

An aerial photograph of New York City at sunset. The sky is a gradient of orange, yellow, and blue. The city is densely packed with skyscrapers, many of which are illuminated with warm lights. The Empire State Building is prominent on the left side of the image. The water of the harbor is visible in the distance.

ONE

in New York

2014 Sponsorship Package

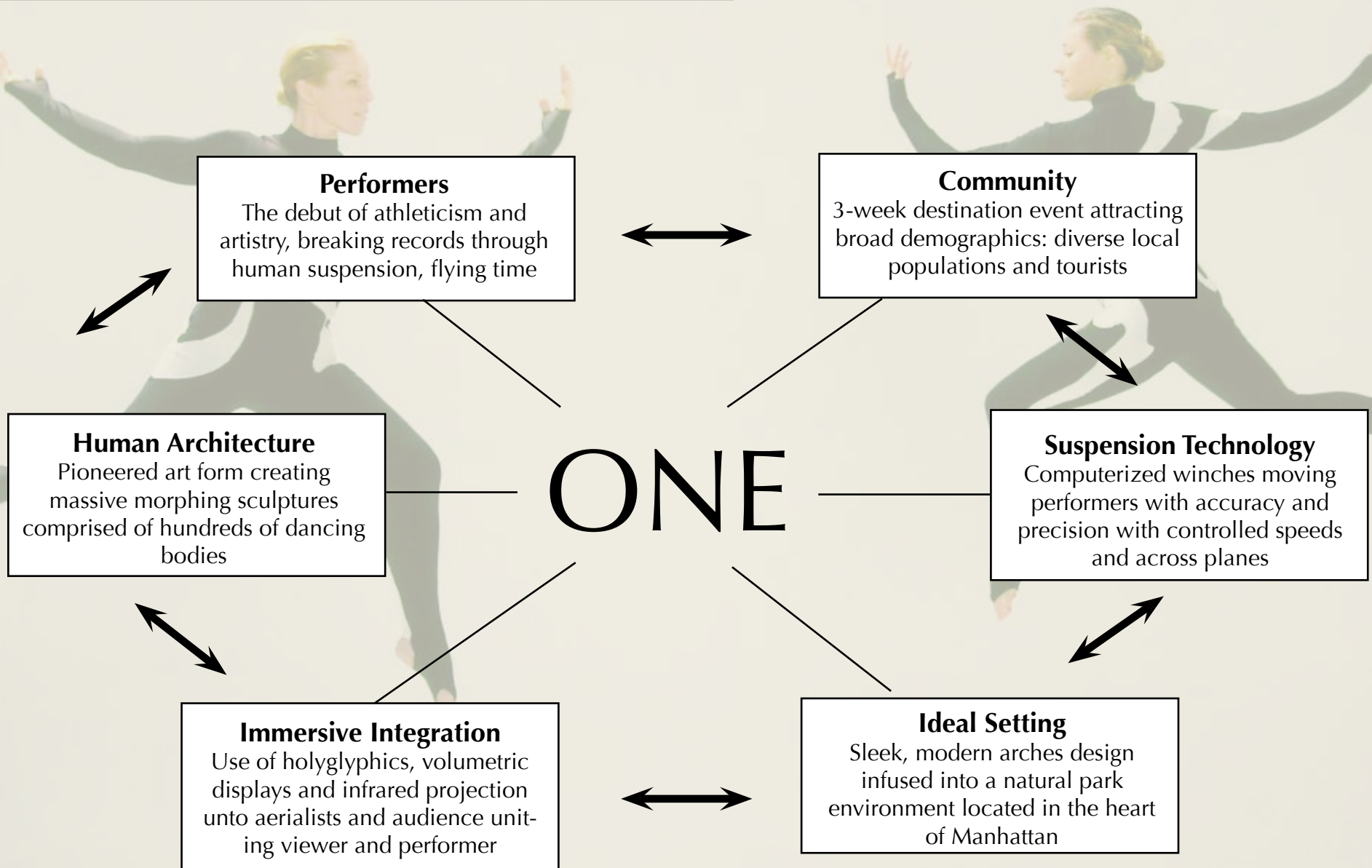
ONE in New York: Bryant Park



“ONE breaks the mold with its bold new use of space, integrating a whirling tide of suspended dancers into major architectural feats, to create an entirely new work of installation and art.”

