

T O M B E R C U
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SAN FRANCISCO MIAMI LOS ANGELES event production services

A Marvelous March in Miami Beach Big Programming Ideas



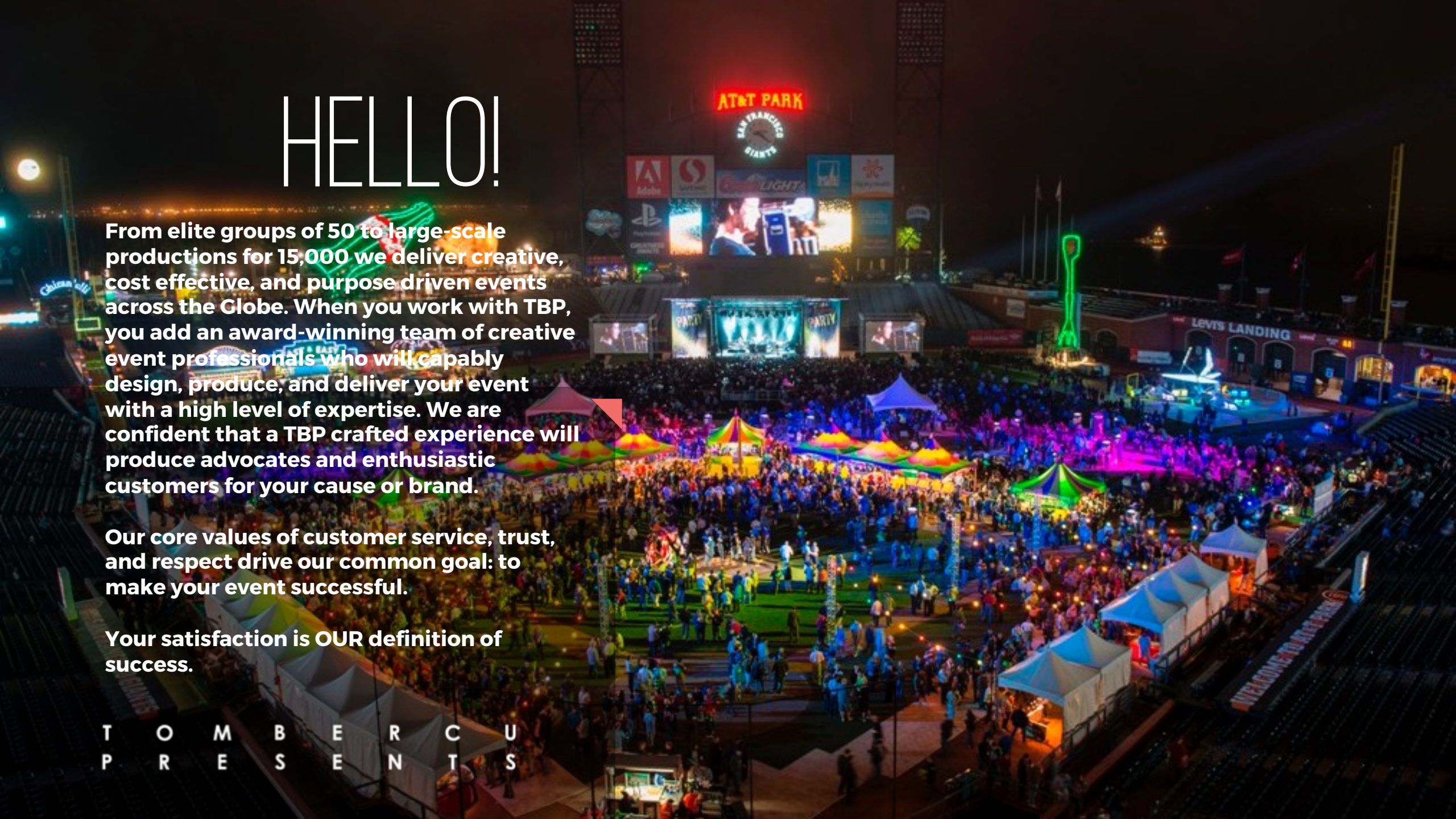
HELLO!

From elite groups of 50 to large-scale productions for 15,000 we deliver creative, cost effective, and purpose driven events across the Globe. When you work with TBP, you add an award-winning team of creative event professionals who will capably design, produce, and deliver your event with a high level of expertise. We are confident that a TBP crafted experience will produce advocates and enthusiastic customers for your cause or brand.

