

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

**Destination: Miami  
Music Festival Framework  
March 2022 Sample Schedules + Artists**





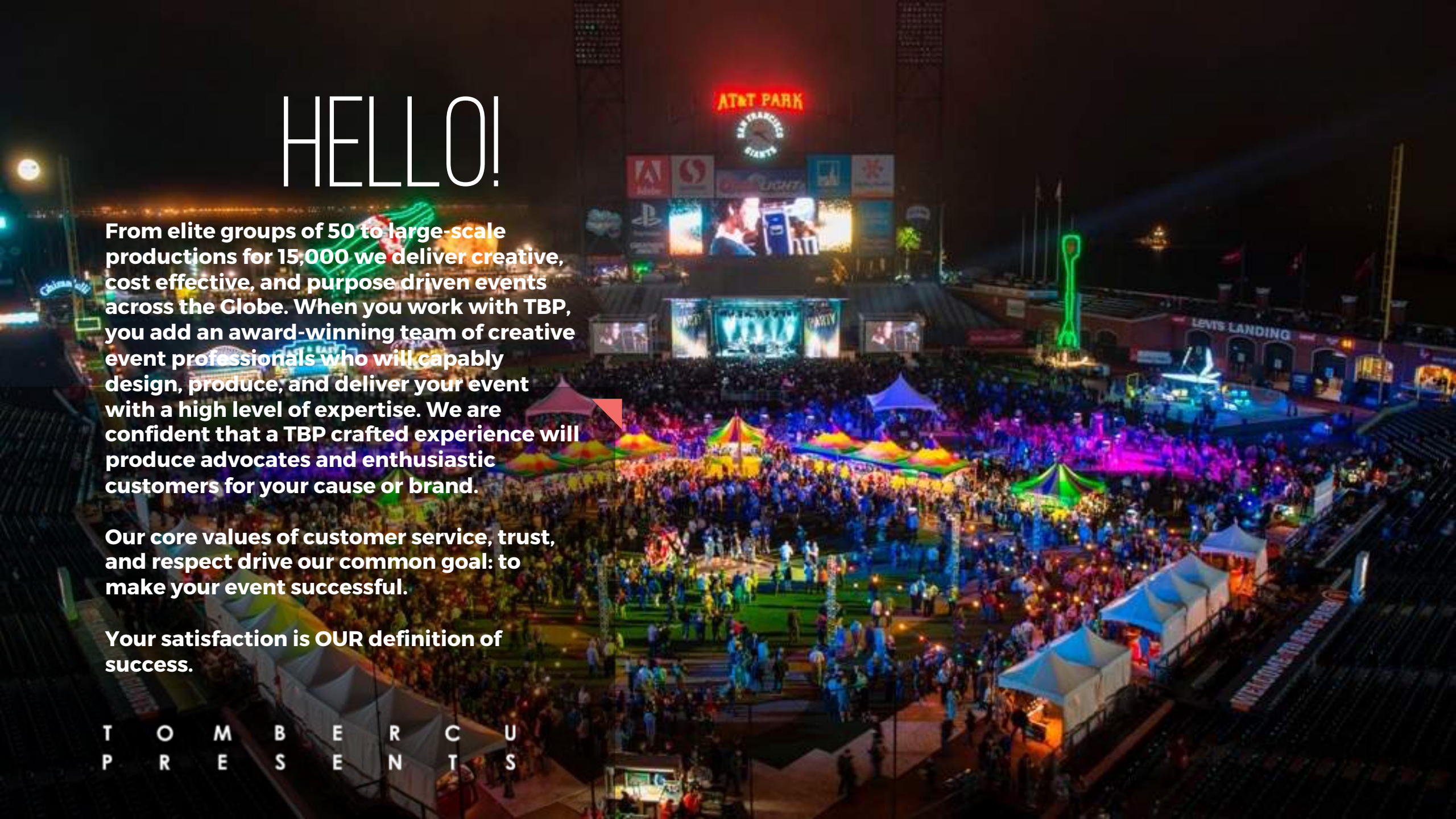
# HELLO!

**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.**

T O M B E R C U  
P R E S E N T S





## 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 Miami Beach's March Mash Up 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!