- Karen Chen, Dance Magazine

Unprecedented Experience



2014 Plan

Phase I Bryant Park

- September/October 2014
- 3 weeks of shows

Projected Reach and Demographic for ONE

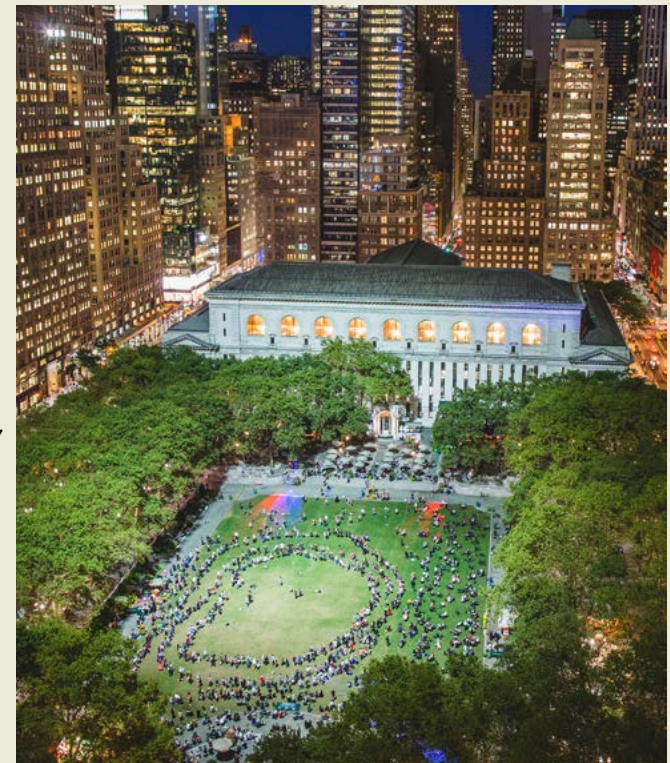
- 63 million
- Gender: 51% female, 49% male
- 65% 18-40 years of age
- 58% single
- 74% college degree or higher
- House Hold Income:
 - \$55,000 = 50%
 - \$100,000 = 25%
- One of the busiest intersections with 3 of the top 10 subway stops.

Regional Attraction of Bryant Park

- 60% commuters
- Residents of NJ, Westchester, Southern CT and Long Island.
- 200,000 office workers in Bryant Park area.
- Surrounded by Fortune 500 companies (Pfizer, HBO/Time Warner, MetLife, Yahoo, Verizon, WPP, The Limited)
- 250,000 people walk by on weekdays

“The Bryant Park Corporation is very excited to be the home for ‘ONE in New York’ in the Fall of 2014. Clearly, we are constantly being pitched ideas given our iconic standing and we can afford to be very discriminating. Aly Rose’s production will be unique and spiritually uplifting for New Yorkers and tourists as well. We encourage you to join our team as a sponsor of this elegant program.”

- Jerome Barth, Vice President of Business Affairs



2015 & Beyond



2015: Seattle Olympic Park



2016: Chicago Millennium Park



2017: San Francisco Golden Gate Bridge



2018: Brooklyn Bridge Park



Distinguished Creator/Artistic Director



Aly Rose

- Work shown at Beijing 2008 Olympic Opening Ceremonies
- Also at United Nations, Mark Morris Dance Center & Symphony Space Theater; Poly Plaza Theater, 798 Art District & Greenland Outdoor Theater in China; and in Abu Dhabi and Al Ain
- Created the first *Theater & Dance Initiative* in United Arab Emirates
- Directed/produced INK, the only US-China artistic collaboration for Shanghai Expo 2010
- Heads Dance Minor at Tisch School of the Arts - NYU; teaches Choreography/Chinese Dance
- Appointed Asia 21 Young Leader by the Asia Society
- First and only Westerner to graduate from the prestigious Beijing Dance Academy

“INK is the first international artistic collaboration being presented for such a unique, large scale, and historic national event in China’s history.”

-Ambassador José H. Vilarreal, US Commissioner General



Seasoned Management Team

TAIT
Head of Technology



- Specializes in show control, automated rigging, and LED integration.
- Supplies the production and stage set for the top 10 grossing shows of all time.
- Creators of the world's largest landscape video screen.

McLaren
Engineering



- Expertise Engineering thousands of projects involving show action equipment, stage sets, theatrical rigging, entertainment venues, and roller coasters.
- Has worked with Spider-man, Justin Timberlake, U2, LiveNation, Tommy Hilfiger, Cirque Du Soleil, Rolling Stones, Superbowl SLVIII

Steve Colley
Rigging Consultant



- Head of Automation/Rigging at Royal National Theatre in London.
- Previously headed "The Millennium Dome Show" by NMEC, ESG, Franco Dragone Entertainment Group, "The House of Dancing Water" in Macau, Trans Studio in Indonesia & Cirque du Soleil.
- Aerial Performance Consultant London Olympic Games Ceremonies.