Our core values of customer service, trust, and respect drive our common goal: to make your event successful.

Your satisfaction is OUR definition of success.

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OUR BIG IDEAS

Enough about us - we are interested in you— fulfilling your needs and your vision for your events, and how exactly we will provide you the creativity and emotional return on the investment you seek.

Our Big Ideas for A Marvelous March In Miami Beach incorporate all the incredible experiences that can only be found here. And each week is a totally new set of experiences that cater to tourists and locals alike. The cuisine, the weather, the beach... March is all about Fun Under the Sun and that's what we plan to deliver - After all, we have been producing world-class destination events on Miami Beach for 20 years!

THURSDAY FLICKS!

Start the weekend off with a great wind down - grab a drink and head to the Beach for a fun classic movie! Every week is a different movie and theme! Sing-a-longs, Cult Classics, Miami Beach Centric, Nail biting dramas - each Thursday everyone will head to the beach with their own picnic, beverages, or favorite movie candy!

This can be a ticketed event to offset the costs of production. The Movie would take place in a fenced in area on the Beach.



FRIDAY CONCERTS!

Dancing under the starry skies of Miami, beneath the glowing moon, on a sandy beach with the amazing backdrop of the lit up Art Deco buildings of Ocean Drive... Now THAT is a way to spend a Friday night! For our Friday concert series, each weekend will be something new and exciting! Pop Rock, The 80's Broadway,, Jazz, Latin Grooves, or Today's popular bands... the stage will be set to hear a new sound each week.

This can be a ticketed event to offset the costs of production. The Concert would take place in the fenced in area on the Beach utilizing the A/V and infrastructure from the Movie Night.



SATURDAY GROOVES!

What's better than dancing under the sun on the beach to your favorite DJ on a Saturday afternoon? Not much – as we know firsthand since we've been producing such an event every year for the past 20 years! Every Saturday is a different sound to groove to!

This can be a ticketed event to offset the costs of production. The Dance Party would take place in the fenced in area on the Beach utilizing the A/V and infrastructure from the Movie Night. And Concert Night..



TASTY SUNDAYS!

The weekend is winding down, so let's finish it out with a city-wide dine-around. Each week, a variety of restaurants will be featured as the week's "Tasty Sunday". A specialty tasting menu paired with wine will be the talk of the town. Every Sunday is a different group of restaurants so tourists and locals alike will get a delicious new experience each week!



SPORTS UNDER THE SUN!

Playing on the beach under the blue skies of Miami is a great way to spend the weekend. We will partner with various sports organizations, gyms, exercise studios and the like to offer a program that caters to everyone's inner Richard Simmons! Options can include Volleyball, Yoga, Bootcamp, Zumba... March in Miami Beach is all about the outdoors!

The Sports Programs would take place adjacent to the fenced in area on the Beach.



BUT WAIT... THERE'S MORE!

Every weekend, a plethora of other fun activities will take place 10am-6pm.

Basketball – The custom Miami Beach Basketball Court is in full swing with a DJ adjacent for some fun Rock n Roll Basketball.

DJ Showcase - Three stages placed throughout the event space (Chill Lounge, Basketball Area, and Main Stage) will host our DJ Showcase. DJ's, approved prior to the weekend, will each have 2-4 hours (depending on the number of DJs chosen for the weekend) to spin their grooves for the crowds!

Art Wall – Miami Beach is known for its great art, so for each weekend, we will erect either a plywood wall for spray paint, or a for black surface for chalk drawing - series of 4'x 8' plywood pieces – 8' tall and up to 80' long. We will have a monitor there to hand out spray paint or chalk and let's see what kind of cool mural could be created.

Jam Sessions – This activation sees various parts of Miami beach set up with different musical instruments. Locals and visitors are encouraged to play the instruments and create an almost busker like atmosphere where crowds can enjoy the music and the talent of locals. Instruments include - Piano, Guitars, Drum Kit and various percussion pieces

Photo Ops – Everyone loves a good picture for their social media - with this in mind we propose to design and build 3 different photo moments that will be spread through the event area and allow guests and locals to get that selfie moment with their spring break friends. Oversized MIAMI BEACH letters... An installation of dozens of flamingos on the beach... An art deco inspired backdrop...

Sponsor Lounge - A “presenting Sponsor” will host a chill area for guests to relax with its own stage for a DJ, kiddie pools filled with water to cool off in, and lounge furniture to take a break from the bustle of activity of the weekend.

