

PERSEE
ORCHESTRATED PERCEPTION

Thursday, May 10th, 2007
7PM reception | 8PM performance

Regent Theatre, Downtown Los Angeles
Theatre located on Main St. between 4th & 5th

Free concert open to the public

www.persee.com

Partner Benefits



Event Overview

Orchestrated Perception - an innovative mixed-media live concert event staged in downtown Los Angeles. Produced by composer Drew Schnurr in collaboration with artists C.E.B. Reas and Michael Chu, this experimental performance engages multiple levels of visual, music, and digital culture to provoke and inspire renewed awareness, inquiry and social dialogue.

May 10, 2007

7PM Reception

8PM Concert

Regent Theatre

Main St. Between 4th and 5th

Downtown, Los Angeles

Partnership Benefit

- ▶ High brand visibility to **100,000** discerning consumers via social marketing, publicity, event and dialogue
- ▶ Direct connection with large desired audience
- ▶ Exposure in **Downtown LA**, Hollywood, Silverlake, Echo Park, West Los Angeles

Downtown Movement

Event Audience

- ▶ Cultural Creatives
- ▶ Artists & Academics
- ▶ Music and Film
- ▶ Influencers
- ▶ Established art and

Downtown LA

- ▶ Median Age 31 years with 25.6% of Downtown residents between 23-29 years of age.
- ▶ Median household income - \$99,600 (for households with at least one income earner)
- ▶ More than ½ single
- ▶ 53.5% male 46.5% female

Partnership Levels

Title Sponsorship (\$5000)

- ▶ Exposure to 100,000 discerning consumers
- ▶ Name and logo added as Title Sponsor in all announcements (blog, myspace, 5,000 event invitations)
- ▶ Prominent Website link and logo featured on event website www.persee.net
- ▶ Opportunity to run loop or 30 second message during event reception
- ▶ Opportunity to make opening remarks and sit on panel
- ▶ Named as title sponsor in all press releases, media advisories and alerts
- ▶ Exclusive lounge at event reception
- ▶ Signage at event entrance
- ▶ Product Sampling Opportunities

Partnership

Presenting Partner (\$1,000)

- ▶ Exposure to 100,000 discerning consumers
- ▶ Name and logo added as **Presenting Sponsor** in all announcements (blog, myspace, 5,000 event invitations)
- ▶ Prominent Website link and logo featured on event website www.persee.net
- ▶ Named as title sponsor in all press releases, media advisories and alerts
- ▶ Signage at event entrance
- ▶ Product Sampling Opportunities

Supporting Partner (In-Kind Donation)

- ▶ Exposure to 100,000 discerning consumers
- ▶ Name and logo added as **Supporting Sponsor** in all announcements (blog, myspace, 5,000 event invitations)
- ▶ Link and logo featured on event website www.persee.net
- ▶ Signage at event
- ▶ Product Sampling Opportunities

Bios

About the Artist: Drew Schnurr

Drew Schnurr is a composer and performer based in Downtown Los Angeles. Over the past nine years Drew's composition work has been performed in select national venues, while his scoring and sound design work has been featured on various television networks. Currently a professor of Sound Design at UCLA, Drew has performed across the US, Europe, Japan and also composed for performances at the Ford Amphitheatre, Harris Hall, and for the Regina Klenjoski, Dance Company and the International Design Conference Aspen.

<http://www.persee.com>

About the Producer: THE_GROOP / Jose Caballer

THE_GROOP is an award-winning, multi-disciplinary design firm that specializes in brand strategy, identity design and user interface design for innovative online product ventures, ecommerce and advertisers. Founded in 2001 by Jose Caballer and Mary Gribbin, THE_GROOP's central philosophy is that creativity and design create a measurable Return on Investment for our clients. Deeply involved in promoting and supporting the arts within the community as well as cultivating top talent in the design and creative fields.

<http://www.thegroop.net>

GROOP Produced Events in Downtown



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