# WEEKEND THEMES! OPTION 1 MUSIC FESTIVAL

March 3-6



In association with Winter Party Festival

March 10-13



March 17-20

## SYMPHONIC

March 24-27



# WEEKEND THEMES! OPTION 2 SYMPHONIC SESSIONS

March 3-6



In association with Winter Party Festival

March 10-13



March 17-20



March 24-27



# THURSDAY FLICKS!

## (BOTH WEEKEND OPTIONS)

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 according to the weekend's theme! Musicals, Pop Culture, Musical based, and Cross-cultural - each Thursday everyone will head to the beach with their own picnic, beverages, or favorite movie candy!



# THURSDAY FLICKS!

## OPTION 1

### LGBTQ:

Birdcage  
Love, Simon  
Priscilia, Queen of  
the Desert  
Mucho Mucho  
Amor

### SYMPHONIC:

The Pianist  
Fantasia  
Shine  
Florence Foster  
Jenkins  
Mr Holland's Opus

### POP:

Breakfast Club  
LaLa Land  
Pitch Perfect  
A Star is Born  
Ferris Bueller's Day Off

### INTERNATIONAL:

Slumdog Millionaire  
Roma  
Buena Vista Social Club  
The Artist

## OPTION 2

### LGBTQ:

Birdcage  
Love, Simon  
Victor / Victoria  
Mucho Mucho Amor

### SYMPHONIC:

The Pianist  
Fantasia  
Shine  
Florence Foster Jenkins  
Mr Holland's Opus

### BROADWAY

Chicago  
West Side Story  
In the Heights  
The Producers

### JAZZ:

LaLa Land  
Ray  
Some Like it Hot  
The Cotton Club



# WEEKEND CONCERTS!

Listening to live music 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 Weekend night! For our Weekend concert series, each weekend will be something new and exciting! Pop Rock, The 80's Broadway,, Jazz, Latin Grooves... the stage will be set to hear a new sound each night!

*\*\* first weekend of March will be in partnership with Winter Party Festival as they have an approved long standing event at this time and within this location. We will augment their current programming with such events as a Family Picnic, LGBTQ Symposiums, a Saturday night concert, Movie Night, and other facets of our proposed programming.*





# OPTION 1 – SCHEDULE

## Weekend One

Destination: LGBTQ (All Ages)

As we are partnering with Winter Party Festival for Weekend One, we will be working alongside their programming to enhance the reach of the LGBTQ audience with including such events as:

- Movie on the Beach
- Family Programming
- An array of LGBTQ artists / live acts to augment their current offering

# OPTION 1 – SCHEDULE

## Weekend Two - Sample One Day Schedule of Events

Destination: Pop - A Pop-Tastic Weekend (All Ages)

4-5:30p: Stage 1 - Local Pop Act +

Stage 2 - Local Pop DJ

5:30-7p: Stage 1 - Local Pop Act +

Stage 2 - Local Pop DJ Accompanied by Local Singer

7-8:30p: Stage 1 - Opening National Act +

Stage 2 - Local Pop Act

8:30-10p: Stage 1 - Headliner +

Stage 2 - Dark



# OPTION 1 – SCHEDULE

## Weekend Three - Sample One Day Schedule of Events

)  
Destination: Jazz/Broadway/Classical (All Ages) Weekend

4-5:30p: Stage 1 - Jazz Trio +

Stage 2 - Classical Soloist (Pianist, Violinist, Flutist, etc.)

5:30-7p: Stage 1 - Local Musician Upbeat Sunset Set +

Stage 2 - Local Musician Classical Sunset Set

7:00-8:30p: Stage 1 - Opening Act +

Stage 2 - Classical Soloist with Local Singer

8:30-10p: Stage 1 - Headliner + Stage 2 - Dark

# OPTION 1 – SCHEDULE

## Weekend Four - Sample One Day Schedule of Events

)  
Destination: Global - International Music Weekend (All Ages)

4-5:30p: Stage 1 - Local Musical Trio +

Stage 2 - World DJ

5:30-7p: Stage 1 - Instrumentals Accompanied by Miami-based Singer +

Stage 2 - World DJ

7-8:30p: Stage 1 - Opening Act +

Stage 2 - Local International Group Performance

8:30-10p: Stage 1 - Headliner +

Stage 2 - Dark



# OPTION 1 - ARTISTS

## Weekend One - LGBTQ - Potential Artists

Pet Shop Boys (Est. Cost:  
\$225,000)

