

Proposal for Entertainment Consulting Services

Presented by SMAX Entertainment

Contact: Christian Simmons

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Presented to: The City of Lake Elsinore, CA

Beau Davis, Assistant Community Services Director

Executive Summary

SMAX Entertainment is excited to propose a comprehensive partnership with the City of Lake Elsinore, bringing our entertainment production expertise to support the City's vision for outstanding community events. Our experienced team will guide each element of event production, from concert scheduling and brand marketing to on-the-ground event execution, to create memorable experiences for the residents and visitors of Lake Elsinore.

Goals & Objectives

Through this partnership, SMAX Entertainment aims to:

- Curate top-quality entertainment options tailored to the Lake Elsinore community.
- Provide end-to-end support for live events, including scheduling, production, marketing, and logistics.
- Offer revenue-building strategies and brand marketing solutions to maximize the impact of each event.

Scope of Services

1. Entertainment Production & Consultation

SMAX will lead the planning and production of concerts, including but not limited to:

- Crafting entertainment schedules that appeal to diverse audiences.
- Surveying event spaces to ensure optimal concert layouts for seating and staging.
- Assisting with brand strategy and vendor selection to elevate event experiences.
- Overseeing seating, ticketing, and other operational details.

2. Celebrity and Talent Booking

SMAX brings a network of celebrity and general talent, facilitating bookings that align with Lake Elsinore's goals. For any confirmed contracts resulting in performances, SMAX will receive a 10% commission on the contract amount.

3. Sponsorship and Brand Partnerships

For sponsorships, product placements, and celebrity endorsements, SMAX will provide recommendations and opportunities on a case-by-case basis, creating custom proposals for each unique event.

4. Marketing & Promotions

SMAX will consult on marketing and promotional strategies to amplify the reach of each event. Services will be rendered upon request and with client approval.

Investment

Monthly Fee

For SMAX's monthly consulting and production services, the City of Lake Elsinore agrees to a monthly fee of \$2,000.

Additional Compensation

- Talent Booking: Based on perform, dates of performance, and number of tickets sold. SMAX to receive, 10% commission for each contract arranged by SMAX. SMAX to process all insurance and payments to talent.
- Sponsorships & Marketing: Compensation is determined case-by-case based on the scope of the specific campaign or partnership.

Timeline

SMAX's services will commence on November 13, 2024, with an initial commitment until June 30, 2025.

Benefits of Partnership

By partnering with SMAX Entertainment, Lake Elsinore will benefit from:

- Streamlined Operations: SMAX takes on the complexities of event production, allowing the City to focus on other community initiatives.
- Revenue Generation: Our strategies prioritize revenue through ticket sales, sponsorships, and merchandise.
- Exceptional Talent Access: Our extensive industry network brings talent that aligns with your event vision.
- Scalable Marketing Solutions: Our approach to marketing is adaptable, allowing for tailored campaigns that amplify each event's impact.

Next Steps

We look forward to the opportunity to work with Lake Elsinore, building community engagement through dynamic entertainment experiences. Please reach out with any questions or to discuss adjustments to this proposal to ensure it aligns perfectly with your vision.

Thank you for considering SMAX Entertainment as your partner for Lake Elsinore's entertainment needs.