Sports & Entertainment Event Driven Weekend

42% Male / 58% Female

55% A. American / 10% Hispanic / 30% Caucasian / 3% Asian / 2% Other

BOSS **PRODUCTIONS**

"We Make it Happen!"

281.580.6426