



**the do
over**

The Do-Over 2023 Opportunity

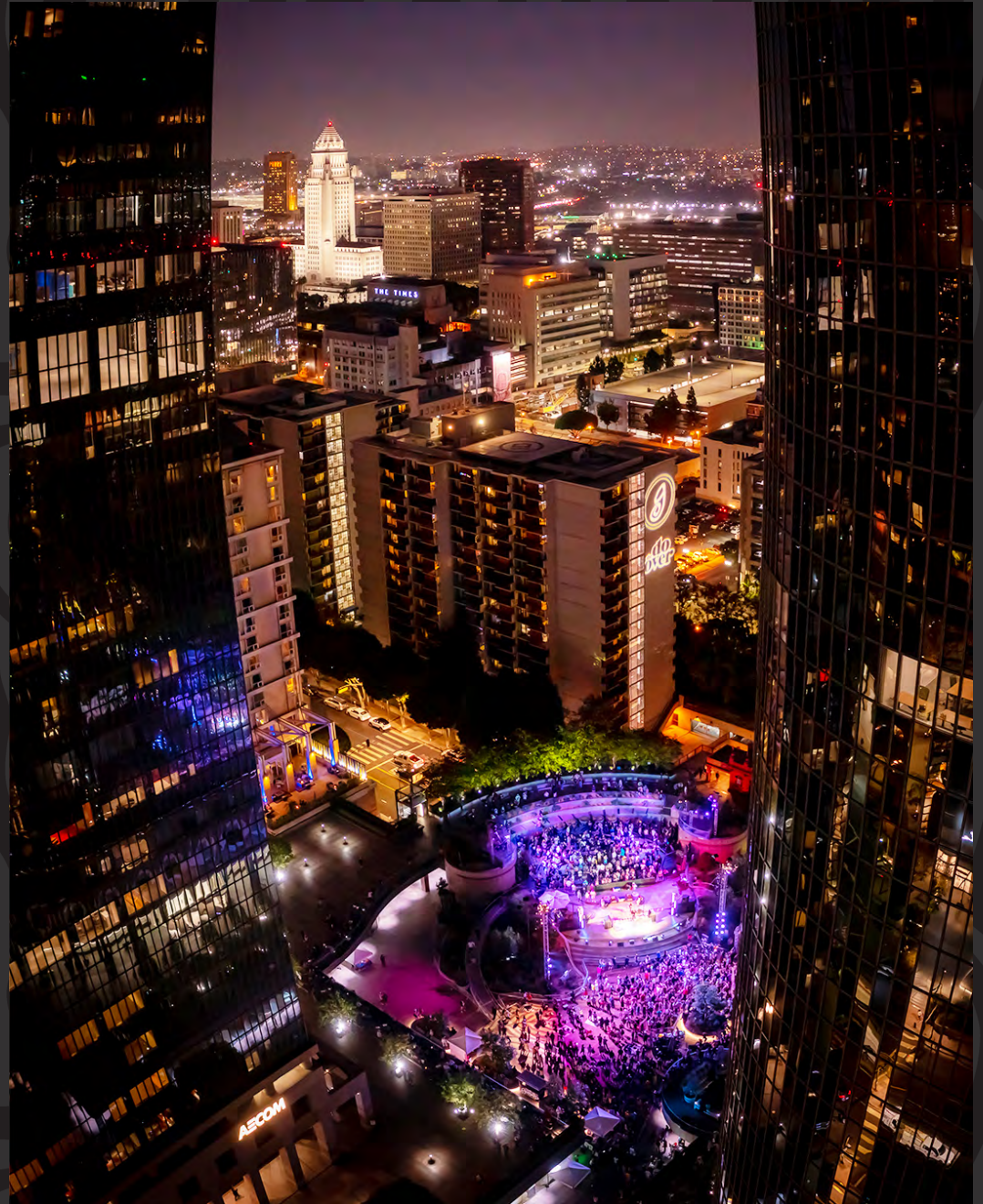
About The Do-Over

"Best party on the planet"
- DJ Jazzy Jeff

Since 2005, The Do-Over has established itself as the premiere daytime event property and lifestyle series. The magical tropical daytime get-down has built a following like no other, all thanks to the deep consistent vibe and music curation by founders Chris Haycock, Jamie Strong and Aloe Blacc.