Erasure (Est. Cost: \$50,000)

Deborah Cox (Est. Cost:  
\$25,000)

\*\* = Local Miami Artist

# OPTION 1 - ARTISTS

## Weekend Two - POP - Potential Artists

KC & The Sunshine Band (Est. Cost: \$85,000)

Kool & The Gang (Est. Cost: \$65,000)

Bel Bil Devoe (Est. Cost: \$50,000)

En Vogue (Est. Cost: \$50,000)

Babyface (Est. Cost: \$115,000)

Jewel (Est. Cost: \$110,000)

Bryan Adams (Est. Cost: \$125,000)

Natalie Merchant (Est. Cost: \$50,000)

Nile Rogers- Chic (Est. Cost: \$125,000)

Gavin DeGraw (Est. Cost: \$120,000)

Vanessa Williams (Est. Cost: \$85,000)

Pat Benatar (Est. Cost: \$75,000)

\*\* = Local Miami Artist



# OPTION 1 - ARTISTS

## Weekend Two - POP - Potential Artists

Kenny "Babyface" Edmonds (Est. Cost: \$100,000)

Jefferson Starship (Est. Cost: \$30,000)

Isley Brothers (Est. Cost: \$85,000)

Goo Goo Dolls (Est. Cost: \$200,000)

Sheryl Crow (Est. Cost: \$350,000)

Train (Est. Cost: \$225,000)

Toni Braxton (Est. Cost: \$150,000)

Chaka Khan (Est. Cost: \$250,000)

GoGos (Est. Cost: \$325,000)

Queen + Adam Lambert (Est. Cost: \$500,000)

The Beach Boys (Est. Cost: \$175,000)

Santana (Est. Cost: \$250,000)

Matchbox 20 (Est. Cost: \$300,000)

Barenaked Ladies (Est. Cost: \$250,000)

# OPTION 1 – ARTISTS

## Weekend Three – Symphonic (Broadway) - Potential Artists

Megan Hilty (Est. Cost: \$50,000)

Andrew Rannels (Est. Cost:  
\$60,000)

Jeremy Jordan (Est. Cost:  
\$50,000)

Kristin Chenoweth (Est. Cost:  
\$150,000)

Idina Menzel (Est. Cost:  
\$150,000)

Sutton Foster (Est. Cost:  
\$125,000)

Norm Lewis (Est. Cost: \$40,000)

Bernadette Peters (Est. Cost:  
\$50,000)

Andrea Burns (Est. Cost:  
\$20,000)

Jennifer Holiday (Est. Cost:  
\$20,000)

