

★★★ BIG GAME WEEKEND 2023 ★★★

# SHAOQ'S FUN HOUSE *Phoenix*

FRIDAY, FEBRUARY 10  
PHOENIX ARIZONA

TALKING STICK RESORT

Medium  
Rare

ABG  
ENTERTAINMENT



# ★★★ SHAQ'S FUN HOUSE ★★★

## THE LEGACY

Shaq's Fun House was created by Shaquille O'Neal in 2018 with the goal of bringing SHAQ's iconic over-the-top personality to life in a unique live event format.

Part festival, part carnival, part circus, Shaq's Fun House has quickly become one of America's most in-demand and viral festival brands.

Shaq's Fun House is an immersive experience featuring a state-fair sized carnival, superstar music artists, incredible eats, oversized art installations, memorizing circus performers, and interactive partner activations.

Shaq's Fun House has cemented itself as Big Game Weekend's most viral event with media coverage from the likes of: CNN, The Tonight Show starring Jimmy Fallon, ESPN, Rolling Stone, Forbes, LA Times, Entertainment Tonight, TMZ, and many more.

As the ringleader of the event, SHAQ helps curate every detail and amplifies all of the highlights across media interviews and social media channels. SHAQ truly is the CFO (the Chief Fun Officer)!

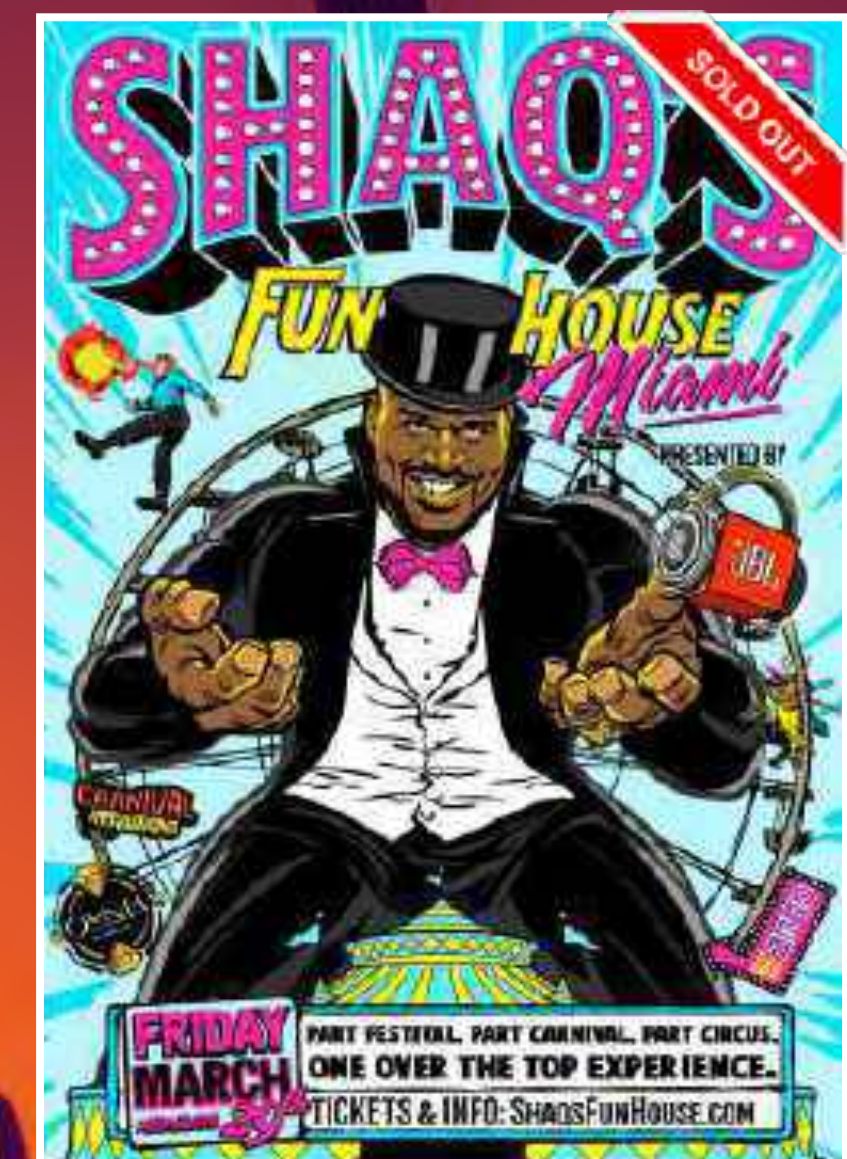
**THE MOST VIRAL  
BIG GAME EVENT  
EVERY SINGLE YEAR!**