Food Market – Ocean Drive Restaurants and Local Food Trucks converge on the Beach so guests don't have to wander to find something great to eat.

Beach Volleyball – The Volleyball Courts are in full swing with pick-up games of Volleyball throughout the day!

Wellness - For those who want a little more mellow time, Meditation, Sound Baths, and Stretching classes are an option

BUT WAIT... THERE'S MORE!

In addition to the Core Programming above, which we feel caters directly to the “Spring Break” and “Under 50” crowd – we can add additional fun to cater to other demographics as well. On different Saturday and/or Sunday afternoons:

Carnival – Rides! Midway Games! Carnival Flair! Kids and adults of all ages, and families will LOVE a Carnival on the Beach Saturday and Sunday – just adjacent to the Main Stage Area.

Taste Of Miami Beach – Miami Beach’s restaurants join the fun offering tasty bites from their restaurants along the Beach walk, expanding the Food Market concept.

Sustainability Symposium – As Miami is a world leader in sustainability, we will bring together thought leaders from the community to educate residents and tourists alike on how Miami Beach is “Rising Above” and what everyone can do to help.

Fireworks – to cap off Friday Night’s concert- what a better way than to light up the night with a great fireworks display over the beach.



GENERAL SCHEDULE

	<u>THURS</u> entertainment	sports	<u>FRI</u> entertainment	sports	<u>SAT</u> entertainment	sports	<u>SUN</u> entertainment	sports
10am		Yoga	dj showcase	Yoga	dj showcase	Yoga		Yoga
11am			dj showcase		dj showcase			
12pm		Bootcamp	dj showcase	Cross fit	dj showcase	Bootcamp		Cross fit
1pm			dj showcase		dj showcase			
2pm		Nike Fitness Class	dj showcase	Crunch fitness class	HEADLINE DJ	Nike Fitness Class		Crunch Fitness Class
3pm			dj showcase		HEADLINE DJ			
4pm		Sunset Spin	dj showcase	Zumba	HEADLINE DJ	Sunset Spin		Zumba
5pm			dj showcase		HEADLINE DJ			
6pm	MOVIE		CONCERT		HEADLINE DJ		DINE AROUND	
7pm	MOVIE		CONCERT		HEADLINE DJ		DINE AROUND	
8pm	MOVIE		CONCERT		HEADLINE DJ		DINE AROUND	

ACTIVITIES:

- * Basketball court with adjacent DJ open 10am-6pm daily
- * DJ showcase. 3 Stages. Each DJ spins for 2 hrs (6 per weekend)
- * Platforms set with Piano, Drum Set, Guitars for guests to jam out on 10am-6pm daily
- * Photo Ops along the beach: Oversized MIAMI BEACH letters; An Art Deco inspired Backdrop; "Flamingo" Park
- * Art Wall for Guests to add their own art to
- * Food Trucks or Food "Market" from multiple Miami Beach Restaurants
- * Sponsor Lounge with Bar (non-alcoholic), Kiddie Pools, and Furniture

SPORTS:

- * Crunch participation to be confirmed
- * Nike participation to be confirmed
- * Volleyball courts open 10am-6pm daily

GENERAL LAYOUT

The Main Stage / Movie

Sports & Wellness Area

Sponsor Chill Lounge

Basketball Court & DJ

Art Wall

Jam Sessions

Photo Ops (1,2,3)

Food Market

Volleyball



SHOW ME THE MONEY!

Potential Revenue Sources include:

Sponsorship
Ticket Sales
VIP Platform Access
VIP Cabanas
Drink Sales
Carnival Ride and Game Tickets
Beach Locker Rental
Slotting Fees for Vendors, Restaurants,
Artists



EVENT PLANNING

We work every angle of the event to ensure that each moment from when the first bus arrives until we wave goodbye to the last guest is a complete success. **We promise you satisfaction of service.**

PRE-PRODUCTION

- Décor and Design
- Branding Placement
- Fabrication of Custom Elements
- Procurement of Entertainment
- Staffing Plan
- Loading Dock Schedules
- Production Schedules
- Trucking Manifests
- Light Design and Grid Plans
- Floorplan and Décor Maps
- Labor Schedule
- Entertainment Schedule
- Menu Development and Tastings
- Partner Contracts Signed
- Permits, Permissions, Risk Management Coordinated

