

# M The Evolution



the complete  
**MICHAEL JACKSON**  
*Tribute Show*

March 2023

# GUIDE: INVESTMENT OVERVIEW

PROPOSED BY  
DEAN COLEMAN

WITH  
SPR & PROMOTIONS

# SPR

— & —

## PROMOTIONS

# MJ The Evolution

*This is it*

THE COMPLETE  
**MICHAEL JACKSON**  
TRIBUTE SHOW



THE  
**MOSAIC**  
ON THE STRIP

**BEST** of  
LAS VEGAS  
BRONZE WINNER  
BEST NEW ACT/SHOW 2021



# FINANCIAL SUMMARY

## FOUR-WALL STRATEGY: LAS VEGAS SHOWS

This financial summary is based on a four-wall deal and/or agreement with SPR & Promotions and The Mosaic On The Strip Productions in Las Vegas containing projected cost, profit and generated revenue. Four walling, or four wall distribution, is a term originally used in the entertainment industry where a producer(s) or distributor rents a theater for a period of time receiving the majority share of the box office revenue. Four wall arrangements are a typical business model for live entertainment shows wherein the performer or production company rents a venue and assumes all production, marketing and ticket sale costs. The venue simply provides the space and in this case production equipment and crew while receiving a box office fee plus the rental cost.



## DISTRIBUTION AGREEMENT

- 1 Wall: The Show.
- 2 Wall: The Technical Setup.
- 3 Wall: The Theater, Box Office, Security, Ushers, etc.
- 4 Wall: Marketing, Advertising & Promotions.

## DEAL POINT NEGOTIATIONS

Las Vegas Hotels and Casinos typically use a four-wall arrangement when negotiating show deal points. SPR & Promotions can negotiate a number of revenue sharing combinations.

*\*\*Please refer to attached Hotel & Casino existing numbers\*\**

ABOUT SPR SHOWS

# MJ THE EVOLUTION

## THE COMPLETE JACKSON TRIBUTE

SPR has created a very unique stage production "MJ The Evolution" with the help and support from Michael Jackson's family members, Jermaine Jackson, former manager Dieter Wiesner and former choreographer. SPR has created a true-to-life showcase of the evolution of the world's greatest performer.



MJ the Evolution is a sonic, tonic fusion of dance and visuals effects that takes the audience on an immersive journey through the music and spirit of Michael Jackson and is destined to be the ultimate Michael Jackson Tribute Show. Many tribute shows have come and gone, but MJ The Evolution will stand the test of time because of its unique cast, special guest appearances, and ultimately with the great support of

the Jackson Family. We have developed a good working relationship with members of the Jackson Family that have agreed to support, promote and add creative input to make this show the ultimate Michael Jackson Tribute Show in the world. SPR will utilize strategic international entertainment industry contacts to market and promote the show globally.



For Immediate Release  
February 15, 2023

## **Boyd Gaming Springs into the Season with Entertainment Across the Las Vegas Valley in March**

**LAS VEGAS—** Boyd Gaming is springing into the season with a wide variety of entertainment at its Las Vegas properties this March. To kick off the month, Journey tribute band DSB – A Tribute to Journey will take the stage at the Suncoast Showroom followed by stand-up comedian Ali Siddiq and American heavy metal band Queensrÿche at Cannery Casino Hotel. Starting their residency, Las Vegas Strip headlining shows MJ The Experience and Queens of Rock will be at The Orleans Showroom . Guests can also expect free live entertainment at select property lounges and restaurants citywide.

The Orleans Showroom at Orleans Hotel and Casino

### **MJ The Evolution – The Complete Michael Jackson Tribute Show**

Monday, March 20; Thursday, March 23; Friday, March 24 and Saturday, March 25

Following its successful launch on the Las Vegas Strip, MJ The Evolution is coming to The Orleans Showroom. The iconic Michael Jackson tribute show offers attendees an immersive multi-media concert event with elaborate costumes, choreography and more.

MJ The Evolution features Michael Jackson’s chart-topping hits spanning four decades starting with the Jackson 5 and throughout the King of Pop’s legendary solo career.

