**THE PROBLEM:** As it stands, New York nightlife hinders tourism and alienates locals.

* New York has a reputation for being an unfriendly, inhospitable city.
* New York has the best nightlife in the world, but tourists and 99% of locals can’t access it.
* Why?
  + New York is the city that never sleeps, but nightclubs don’t open until midnight.
  + The top venues have a strict velvet rope policy, and only admit a select few.
  + Nightclub personnel are unwelcoming to customers.

New York is a city with unlimited economic and intellectual opportunities, but it’s also the best place in the world to have fun.

Would we put a velvet curtain in front of the Statue of Liberty? Would we charge thousands for access to the MET? Host Committee’s value proposition is that we make one of New York’s top attractions – nightlife – accessible to everyone.

**THE SOLUTION:** Host Committee opens the best nightclubs in the world to the public from 7 pm to midnight.

* Host Committee guarantees affordable access to premium nightlife to everyone.
* Host Committee staffs every event with highly trained, friendly personnel.
* Host Committee is a no-cost event-planning and fundraising solution for nonprofits. We’ve raised over $200,000 for charities in 9 months.
* Host Committee drives incremental income for nightlife entrepreneurs during off-peak hours.

**CONCLUSION:** Host Committee, a homegrown tech startup, is making New York nightlife fun, friendly, and accessible for tourists and locals alike.

* Host Committee wants to turn New York nightlife into a world-renowned attraction.
* Host Committee is bringing hospitality back to nightlife.
* Host Committee is helping New York build its brand and retain its reputation as the best city in the world to both live in and visit.

**OUR ASK:** A 60-second video of Mayor Bloomberg endorsing Host Committee.

* Recommended content:
  + New York is a hub of technology and entertainment.
  + Host Committee is a local tech startup founded by a native New Yorker that is making our city’s nightlife more friendly, fun and accessible to both locals and visitors.
  + Host Committee is contributing to New York’s reputation as the best place in the world for entertainment, nightlife, and tourism.
* Host Committee will:
  + Produce content around Mayor Bloomberg’s endorsement.
  + Send video out to our 40,000-person user base.
  + Pay to run the video as a New York Taxi advertisement.
* The city of New York will:
  + Post the video on ny.gov.
  + Tweet the video out from Mayor Bloomberg’s account.