Audra McDonald

Jessie Mueller

Renee Elise Goldsberry

Jennifer Hudson

Miami Beach Arts Trust\*\*

Gay Men's Chorus

Miami New Drama\*\*

Light Project\*\*

Frost School Of Music\*\*

\*\* = Local Miami Artist



# OPTION 1 – ARTISTS

## Weekend Three – Symphonic (Symphony) - Potential Artists

Fundatre, Inc.\*\*

Music Festival Orchestra

Miami Beach Arts Trust\*\*

Miami Chamber Music at FIU\*\*

Gay Men's Chorus\*\*

New World Symphony\*\*

Dance Now\*\*

South Beach Chamber  
Ensemble\*\*

\*\* = Local Miami Artist

South Beach Florida Symphony  
Orchestra\*\*

Miami City Ballet\*\*

Frost School of Music at  
University of Miami\*\*

# OPTION 1 – ARTISTS

## Weekend Three – Symphonic (Jazz) - Potential Artists

Gonzalo Rubalcaba

Esperanza Spalding

Roberto Fonseca

Orchestra Baobab

Michele Rosewoman

Alex Acuna

Dayme Arocena

Sammy Figueroa

John Prine

PJ Morton

Boz Scaggs

Kamsai Washington

Rita Coolidge

Don Wilner\*\*

Buddy Guy

Taj Mahal and the Phantom Blues Band

Jonathan Butler + Gerald Albright

Gregory Porter

Septeto Santiaguero of Cuba

William T. Peoples\*\*

Melton Mustafa\*\*

Billy Rolle \*\*

Shabaka Hutchings

Kamasi Washington

Christian Scott aTunde Adjuah

Bob Grabowski\*\*

Robert Thomas Jr.\*\*

Arturo Sandoval\*\*

Jesse Jones Jr.\*\*

Ira Sullivan\*\*

Pete Minger\*\*

Brandon Patrick George

The Kanneh-Mason Family

Arsha Kaviani

Nicolas van Poucke

Nubya Garcia

\*\* = Local Miami Artist

# OPTION 1 - ARTISTS

## Weekend Four - International - Potential Artists

Becky G

Maluma

Nicky Jam

Ozuna

Karol G

Anitta

Alaina Castillo

Archangel

Dayglow

Rei Ami

Alka Yagnik

Rauw Alejandro

Shilpi Raj

Myke Towers

J Balvin

Olivia Rodrigo

Miguel

Farruko

Rosalia

Juanes

SebastianYatra

Kany Garcia +Tommy Torres

Victor Manuel

Farina

# OPTION 1 - ARTISTS

## Weekend Four - International - Potential Artists

Bryant Myers

Fuego

Hozwal

Ivy Queen

Jon Z

Los Walters

Lunay

Rafa Pabon

Victor Manuel

Farina

J Balvin

Piso 21

Wisin

Reik

Banda MS

CNCO

Calibre 50

Alenjandro Sanz

Santaye

Ronny J

Jowell & Randy

Mau y Ricky

\*\* = Local Miami Artist



# OPTION 2 - SCHEDULE

## Weekend One - Sample Schedule of Events

Destination: LGBTQ Weekend

As we are partnering with Winter Party Festival for Weekend One, we will be working alongside their programming to enhance the reach of the LGBTQ audience with including such events as:

- Movie on the Beach
- Family Programming
- An array of LGBTQ artists / live acts to augment their current offering

# OPTION 2 - SCHEDULE

## Weekend Two - Sample Schedule of Events

**Destination:** Broadway Weekend

Interviews would be conducted by legendary Broadway producer and Miami Beach resident, Richard Jay-Alexander. The performers would hold Master class/Workshops at the New World with young talent.

Every Saturday and Sunday would feature fun, family friendly activities:

- An art project where kids create a Broadway marquis with their names in lights!
- Tap/Dance/Movement class taught by DANCE NOW!

In addition we might partner with the Wick Theater/Costume Museum in Boca to do a Theatre Costume Pop Up exhibition in one of the empty Lincoln Road Store Fronts. The Wick's has an unparalleled Broadway costume collection that has been featured on The Today Show, in People magazine and a historic multi-page feature in Vogue Magazine. The exhibition could run the whole month or March.

# OPTION 2 - ARTISTS

## Weekend Two - Broadway Potential Artists

### Friday Night:

Megan Hilty (\$50,000)

Andrew Rannels (\$60,000)

Jeremy Jordan (\$50,000)

**Saturday Night:** performing  
with The New World  
Symphony:

Kristin Chenoweth (\$150,000)

Idina Menzel (\$150,000)

Sutton Foster (\$125,000)

### Sunday Night:

Norm Lewis (\$40,000)

Bernadette Peters (\$50,000)

Andrea Burns (\$20,000)

Jennifer Holiday (\$20,000)

# OPTION 2 – SCHEDULE

## Weekend Three- Sample Schedule of Events

**Destination:** Classical Weekend

Interviews would be conducted by world-renowned Artistic Director of the New World Symphony, Michael Tilson Thomas.

The performers would hold Master class/Workshops at the New World with young talent.

Every Saturday and Sunday would feature fun, family friendly activities:

- Kids and parents would be treated to an Instrument Petting Zoo held by the Miami Classical Music Festival where they touch and try a variety of instruments.
- Local Opera Company Opera Atelier would present their Family Friendly opera based on THE LITTLE PRINCE

Possible Partnership with Young Arts Association



# OPTION 2 - ARTISTS

## Weekend Three – Classical Potential Artists

### Friday Night:

**Helene  
Grimaud** (Pianist)  
(\$20,000)

**Brandi  
Sutton** (Vocalist)  
(\$25,000)

**Rolando  
Grosars** (Classical  
Guitarist) (\$2,000)

### Saturday Night:

**Andrea  
Bocceli** (Vocalist  
Miami Resident)  
(\$TBD)

**Josh  
Groban** (Vocalist)  
(\$300,000)

**Il Divo** (Tenor Group)  
(\$150,000)

### Sunday Night:

**Neil  
Nelson** (Vocalist)  
(\$15,000)

**Blake  
Pouliot** (Violinist)  
(\$15,000)

**Robert  
DeMaine** (Cellist)  
(\$20,000)

# OPTION 2 – SCHEDULE

## Weekend Four- Sample Schedule of Events

Destination: Jazz Weekend

Interviews would be conducted by international jazz/pop vocalist Nicole Henry and WBNA Jazz Radio.