Over the years, The Do-Over has spread its fun-loving funky sounds across the world with a philosophy of keeping guests a mystery encouraging attendees to leave all hype and expectations at home, all the while booking world class talent. From disco to dancehall, hip-hop to house and all styles in between, you can expect the unexpected at The Do-Over.

"Parties are always better with surprises. Especially when they boast a lineup of some of the most respected and musically dope DJs on the planet. Enter The Do-Over."
- MIAMI NEW TIMES



The Do-Over 15 Year Anniversary | Grand Performances, Los Angeles



Global Presence

The Do-Over has left its mark on markets worldwide. We've shared our special brand of vibes with 5,000 folks on a waterfront park in Tokyo, 4,000 in a wet alley in the Shoreditch area of London to 7,000 on a pier in New York City or 5,000 in a São Paulo hangar. The Do-Over has also been proud to present feature events at World Cup, SXSW, Art Basel and NBA All-Star Weekend.

North America:

Los Angeles, San Francisco, San Diego, Chicago, Seattle, Portland, Austin, Houston, Philadelphia, New Orleans, Miami, New York City, Charlotte, Atlanta, Detroit, Honolulu, Palm Springs, Puerto Rico, Playa Del Carmen, Toronto

South America:

São Paulo, Rio De Janeiro

Oceania:

Auckland, Melbourne

Europe:

London, Paris, Moscow, Berlin, Milan, Stockholm, Helsinki, Oslo, Amsterdam

Asia:

Tokyo, Osaka, Seoul, Busan, Shanghai, Beijing, Hong Kong, Manila, Fukuoka

Africa:

Dubai, Abu Dhabi

Brand Partnerships

Past and current:

adidas Originals, Red Bull, AKILA, Serato, Miller Lite, Tecate Alta, Avion Tequila, Ace Hotel, VOID Acoustics, Hennessy.