Miami, FL | 2018



Atlanta, GA | 2019



Miami, FL | 2019



Miami, FL | 2020



Orlando, FL | 2021



Los Angeles, CA | 2022

**ONE OVER THE TOP**

# ★ ★ ★ VIRAL & EXPERIENCE ★ ★ ★



**PART MUSIC  
FESTIVAL**



**PART  
CARNIVAL**



**PART  
CIRCUS**



**SUPERSTAR  
PERFORMERS**





FULL CARNIVAL  
AND CIRCUS





**A-TRAK,  
STEVE AOKI,  
GRONK**



**TËESTO**

**SUPERSTAR  
ARTISTS**



**PITBULL**



**LIL WAYNE**



INTERACTIVE PERFORMERS





**EAT AND DRINK GALORE**

**WAFFLE HOUSE**  
ATLANTA 2019

**ROSCOE'S CHICKEN & WAFFLES**  
LOS ANGELES 2022



**KAZUNORI**  
LOS ANGELES 2022

**STK**  
ATLANTA 2019



INTRODUCING

SHAQ'S  
FUN HOUSE  
Phoenix

★ ★ ★ FRIDAY, FEBRUARY 10 ★ ★ ★  
PHOENIX ARIZONA

TALKING STICK RESORT



2023

RUN IT BACK

BIG GAME WEEKEND

NEW FOR 2023:

- ★ **WE ARE BACK** Big Game Weekend's most in-demand and talked about event is headed to Phoenix!
- ★ **THE VENUE** As a beloved Suns legend, SHAQ is bringing Shaq's Fun House to Phoenix for his most extravagant live event to date at Talking Stick Resort & Casino in Scottsdale
- ★ **THE EXPERIENCE** Prepare for a large scale, interactive festival experience featuring over the top main-stage production and a larger than life state fair style carnival
- ★ **THE SUPERSTAR PERFORMERS** SHAQ is recruiting the largest musical lineup of Big Game Weekend featuring the best of Pop, Hip-Hop, and EDM
- ★ **THE VIP CROWD** Only 5,000 tickets will be available with VIP Bottle Service hosted by WYNN Las Vegas Nightlife and incredible local restaurant experiences
- ★ **PARTNERSHIPS** Partner with SHAQ to create or amplify your Big Game Weekend strategy with the ability to activate on-site and/or create custom content with SHAQ

# SHAOQ'S FUN HOUSE *Phoenix*

2023 TALENT

**SNOOP DOGG  
DJ DIESEL**

**+ ADDITIONAL HEADLINER  
TBA**





# THE VENUE TALKING STICK RESORT

- ★ Shaq's Fun House is excited to be making Talking Stick it's home for Big Game Weekend 2023!
- ★ As a landmark venue, Talking Stick is one of Arizona's most well known venues located in Scottsdale, Phoenix's most prestigious suburb
- ★ Talking Stick has hosted notable events and concerts from acts including: Bruno Mars, Demi Lovato, Jay-Z, Imagine Dragons, John Mayer, The Weeknd, Bon Jovi, Adele, Drake and many more
- ★ Fans will enter through Shaq's Carnival midway via the outdoor lot and then experience SHAQ's main stage just feet away featuring SHAQ's favorite musical acts
- ★ The incredible custom built mezzanine deck will serve as the VIP Bottle Service Mezzanine hosted by Wynn Nightlife
- ★ 5,000 Capacity

**The Talking Stick Resort is located in Scottsdale and conveniently proximate to all areas of the city:**

- Scottsdale Proper - 5 minutes
- Old Town - 10 minutes
- ASU - 20 minutes
- Footprint Center - 20 minutes
- State Farm Stadium - 20 minutes



# SHAQ'S FUN HOUSE

## 2022 RECAP

On the Friday night of Big Game Weekend 2022, Shaquille O'Neal brought his personality to life with his annual part music festival, circus and carnival - Shaq's Fun House - in his very own city of Los Angeles. Shaq's Fun House LA was a record setting year with over 5,000 tickets and 100+ WYNN VIP Tables sold while welcoming incredible performances from Lil Wayne, ZEDD and DJ DIESEL himself. The star studded event was Big Game Weekend's most viral event, attracting over 6 billion media impressions from the likes of ESPN, CNN, Sports Illustrated, Forbes, Billboard, TMZ, Entertainment Tonight and more.