ON SITE

- Pre/Con Team Meeting to Review all plans and intro Core Staff
- Load-in Begins
- Installation (all elements – see production schedule for details)
- Tech/Lighting Check
- Rehearsals
- Check in all talent and crews onsite
- Sound Checks and Final event details in place
- Room ready for final walk through
- Food ready
- Everyone places
- Execute, execute, execute
- Everything goes perfectly
- Client happy

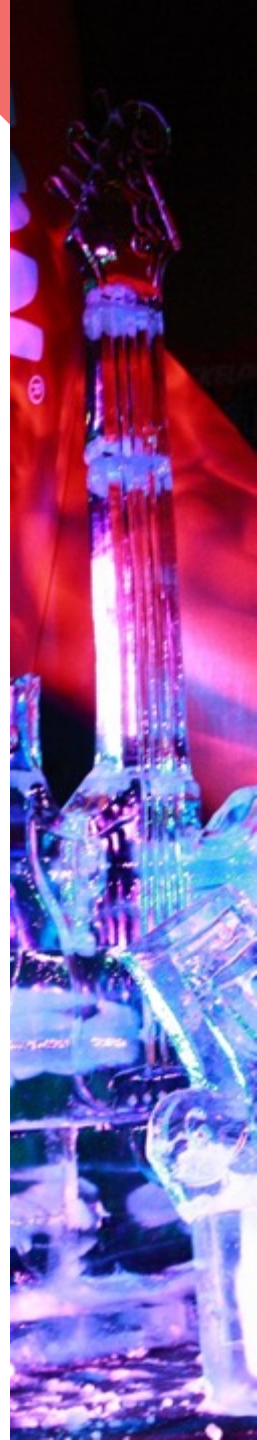


SUSTAINABILITY

Sustainable considerations are nothing new to Tom Bercu Presents. We are very close to existing as a paper-free company, and we pride ourselves in conservation, sustainability, and importantly, how the presences of our events impacts the environment and spaces where we hold our events. From carbon footprint, noise and light pollution, and waste, to small business utilization, we are committed to sustainability both for social and environmental constructs. Doing so helps to save money, mitigate environmental impact, and enhance the environment rather than causing harm. We believe, as The Events Industry Council states,

“Sustainability for events means taking action towards preserving our natural environment; promoting a healthy, inclusive society; and supporting a thriving economy.”

As Miami Beach is a world leader in sustainability initiatives, we pride ourselves in being a leader in the events industry...



SUSTAINABILITY

Here is how we have shaped our business and events to that standard.

Sustainability Initiatives & Operations:

We are committed to sustainable practices as it applies to the services that will be provided for this RFP. We always do. This is not a new idea for TBP.

Environmental Sustainability: While the core of our business is performed digitally, we also ask suppliers for environmentally friendly equipment. From energy saving lighting, natural lighting, and LEDs to green power generosity, solar, sustainable plastics and recyclable dishes, cups and more we strive to leave as light of a footprint as possible. That also extends into our shipping and warehousing.

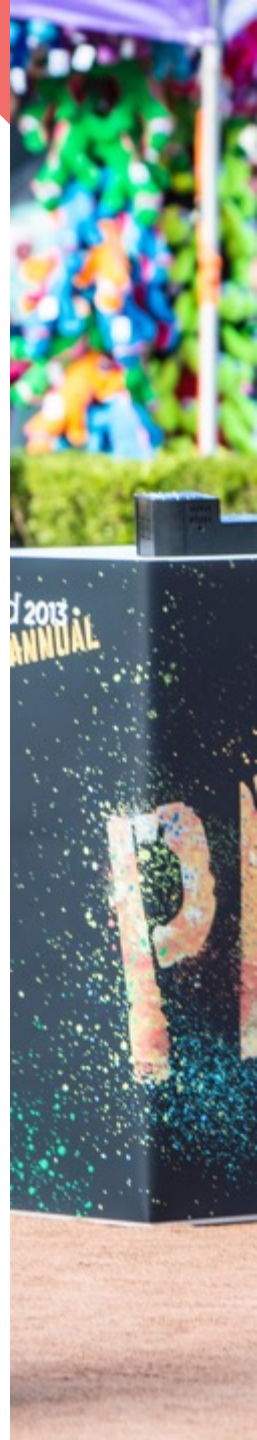
Sustainable Transportation: Many of our suppliers have switched over to more efficient and green hybrid engines. We also encourage the use of low emission and hybrid vehicles, and ride sharing for guest transportation.