Performers History

(thee) Mike B • 12th Planet • 14kt • 45 King • 6BLOCC • 9th Wonder • A-Ski • A-Trak • AC Slater • Acid Girls • Adam 12 • Ahuf • Al Jackson • Alfred Hawkins • AM • Andow • Andre Power • Andrés • Andy Pry • Anit • Anonymous • Anthony Valadez • Antiq • Ape Drums • Arabian Prince • Arbie Won • AROHA • As-Is • Ayres • Azul • B Bravo • B+ • BADBADNOTGOOD • BAMBII • Babu • Barclay Crenshaw • Beat Junkies • Beatnick • Benji B • Bernard • Bianca Lexis • Bianca Oblivion • Bird Peterson • Biz Markie • Blaq Pages • Blu Jemz • Bobbito • Boglewaltz • Bonobo • Boys Noize • Brenmar • Brodinski • Busy P • Buyepongo • ByzeOne • C-Minus • C Jamm • Cam Tang • Canyon Cody • Capski • Catchdubs • Center • Chase B • Chicano Batman • Chorizo Funk • Chris Karns • Chop Chop • Chromeo • Chuck English • Clark Kent • Classixx • Cocoe • Cole Odin • Compose • Computer Jay • Conor • Cosmic Kids • Cosmo Baker • Craze • Curator • Curtis Vodka • D-Nice • D-Styles • D33J • Daedelus • Dahi • Daichi Yamamoto • Dam-Funk • Damien Marley • Damon Bell • Danny Holloway • Danny Krivit • Dark Alley • Dave Nada • David Heartbreak • David Orlando • Day • Dayne Jordan • Daz • Daz I Kue • Deliver • Delve • Destroyer • Diplo • Dirty Dave • DMFB • Dmitri from Paris • Doc Adams • DonGuapo • DooWap • Dre Sinatra • Drewbyrd • Dusk • Dynamix • DZA • Eek-A-Mouse • Egon • Eleven • Eli Escobar • Eric Coleman • Esta • Eug • Even Ian • Evil One • Excel • Exile • Expo • Falcons • Fashen • Fatlip • Fauzia • Five • Floating Points • Florista • Flosstradamus • Flying Lotus • Food • Force of Nature • Four Color Zack • Fran Boogie • Francesca Harding • Frank Booker • Frankie Banks • Frank Nitty • Free The Robots • Freeway • Frosty • Full Crate • Funk I.D. • G33zy • Gabe Rene • Garth Trinidad • Gaslamp Killer • Ge-ology • Ghostface Killer • Glenn Red • Gnarly • Goddollars • Goldenchylid • Gomez Warren IV • Gonnig Garko • Gracie Chavez • Graham Funke • Green Lantern • Grooveman Spot • Guillaume Berg • Hanni El Khatib • Harriet Brown • Heroes x Villians • Higher • Honeycut • Hot 8 Brass Band • House Shoes • Hudson Mohawke • IAMNOBODI • Ice • iLL Baz • Illangelo • Induce • Inka One • Issa • Itsmatlangille • J Espinosa • J Logic • J Rocc • J-1 • J-Boogie • JT Donaldson • Jack Beats • Jack Davey • Jacques Renault • Jae Murphy • JAEL • James Pants • James Rockwell • Jared Jackson • Jasmine Solano • Jaycee • Jayceeoh • Jazzy Jeff • Jedi • Jellybean Benitez • Jeremy Ellis • Jeremy Sole • Jerome Baker 3rd • Jerome LOL • Jesse Rose • Jeyon • Jillionaire • Jimmy Taco • Jinmoo • Jneiro Jarel • Joe Kay • Josh One • Joy Orbison • Juan MacLean • Jubilee • Jun • Just Blaze • Justin Martin • K-Pook • Kaleem • Karizma • Karriem Riggins • Kastle • Kaytranada • Keb Darge • Kelly Green • Kerri • Kenny Dope • Kentaro • Kid Gusto • Kid Koala • King Britt • King Most • Kingdom • KINGMCK • Kittens • Kiyo • Klever • KM • Koco • Kon • Kota • Krystal Klear • Kutmah • KZA • Ladies Knight • Lamar LeRoy • Lambo • LeFtO • Lil Louis • Lindsey • Linfeng • Lloydski • Lobito • Lord Finesse • Louie Arson • Low Limit • Lunice • M3 • Madlib • Mahssa • Manuel Bundy • Manuvers • Mariachi Las Catrinas • Marques Wyatt • Martelo • Martina McFly • Mary Anne Hobbs • Maseo • Mathieu Schreyer • Matthew Law • Maurice Fulton • Max Glazer • Mayer Hawthorne • MED • Meech • Mehdi • Mei Lwun • Mel • Melo-D • Melé • Mick Boogie • Mighty Crown • Mike2600 • Mike D • Mike Tull • Mikey Ayo • Miles Medina • Miles Tackett • Minzy Roberta • Mishaps • MixedbyAli • Mixmaster Noah Massey • MoMa • Monalisa • Moodymann • Mophonon • Morse Code • MOS • Moses Archuleta • Mr. Choc • Mr. E • Muro • Nadastrom • Nasty Nigel • Natasha Diggs • Nate Day • Nature • Neil Armstrong • Nelz • Nepal • Nick Hook • Nick Speed • Nick Waterhouse • Nickodemus • Nina Las Vegas • Nobody • Noodles • noMSG • NoSleeves • NosajThing • Nu-Mark • Nuts • Oakason • Ohmega Watts • Oliver Dollar • Oneman • Onra • Orlando • Osunlade • P.U.D.G.E. • Pachu • Paris • Paris IL • Partytime • Pase Rock • Pasta Groove • Patski Love • Paul E Lopes • Peanut Butter Wolf • People of Paris • Pete Rock • PhersOne • Phonte • PHOREYZ • Pickster One • Piramov • Plastic Kid • Platur • Pomo • POOLS • Premier • Primo • Prince Language • Prince Paul • Product Unknown • Promnite • Proof • Pubes • Puffy • Pusha T • Q • Quantic • Questlove • Quickie Mart • Quik • Rareform • Rashida • Reagan Bombs • Recloose • Red • Red-I • Reggae Pops • Rev Shines • Revolution • Rhettmatic • Rich Medina • Rina • Riton • Roams • Rob Swift • Roger Bong • Romanowski • Roofeeo • Rude One • Russell Peters • Sabo • Sacred • Sahar Habibi • Sake One • Salva • Samiyam • Samo Soundboy • Sammy Needlz • San Gabriel • Sango • Sarasa • Sasha Marie • Scoop DeVille • Scott Storch • Scotty Coats • Scott K • Scram Jones • Scratch • Sean G • SeanO • Serge • Seven Davis Jr. • Shinehead • Shiva • Shlohmo • Shortcut • Shred One • Silent Addy • Simian Mobile Disco • Sister Nancy • Skillz • Skrtch Bastid • Skream • Slave • Slimkid3 • Sloe Poke • Small Change • Smiles Davis • Sneak • Sober Rob • SodaPop • Somdef • SONI withanEYE • Soulclap • SoSuperSam • Soraya LaPread • Soul • Soul Sister • Soulflower • Soulscape • Spider • Spin One • Spindarella • Spinn • Spinna • Spun • Spyda Monkey • Starchile • Statik Selektah • Steingold • Steve1der • Steve Arrington • Steve Harrington • Stevie Be • StoneRokk • Stretch Armstrong • Stro Elliot • Sumohair • Suprema • SupremeLaRock • Switch • Ta’Raach • Teeko • TJ Mizell • TK • TK Disko • Tasha Rozez • Teeko • Teki Latex • Terrence Parker • The Whooligan • Them Jeans • Theo Parrish • Theory • Tim Love Lee • Tittabyte • Tittsworth • Todd Simon • Toddla T • TokiMONSTA • Tom Noble • Tom Thump • Tom Troleson • Tonearm • Tony Touch • Toph One • Treasure Fingers • Tropkillaz • Troyboi • Truedy • Twilight Tone • Ty G • U-Tern • Umami • USC Marching Band • Vadim • Valida • Velocity B • Very Be Careful • Vinnie Esparza • Vinroc • Vikter Duplaix • Virgil Abloh • Waajeed • WaldoRules • Wall-E • Walshy Fire • With You. • Wil.I.Am • Wonder • Wooden Wisdom • Wrex • Wyatt Case • Xitsuh • Xzibit • Z-Trip • Zedoroque • Zegon