The performers would hold Master class/Workshops at the New World with young talent.

Every Saturday and Sunday would feature fun, family friendly activities:

- Art Activity where kids and parents listen to music and interpret it in colors.
- Jazz themed Dance/Movement class taught by DANCE NOW!

Possible Partnership with Blue Note Foundation  
Possible Partnership with WBNA Radio 88.9

# OPTION 2 - ARTISTS

## Weekend Four – Jazz Potential Artists

### Friday Night:

Nicole Henry (Vocalist)  
(\$6,000)

Nicolas King (Vocalist)  
(\$5,000)

Rolando Groscars (Jazz  
Guitarist) (\$2,000)

### Saturday Night:

Herbie  
Hancock (\$200,000)

Diana Krall (Pianist/Vocalist)  
(\$200,000)

Michael Buble (\$300,000)

### Sunday Night:

Regina Carter (\$100,000)

Terence  
Blanchard (Trumpeter /  
Composer) (\$65,000)

Wynton Marsalis(\$60,000)

# Destination: Miami - Local Artists Spotlight

Gloria Estefan

Ricky Martin

Phil Collins

Mark Anthony

KC and the Sunshine Band

Deborah Cox

Romeo Santos

Barry Gibb

Flo Rida

Camila Cabello

Jason Derulo

Pitbull

Enrique Iglesias

Sean Kingston

Iggy Azalea

Victor Manuelle

Steve Aoki

Cheyenne

Debby Harry

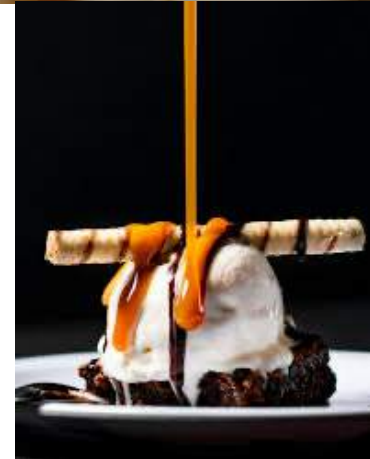
Jon Secada



# TASTY SUNDAYS!

## (BOTH WEEKEND OPTIONS)

The weekend is winding down, so let's finish it out with a city-wide dine-a-round. 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!

## (BOTH WEEKEND OPTIONS)

Playing on the beach under the blue skies of Miami is a great way to spend the weekend. We will partner with Gyms and Sport Clubs to offer a program that caters to everyone's inner Richard Simmons! Options can include Volleyball, Yoga, Bootcamp, Zumba, Sunset Spin... March in Miami Beach is all about the outdoors!



# ZEN VILLAGE

## (BOTH WEEKEND OPTIONS)

The Yogattitude Zen Village, will offer a variety of holistic activities for the entire family, activities that promote balance, peace of mind and joy.

Some of the daily activities at the Y-Zen Village include: Yoga classes for adults and kids, meditation, breathework, pilates, body movement, functional calisthenics, sound therapy, drums sessions, mandala making, beach & park clean up, workshops and special guests talks.





# BUT WAIT... THERE'S MORE!

## (BOTH WEEKEND OPTIONS)

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

**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

**Kids Zone** – Kids of all ages and their families will have a plethora of art, music, education, and all around fun in the Kids Zone.

**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.

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

**Roaming and Pop Up Performers** – Pop Up Performances along Ocean Drive and the Boardwalk surprise and Delight guests as they walk by!



# BUT WAIT... THERE'S MORE!

(BOTH WEEKEND OPTIONS)

## TED-type talks

- Workshops + Learning Series
- Q&As with Well-known Classical Artists (Either on the line-up or not)
- Panel Discussions
- Town Halls with Local Dignitaries
- Children's Story Hour
- Comedy Sets from Local Comedians
- Spoken Word Performances



# GENERAL LAYOUT

The Main Stage / Movie

Sports & Wellness Area

Stage 2

Sponsor Lounge

Art Wall

Jam Sessions

Photo Ops (1,2,3)

Zen Village

Volleyball

Kids Zone



# 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 and are outdoors - most can be attended at a socially acceptable distance, crowd controlled, and flexible for other measures that may be mandated by the State or City including temperature taking and instant testing (if available).