Showtime is at 7 pm. on March 20, 23 and 24, and at 9 pm. on March 25. Tickets start at \$54.99 plus tax and fees and can be purchased by calling Ticketmaster at 800-745-3000; online at [www.orleanscasino.com](http://www.orleanscasino.com); or in-person at The Orleans. Tickets may also be purchased the day of the show (depending upon availability) at the venue box office.

### **Elyzabeth Diaga’s Queens of Rock**

Monday, March 20; Thursday, March 23; Friday, March 24 and Saturday, March 25



For Immediate Release  
February 15, 2023

Created and led by Canadian powerhouse vocalist Elyzabeth Diaga, Queens of Rock is an award-winning one-woman rock show that pays tribute to female rock legends of our time.

Representing rock icons across four decades, Diaga will perform the songs of Heart, Pat Benatar, Blondie, Joan Jett, Alanis Morissette, Lady Gaga and many more for audiences to enjoy. In 2021, Queens of Rock was voted one of the Best Tribute Shows, Best Productions and Best New Shows in the Las Vegas Review-Journal's Best of Las Vegas Awards.

Showtime is at 9 pm. on March 20, 23 and 24, and at 7 pm. on March 25. Tickets start at \$54.99 plus tax and fees and can be purchased by calling Ticketmaster at 800-745-3000; online at [www.orleanscasino.com](http://www.orleanscasino.com); or in-person at The Orleans. Tickets may also be purchased the day of the show (depending upon availability) at the venue box office.

Full details about each show, dates and ticket information can be found online at [www.orleanscasino.com](http://www.orleanscasino.com).

### **About Boyd Gaming**

Founded in 1975, Boyd Gaming Corporation (NYSE:BYD) is a leading geographically diversified operator of 28 gaming entertainment properties in 10 states, and manager of a tribal casino in northern California. The Company is also a strategic partner and 5% equity owner of FanDuel Group, the nation's leading sports-betting operator. With one of the most experienced leadership teams in the casino industry, Boyd Gaming prides itself on offering its guests an outstanding entertainment experience, delivered with unwavering attention to customer service. Through a long-standing company philosophy called Caring the Boyd Way, Boyd Gaming is committed to advancing Environmental, Social and Corporate Governance (ESG) initiatives that positively impact the Company's stakeholders and communities.

### **Media Contacts:**

The Firm Public Relations & Marketing  
Boyd Gaming Corporation



SHOW INFORMATION

**WHAT YOU NEED TO KNOW**

MJ The Evolution opened on May 21 2021 to Sold Out Shows at The Mosaic On The Strip Theater. In its first year the production won Best New Show on the Las Vegas Strip voted by Best of Vegas 2022. Considering the fact that the Corona Virus was very much on everybody's mind and the mask mandate keep changing. We consider it a very successful year and look forward to a great future with the show in Las Vegas.

**THE VENUE**

The Orleans Showroom  
Capacity 850

**DATES**

Thursday - Monday

START TIME 7:00 p.m.

**TICKETS**

- ◆ General Admission: \$54.99
- ◆ Preferred: \$74.99
- ◆ VIP: \$94.99



# TICKET SALES MONTH BY MONTH

## SPR & PROMOTIONS

<b>MJ The Evolution</b>		<b>GROSS</b>	<b>BO Fee</b>	<b>Show Earnings</b>	<b>Show Pay</b>
May 2021	<b>1193</b>	<b>\$ 64,007.17</b>	<b>\$ 7,860.00</b>	<b>\$ 56,147.17</b>	<b>\$ 13,736.51</b>

Week	Total	Gross	Box of fee Fee	Show Earnings	Show Pay
05/01/2021 - 05/02/2021	-	-	-	-	-
05/03/2021 - 05/09/2021	-	-	-	-	-
05/10/2021 - 05/16/2021	-	-	-	-	-
05/17/2021 - 05/23/2021	357	\$ 19,137.80	\$ 2,307.00	\$ 16,830.80	\$ 5,178.74
05/24/2021 - 05/30/2021	639	\$ 33,854.21	\$ 4,291.00	\$ 29,563.21	\$ 5,613.20