2022 Highlights



the **do**
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Red Bull Culture Clash Champions

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the do
over

Tokyo

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Programs Proposal

2023 Event Series

After a much anticipated and successful 2022, The Do-Over will be bringing the evolution of our sound and experience to our friends across the globe.

A series of events in our most popular markets and unveiling to some new cities along the way.

Potentials

Los Angeles, New York, Mexico City, Honolulu, Miami, Detroit, Toronto, Montreal, Vancouver, Tokyo, Osaka, Kyoto, São Paulo, Rio de Janeiro, Chicago, London, Berlin, Philadelphia, New Orleans, Denver, Portland, San Francisco, San Diego, Atlanta, Seattle, Auckland, Sydney, Melbourne, Perth, Bali, Lisbon, Barcelona, Madrid, Ibiza, Copenhagen, Bangkok, Taipei, Singapore, Capetown, Buenos Aires, Bogota, Santiago, Croatia, San Juan, Havana...



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THE DO-OVER 2023 OPPORTUNITY

Do-University / Do U / Do You

Mentorship program covering the creative arts and recreation: music, art, design, fashion, photography, videography, gastronomy, sports, lifestyle and more.

Do-University (aka Do-U) was born as a philanthropic section of The Do-Over and adidas Originals community movement to expand on presence in various markets where The Do-Over exists. "Do-U" is shaped by The Do-Over's long established footing in culture - ranging from music, DJ culture and live event production combined with art, design, film and gastronomy - and it's desire to bring more of that experience to communities in a series of special events, screenings, lectures and immersive / hands-on experiences to the youth and communities in general.

Programs

Lectures
Film screenings
Art Galleries / shows
Design courses
Cooking classes
Skate demos
Dance technique
Music production / performance
Hip hop / dance music history
Photography instruction
Internships



The Do-Over x adidas Originals x VOID Acoustics



20 Year Anniversary Initiative | 2025

Celebrating two decades of The Do-Over in a series of events, releases and larger activations throughout 2025.

What started as a backyard Sunday party in Hollywood in 2005, The Do-Over approaches it's 20th anniversary in 2025, with sights set on our largest splash of all time. Combining our extensive documentary archives, global experiences, long roster of colleagues and all of the friends and family we've grown with, we think a celebration is in order.

Potentials

The Do-Over 20th Anniversary merch capsule
Music archive release / 500+ unreleased DJ set recordings
Documentary release / 17 years of archival footage
Photo gallery show / Book release
20 flagship / mini festivals globally



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Thank You!