# SPONSORSHIP OPPORTUNITIES!

IN PARTNERSHIP WITH SPECTRA PARTNERSHIPS

Potential Revenue Sources include:

Sponsorship  
Ticket Sales  
Drink Sales  
Beach Locker Rental

*Options:*  
*VIP Platform Access*  
*VIP Cabanas*  
*Carnival Ride and Game Tickets*

# 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](http://www.tombercupresents.com)

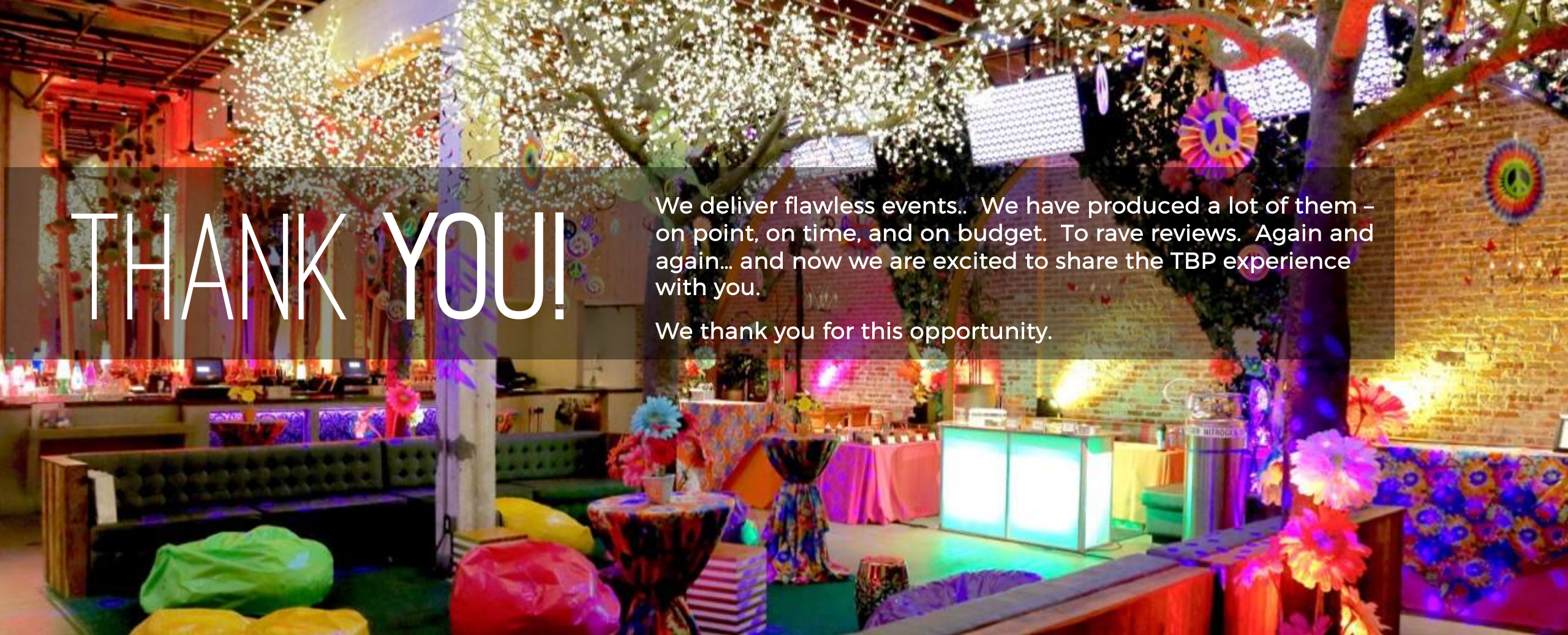


It is our mission to provide the highest standards of customer service, creativity, return on investment, and production value to you—our client and partner—while assisting you in creating event solutions that solidify your brand, deliver your message, increase your revenue, and showcase your talent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



[www.tombercupresents.com](http://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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