Jo Marshall
Project Consultant



- Technical Director at HQ Creative in Dubai.
- Oversaw building fabulous 2,000 capacity Open Air Theatre, main hub 2010 Doha Tribeca Film Festival.



Sponsorship Opportunities

Tickets are available through free phone app

On-Site

- Broadcast spot to viewer's phone screen via crowd pixel concept
- Insert Company Logo on all web-streaming and social media platforms
- Potential use production for Company's commercial purpose
- Access to web-streaming

Merchandize

- Right to create/sell items
- Accessorize show through buttons, lanyards, wrapping, T- shirts, etc.
- Name/logo on CD insert + DVD
- Show poster/advertisements
- Name through playbutton
- Product placement opportunity for branded apparel and gear seen in promotional interviews and press

VIP Lounge

- Catering/bar
- Prime viewing show indoors/live
- Inside scoop/aerial shots via VIP ADI LED screen
- "Meet & Greet" with Aly Rose and ONE Soloists
- Exclusive viewing of rehearsals

PR

- Press releases
- Opening and/or ending speech
- Private rehearsal viewing
- Workshop for sponsors/clients
- Host event for select donors
- Short interview about product/service using flipcam/smartphone
- Publish on website/social media accounts
- One hundred social media platforms for each performer linking thier Instagram, Facebook, and Twitter accounts on www.OneInNewYork.com



1. ENGAGE

DURING THE SHOW



- > **PROVIDE A WOW FACTOR MOMENT FOR AN AUDIENCE**
- > **BUILD BRAND AND COMMUNITY**
- > **REWARD PEOPLE FOR THEIR INVOLVEMENT, CREATE BRAND AMBASSADORS**

PUSH OUT A DIGITAL ENCORE AFTER THE SHOW



2. MEASURE

**INCENTIVISE SIGNUP
THROUGH FACEBOOK
AND TWITTER**



**BUILD COMMUNITY
AROUND THE BRAND**

**SHARE IMAGES OF
THE MAKELIGHT
DISPLAYS**



- > **COLLECT VALUABLE DATA,
FIND OUT WHAT YOU WANT
TO KNOW**
- > **OUR UNIQUE DASHBOARD
SHINES A LIGHT ON THE
AUDIENCE**
- > **CREATE VALUABLE REPORTING
FOR BRAND SPONSORS**

3. MONETISE

FACILITATE TICKET DISCOVERY AND TICKET SALES

FACILITATE A MORE EFFECTIVE BRAND SPONSORSHIP

"IF YOU LIKE THIS EVENT YOU MIGHT LIKE THIS..." RECOMMENDATIONS
CLICKING "I'M ATTENDING" ALLOWS PUSH NOTIFICATIONS FOR MESSAGING

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- ARTISTS CAN LINK
TO MERCH OR
MUSIC DOWNLOADS**

SAMPLE USER JOURNEY

1.

I BUY A TICKET, AND WHEN I GET IT SENT TO MY PHONE, THERE'S A LINK TO DOWNLOAD THE APP IN ORDER TO TAKE PART IN MAKELIGHT

2.

BEFORE THE SHOW I EXPLORE THE APP, FINDING OUT ABOUT OTHER EVENTS I MIGHT LIKE TO ATTEND THAT ARE ALSO RUNNING MAKELIGHT AND SEE PHOTOS FROM PREVIOUS EVENTS

3.

AT THE SHOW, AT THE RIGHT TIME I'M PROMPTED TO OPEN THE APP AND HIT THE GO BUTTON TO JOIN IN THE MAKELIGHT DISPLAY

4.

AFTER THE SHOW, I GET SENT A PHOTO OF THE MAKELIGHT DISPLAY THAT WE ALL TOOK PART IN AND A SPECIAL OFFER FROM THE ARTIST



Contacts

- The ONE Show is a fiscally sponsored project of Fractured Atlas, 501(c)3 non-profit serving national community art/artists.
- Contribution tax-deductible to extent permitted by law.

| Type | Fully-Deductible | Partially Deductible | Not Deductible |
|---|------------------|----------------------|----------------|
| Donation of Cash or Cash Equivalents | X | | |
| Donation of Physical Property | X | | |
| Purchase of Benefit Tickets, Auction Items, etc | | X | |
| Donation of Services | | | X |

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