<b>MJ The Evolution</b>		<b>GROSS</b>	<b>BO Fee</b>	<b>Show Earnings</b>	<b>Show Pay</b>
June 2021	<b>3242</b>	<b>\$ 172,800.13</b>	<b>\$ 21,608.00</b>	<b>\$ 151,192.13</b>	<b>\$ 27,432.31</b>

Week	Total	Gross	Box of fee Fee	Show Earnings	Show Pay
06/01/2021 - 06/06/2021	616	\$ 32,315.65	\$ 4,051.00	\$ 28,264.65	\$ 6,675.71
06/07/2021 - 06/13/2021	893	\$ 47,208.33	\$ 5,975.00	\$ 41,233.33	\$ 6,809.02
06/14/2021 - 06/20/2021	759	\$ 41,329.55	\$ 5,028.00	\$ 36,301.55	\$ 6,950.50

<b>MJ The Evolution</b>		<b>GROSS</b>	<b>BO Fee</b>	<b>Show Earnings</b>	<b>Show Pay</b>
July 2021	<b>2102</b>	<b>\$ 105,716.74</b>	<b>\$ 14,009.00</b>	<b>\$ 91,707.74</b>	<b>\$ 13,356.91</b>

Week	Total	Gross	Box of fee Fee	Show Earnings	Show Pay
07/01/2021 - 07/04/2021	362	\$ 17,479.34	\$ 2,400.00	\$ 15,079.34	\$ 2,238.62
07/05/2021 - 07/11/2021	367	\$ 19,218.67	\$ 2,429.00	\$ 16,789.67	\$ 3,018.58
07/12/2021 - 07/15/2021	183	\$ 8,752.58	\$ 1,269.00	\$ 7,483.58	\$ 219.96
07/16/2021 - 07/18/2021	235	\$ 11,934.61	\$ 1,585.00	\$ 10,349.61	\$ 1,390.26

<b>MJ The Evolution</b>		<b>GROSS</b>	<b>BO Fee</b>	<b>Show Earnings</b>	<b>Show Pay</b>
August 2021	<b>1121</b>	<b>\$ 57,319.64</b>	<b>\$ 7,324.00</b>	<b>\$ 49,995.64</b>	<b>\$ 13,238.02</b>

Week	Total	Gross	Box of fee Fee	Show Earnings	Show Pay
8/1/2021	-	-	-	-	-
08/02/2021 - 08/08/2021	332	\$ 17,495.70	\$ 2,162.00	\$ 15,333.70	\$ 4,977.28
08/09/2021 - 08/15/2021	281	\$ 13,796.52	\$ 1,901.00	\$ 11,895.52	\$ 1,749.25
08/16/2021 - 08/22/2021	186	\$ 9,540.88	\$ 1,150.00	\$ 8,390.88	\$ 2,870.58