Sustainable Event Operations: We encourage all of our clients to take advantage of the sustainable options such as non-plastic or reusable plastics, choosing eco-friendly and Green-Star Certified venues, recycling sorting, reusable items. One step further takes us into menu design, locally sourced ingredients, and food waste management. We support them all.

Small Business Utilization: We strive to work with small businesses, and very often those that are disadvantaged or minority as well as locally owned businesses in the communities where we operate. We want everyone to thrive – and in order for that to happen – collectively, we all have to do our part.

Waste and Extra: Why not donate food to charity or a homeless shelter? Left over plants can cheer up the elderly in a sunset or legacy community. Extra resources can be donated to schools for education. First, we look to eliminate waste, and secondarily, if there is any left-overs - that we utilize them to benefit someone else in the best way possible.

Together, we can ensure that each and every event we produce leaves the the world a better place than how it was before.



IMPACT

Traffic – Large scale events on Miami Beach are nothing new to us. We work well with local police and traffic control to utilize the best routes to the event, as well as around the commercial and residential areas. We work with the Parking Department to reserve the appropriate number of parking meters, and we have thought through the appropriate number of Beach Access Vehicle Passes for our production vehicles. As well, we provide parking off site for our staff and crew.

Hotel Rooms Sales – We have been working with multiple hotel properties for years, and always include them in our plans so they can incentive their guests with event pass packages. Many of the properties, in return, hold sanctioned smaller events to bolster the overall weekend experience.

Crowd Control – We LOVE the Miami Beach Police Department. For 20+ years they have kept our events safe and manageable. From escorting our production vehicles onto the beach, to working with our security teams to keep guests safe and crowds in check, to guarding our financial team when they go to the bank for cash – it's a perfect partnership!

Contactless Ticketing – Our ticketing partner uses contactless ticketing for event passes and drink sales so as to minimize lines and reduce Covid exposure.

Miami Beach Culture – March 2021 encapsulates the entire Tourist Season for Miami Beach into one fun-filled month. Each week offers a plethora of cultural and fun things - all packed into one weekend!

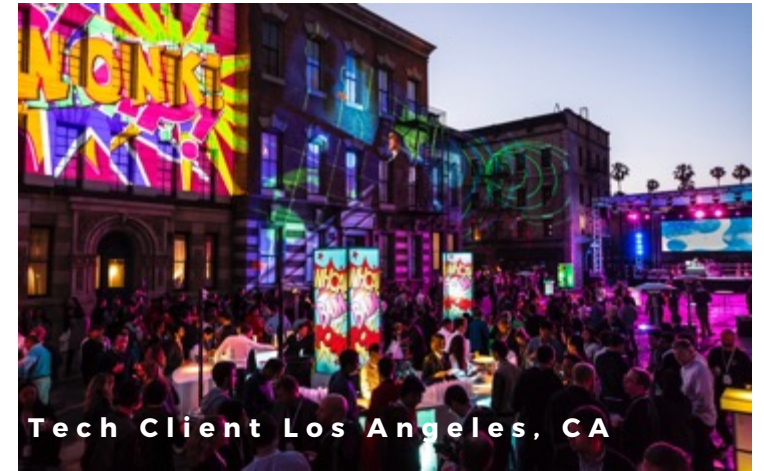
Covid Issues – As guidelines are ever-changing, our events can adapt to the current safety measures. Every activity can be enjoyed wearing a mask, at a socially acceptable distance, crowd controlled, outdoors, and flexible for other measures that may be mandated by the State or City.



OUR WORK



Cisco San Francisco, CA



Tech Client Los Angeles, CA



Lexus Pinehurst, NC



Mun2 Miami, FL



VMware San Francisco CA

We would love to tell you more about any of these projects. Our team along with many established subcontractors and partners with whom we have developed long-lasting relationships have produced a plethora of different events together. These are just a few. Separate bios with individual qualifications follow below. As well, our work can be viewed at www.tombercupresents.com

It is our mission to provide the highest standards of customer service, creativity, return on investment, and production value to you—our client and partner—while assisting you in creating event solutions that solidify your brand, deliver your message, increase your revenue, and showcase your talent in the theater of live event experiences and communications.



www.tombercupresents.com



THANK YOU!

We deliver flawless events.. We have produced a lot of them – on point, on time, and on budget. To rave reviews. Again and again... and now we are excited to share the TBP experience with you.

We thank you for this opportunity.

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