**5,000** TICKETS SOLD  
OUT IN ADVANCE

**100** WYNN VIP  
TABLES SOLD OUT

**\$275K+** AVERAGE HHI

**25-36** AVERAGE Y/O

**62%** MALE

**38%** FEMALE



WATCH RECAP  
VIDEO



# 2022 MEDIA HIGHLIGHTS

2022 RECAP

SHAQ'S FUN HOUSE TO KICK OFF SUPER BOWL WEEKEND 2022 WITH ZEDD, DIPLO, ...  
CAMERON SLINKEL · JAN 6, 2022



Shaq's Fun House: The Big Game Arrives  
Fri, February 11, 2022, 11:05 PM



heavy.  
Shaq Extends Super Bowl Party Invite to Bills QB Josh Allen [EXCLUSIVE]  
31.6K Views · 14.6K Shares

BLACK ENTERPRISE | BLACK DIGITAL MEDIA BRAND  
OVER HERE! SHAQ THROWS OPEN 'FUN HOUSE' PARTY FOR WEEKEND

YOU'RE DM  
SHAQ is back with his annual Shaq's Fun House Big Game Weekend ahead of Super Bowl LVII

KTLA 7  
Here are some Super Bowl weekend events featuring Shaq, Usher, Beyoncé and other stars



billboard  
20 Questions With Diesel: Shaquille O'Neal On Moshing, His Friend Zedd & Diplo & The 'Game 7 Energy' Of Dance Music  
The dance world embraced me way quicker than the basketball world did, O'Neal tells Billboard.  
By Katie Bain

Bloomberg  
Pursuits | Lunch Break  
Shaquille O'Neal Offers Winning Hot Dog Recipe for the Super Bowl  
The frank features at the basketball star's the-top pregame party.



Forbes  
Like Its Host, 'Shaq's Fun House' A Giant-Sized Party  
Steve Baltin, Senior Contributor @ AP  
Listen to article: 3 minutes



US News  
Wynn Nightlife and Shaq's Fun House Debut Super Bowl Million Dollar Experience  
By Hannah Kahn February 9, 2022



THE U.S. Sun  
GOLDEN TICKET Shaquille O'Neal's \$1m 'Fun House' Super Bowl party includes private, unlimited booze and on-stage VIP table