SHOW INFORMATION

**WHAT YOU NEED TO KNOW**

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**THE VENUE**

The Orleans Showroom  
Capacity 850

**DATES**

Thursday - Monday

**START TIME** 7:00 p.m.

**TICKETS**

- ◆ General Admission: \$54.99
- ◆ Preferred: \$74.99
- ◆ VIP: \$94.99



# ANNUAL TICKET SALES 2021

## SPR & PROMOTIONS

### May 2021 through Dec 2021

MJ The Evolution	Tickets	GROSS	BO Fee	Show Earnings	Show Pay
	10186	528,365.13	67,754.00	460,611.13	91,828.13
Week	Total	Gross	Box Office Fee	Show Earnings	Show Pay
05/17/2021 - 05/23/2021	357	19,137.80	2,307.00	16,830.80	5,178.74
05/24/2021 - 05/30/2021	639	33,854.21	4,291.00	29,563.21	5,613.20
05/31/2021 - 06/06/2021	813	43,330.81	5,313.00	38,017.81	9,620.28
06/07/2021 - 06/13/2021	893	47,208.33	5,975.00	41,233.33	6,809.02
06/14/2021 - 06/20/2021	759	41,329.55	5,028.00	36,301.55	6,950.50
06/21/2021 - 06/27/2021	770	41,044.08	5,192.00	35,852.08	5,037.32
06/28/2021 - 07/04/2021	570	28,381.86	3,762.00	24,619.86	4,198.38
07/05/2021 - 07/11/2021	367	19,218.67	2,429.00	16,789.67	3,018.58
07/12/2021 - 07/18/2021	418	20,687.19	2,854.00	17,833.19	1,610.22
07/19/2021 - 07/25/2021	540	27,186.26	3,577.00	23,609.26	4,017.39
07/26/2021 - 08/01/2021	415	21,145.28	2,749.00	18,396.28	2,472.10
08/02/2021 - 08/08/2021	332	17,495.70	2,162.00	15,333.70	4,977.28
08/09/2021 - 08/15/2021	281	13,796.52	1,901.00	11,895.52	1,749.25
08/16/2021 - 08/22/2021	186	9,540.88	1,150.00	8,390.88	2,870.58
08/23/2021 - 08/29/2021	255	13,029.34	1,648.00	11,381.34	3,145.99
08/30/2021 - 09/05/2021	241	11,879.88	1,645.00	10,234.88	1,351.03
09/06/2021 - 09/12/2021	202	10,294.44	1,347.00	8,947.44	2,239.64
09/13/2021 - 09/19/2021	161	8,572.08	1,073.00	7,499.08	1,704.76
09/20/2021 - 09/26/2021	215	10,833.75	1,478.00	9,355.75	1,773.69
09/27/2021 - 10/03/2021	170	9,025.58	1,118.00	7,907.58	2,247.15
10/04/2021 - 10/10/2021	102	5,090.64	678.00	4,412.64	1,009.82
10/11/2021 - 10/17/2021	213	11,245.57	1,467.00	9,778.57	1,387.32
10/18/2021 - 10/24/2021	157	7,817.93	1,069.00	6,748.93	1,809.77
10/25/2021 - 10/31/2021	99	4,864.54	669.00	4,195.54	629.90
11/01/2021 - 11/07/2021	135	6,340.76	939.00	5,401.76	322.46
11/08/2021 - 11/14/2021	237	12,096.63	1,560.00	10,536.63	2,834.61
11/15/2021 - 11/21/2021	152	8,075.52	1,019.00	7,056.52	1,024.85
11/22/2021 - 11/28/2021	174	9,242.59	1,146.00	8,096.59	2,203.77
11/29/2021 - 12/05/2021	61	2,879.09	418.00	2,461.09	274.95
12/06/2021 - 12/12/2021	103	5,103.33	694.00	4,409.33	604.89
12/13/2021 - 12/19/2021	84	4,430.59	507.00	3,923.59	2,268.29
12/20/2021 - 12/26/2021					
12/27/2021 - 1/02/2022	85	4,185.73	589.00	3,596.73	872.40



SHOW INFORMATION

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# DOMESTIC TOURS

## SPR & PROMOTIONS

### **Domestic Touring,**

We are currently booking dates for our upcoming domestic tour in 2023. We have secured dates in the following states:

- Arizona - Phoenix, Tucson, Glendale
- Michigan - Detroit, Grand Rapids
- Ohio - Cleveland, Columbus, Cincinnati, Toledo, Akron
- Illinois - Chicago, Aurora, Rockford, Peoria
- Nebraska - Omaha, Lincoln
- Texas - Houston, Dallas, San Antonio, Fort Worth, El Paso
- Louisiana - New Orleans, Baton Rouge, Shreveport
- Georgia - Atlanta, Columbus, Augusta Georgia
- Florida - Fort Lauderdale, Boca Raton, Orlando, Jacksonville, Tampa
- Pennsylvania - Philadelphia, Pittsburgh, Allentown

Note: We are using different booking agents & promoters in each cities.

### Question and Answers:

Cost: \$25,000 per show for venue's 500 to 2000 capacity  
Cost: \$35,000 per show for venue's 2000 to 3000 capacity

### Rider:

Show: MJ The Evolution

Cast Members: 11

Band Members: 3

Staffing: 4

Total: 18

Airline tickers: 18 round trip

Hotels Rooms: 9 rooms double beds 1 suite

Ground Transportation: (1) passenger vans seats 18 & (1) travel van for equipment, props and costumes etc.

Technical Rider & Back line: Available upon request (see attached PDF)

Note: More than 3 shows running concurrent in the same venue will lower the cost per show.

# INTERNATIONAL TOURS

## SPR & PROMOTIONS

### International Tours

We are booking dates for our upcoming International tour in 2023 & 2024. We are currently working with the Jackson's booking agent to secure a number of these dates in the following Countries:

- Nigeria -
- Brazil
- Japan - Tokyo, Kobe, Yokohama, Sapporo, Osaka
- Singapore - Hougang, Yishun, Choa Chu Kang
- China - Shanghai, Beijing, Guangzhou
- India - Mubai, Kolata, Chennai
- Philippines - Manila
- UAE Dubai - Abu Dhabi, Sharjah
- South Africa - Nairobi, Johannesburg, Cape Town
- England - London, Birmingham, Manchester
- France - Paris, Marseille, Nice
- Germany - Berlin, Hamburg, Munich, Cologne
- Italy, Rome - Milan
- Spain, Barcelona - Madrid

### Question and Answers:

Cost: \$35,000 per show for venue's 500 to 2000 capacity

Cost: \$50,000 per show for venue's 2000 to 3000 capacity

Note: We would require no less than 3 performances/shows at the same venue. More than 3 shows running concurrent in the same venue will lower the cost per show.

Technical Rider & Back line

Available upon request (see attached PDF)

# TERM AND OFFERING SUMMARY

## SPR & PROMOTIONS

		<u>SPR Enterprises</u>	<u>SPR Global</u>	<u>Management</u>
<b>INVESTMENT</b>	<b>\$500k</b>	<b>25%</b>	<b>10%</b>	<b>PREMIER OPTION</b>

*Equity Ownership and \$500K Productions Operating Budget*

Offering 25% equity interest in SPR Enterprises with a 10% security interest in SPR Global Ownership option for full share, first position option for right to contracts held by SPR Management

## OPERATING SUBSIDIARIES

PROJECTED REVENUE, MARKET VALUATION

<u>SUBSIDIARY</u>	<u>OPERATIONS</u>	<u>12-MONTH PROJECTED REVENUE</u>	<u>PREMIER VALUATION</u>
<b>SPR ENTERPRISES</b>	Domestic Event Production	1.44M	3.5M
<b>SPR GLOBAL</b>	International Event Licensing & Logistics	1M	2.5M
<b>MANGEMENT</b>	Celebrity Branding, Media & Management	500K- 1M	N/A



# INVESTMENT MODEL

## SPR & PROMOTIONS

**PREFACE:** The following guidelines set forth the proposed terms and conditions for the herein contained Investment Model for SPR & Promotions & MJ The Evolution Investment Opportunity.

The proposed Investment Model is established for the sole purpose of discussion and negotiations, to describe the general terms and conditions only, and as such, it is not made with the intent of imposing any legal obligation to any party in connection with this instrument.

### 1. PARTIES & INTEREST

SPR & Promotions who shall be known hereinafter as the "Producer," herein proposes and in consideration of a general investment, which hereinafter shall be known as the "Investment," the following properties and/or assets: in MJ The Evolution LLC. shall be known hereinafter as "Opportunity".

### SHOWS & ORLEANS SHOWROOM

SPR & Promotions investment model is developed exclusively for Investor (s) Production Participation in conjunction with MJ The Evolution Stage Show

- "MJ The Evolution" Just ended it's 2 year show run on June 28th 2022 at Mosaic On The Strip Theater in Las Vegas NV. Voted Best New Show On The Strip by Best Of Vegas 2022. MJ The Evolution will re-launch at the Orleans Showroom on Monday 20th, Thursday 23rd Friday 24th and Sat 25, 2023.
- MJ The Evolution has received a number of inquiries from different Las Vegas based companies and venues regarding a potential residency, but we have decided to work with Boyd Gaming simply because of the potential Players Reward Program and soon to be Show Pass Ticketing Platform. We see this as a great platform to promote our brand while creating more opportunities to increase our ticket sales.
- Advertising and Marketing for these all show will be supported by Boyd Gaming.

### 1a. TICKETING

This component is very important for our residency at the Orleans. Boyd Gaming has 10 properties locally in Las Vegas including the Orleans. All properties will be advertising our shows using the following format:

- Each of the (10) Boyd property's will commit to purchasing at least 50 tickets per day
- Front Desk Check- in will display our 10x10 standee and rack cards
- In room rack cards and 30sec promo will play on in room TV commercial landing page
- Concierge Desk will provide all information needed for guest, show times & location
- 30sec promo will be displayed on LED screens & monitors throughout the property including
- outside displays and Casino LED billboard
- Discounted ticket will be offered to all players reward cards holders (locals & guest)

# INVESTMENT MODEL

## SPR & PROMOTIONS

### TICKETING QR CODE

All show advertising and marketing materials will include a ticketing QR Code. This QR Code had been designed to make the ticketing process easy and simple for the consumer during the purchase. The QR Code will also include, show information, dates, times and direction to the theater.

### BOYD GAMING PROPERTIES LAS VEGAS

1. SPR will cross promote with all Boyd Gaming Properties in Las Vegas
2. The Orleans Hotel & Casino Show Location
3. Aliante Casino Hotel
4. Fremont Hotel & Casino
5. Gold Coast Hotel & Casino
6. Jokers Wild Casino DATES AT THE ORLEANS
7. Main Street Station Casino
8. Sam's Town Hotel
9. Suncoast Hotel & Casino
10. California Hotel Casino
11. Cannery Casino Hotel

### 2. BUSINESS MODEL

The following Show Model is designed for total transparency and simplicity for Producer and Investor (s) & Promoter(s). Cost of Show plus rider all in: SPR & Promotions has already built the show and marketing templates are currently in place. (see hard cost below)

\*Show numbers subject to change depending SOLD TICKETS

### SHOW RIDER

- Cast Members: 11
- Band Members: 4
- Staffing: 4

Total: 19

Equipment, props and costumes etc. (available upon request)

Technical Rider & Back-line available upon request (available upon request)

### 3. DATES AT THE ORLEANS

1. Model is broken down by shows per day including rider. \$30,00 Investment will be used for the following:

### 4. STRUCTURE AND PROJECTIONS

a. \$30,00 Investment will be used for the following:

- Advertising & Marketing, Mobile Billboard, (24) Digital Billboards, (85) Taxi Cab Tops (10)
- Days of rehearsals
- 10) Days of rehearsals
- Equipment and deposits

# INVESTMENT MODEL

## SPR & PROMOTIONS

b. The investment will be made with SPR & Promotions LLC.

Business licenses Number NV20151316704

c. Investment 30k and 30% interest \$9,000 or 15% of Box Office receipts whichever is greater (see attached potential box office numbers)

d. Principal and interest will be paid back on or before April 15, 2023

e. SPR & Promotions will Guaranteeing initial Investment

### 5. TICKET PRICES & PROJECTIONS

Orleans Showroom Capacity: 850

SPR & Promotion will produce (4) shows ticket prices and numbers based on 500 tickets per show

- General Admission 300 @ 50 per ticket per day = \$15,000
- Preferred 100 @ \$70 per ticket per day = 7,000
- VIP 100 @ \$90 per ticket per day = \$9,000
- Potential ticket revenue per day = \$31,000 x 4 days = \$124,000

These numbers are based on the face value of the ticket, Live entertainment Tax (LED) Ticketmaster and box office fees will be pass to the consumer

**Total \$124,000**

#### Hard Cast

Cast: \$2500 per show (4) shows \$10,000

(6) Techs and operators \$1,200 per show \$4,800

**Total: \$14,800**

**Potential Grand Total: \$109,200**

\* I believe these number are conservative but safe

SPR & Promotion will also extent the first right of refusal to investor (s) for upcoming shows and/or partnership if interested



**THANK YOU**  
SPR & PROMOTIONS

All the attached numbers are based on show models currently in production on the Las Vegas Strip. MJ The Evolution has become one of the best shows in Las Vegas offering a new production format that will enhance the complete entertainment experiences well increase ticket sales. These are all key factors to ensuring each production has the greatest chance of success in this very competitive industry on the Las Vegas Strip.

Respectfully,

**Dean Coleman**  
President  
SPR & Promotions  
The Mosaic On The Strip

**BEST<sup>®</sup> of**  
**LAS VEGAS**  
BRONZE WINNER  
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