VIEW FULL MEDIA REPORT

TMZ SPORTS  
EXCLUSIVE  
SHAQUILLE O'NEAL 'ULTRA-VIP' SUPER BOWL PARTY PACK



# CELEBRITY ATTENDANCE

THROUGH THE YEARS



ADAM LEVINE



TRAVIS KELCE



PATRICK MAHOMES



ROB GRONKOWSKI



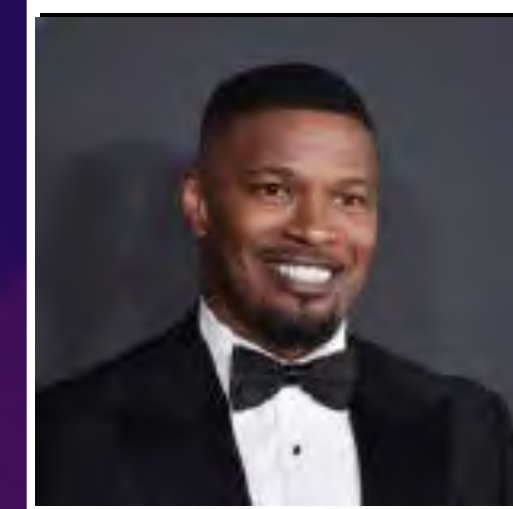
JACK HARLOW



CAMILLE KOSTEK



FLOYD MAYWEATHER



JAMIE FOXX



DAK PRESCOTT



JEREMY RENNER



DAYMOND JOHN



ALLEN IVERSON



LIL JON



TANA MONGEAU



CHUCK LIDDELL



JUJU SMITH-SCHUSTER



LAMAR JACKSON



DAVID DOBRIK



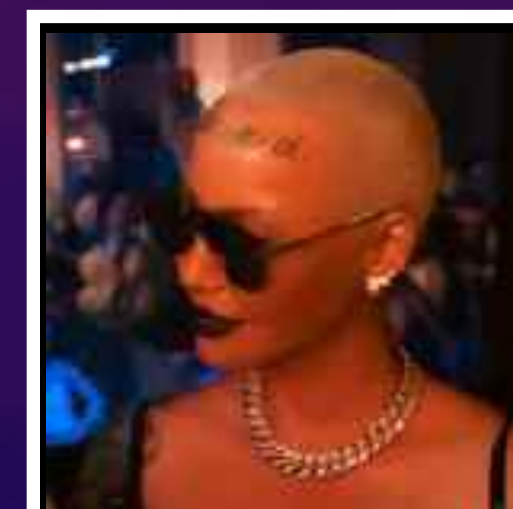
CHAD JOHNSON



AKON



ANGUS CLOUD



AMBER ROSE

# ARTIST ALUMNI



DIDDY



PITBULL



MIGOS



TIESTO



DABABY



STEVE AOKI



LIL JON



DIPLO



ARMIN VAN BUUREN



FRENCH MONTANA



OLIVER HELDENS



T-PAIN



CIRQUE DU SOLEIL



ZEDD



NGHTMRE



CARNAGE



LIL WAYNE



A-TRAK



KASKADEE



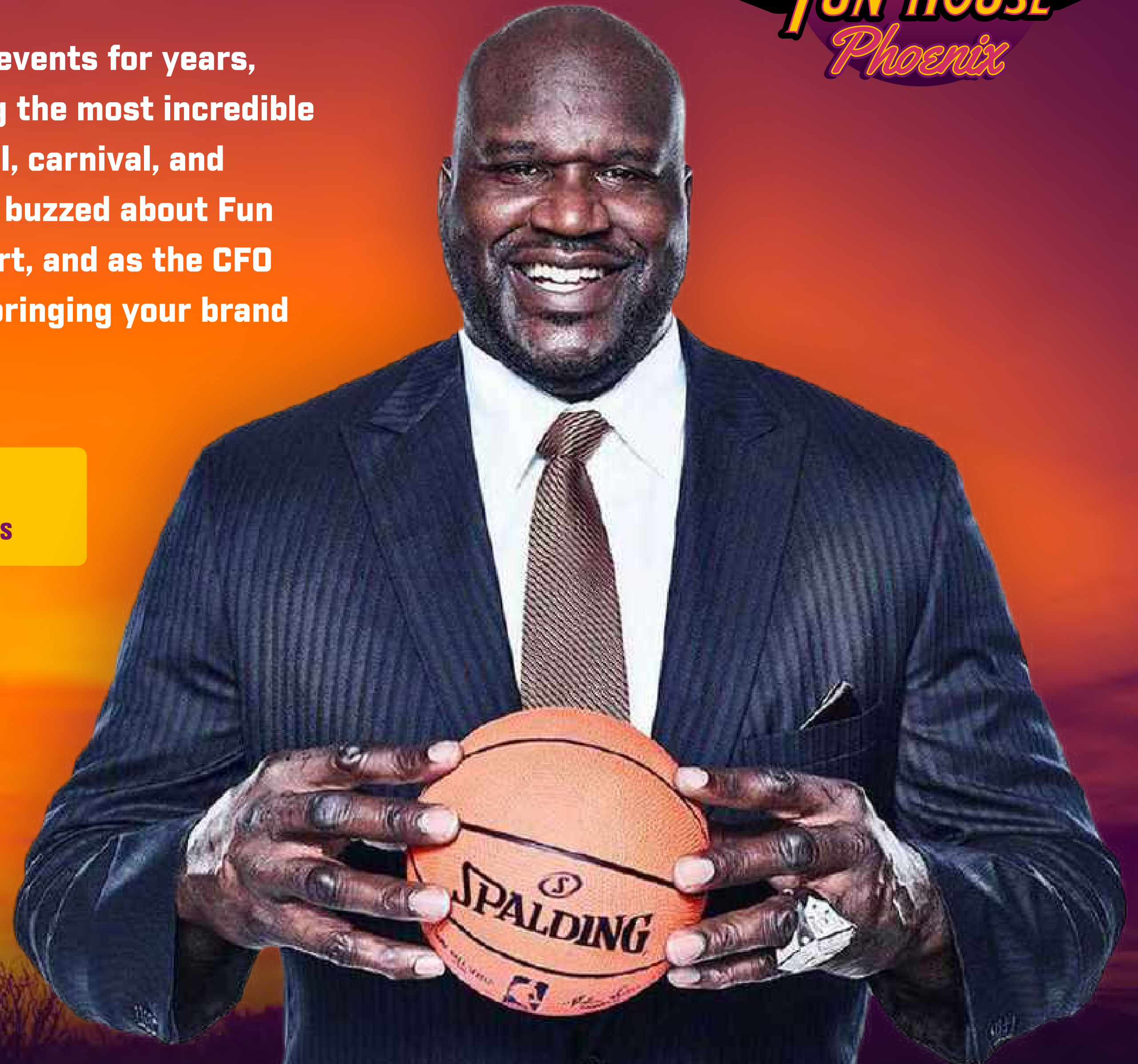
# PARTNERSHIP OPPORTUNITIES



“After going to all of the boring Big Game Weekend events for years, I started Shaq’s Fun House with the goal of creating the most incredible live event experience of all-time. Part music festival, carnival, and circus, Shaq’s Fun House AZ is going to be my most buzzed about Fun House ever. The BIG Cactus is returning to the desert, and as the CFO (Chief Fun Officer), I want you to work with me on bringing your brand to life this Big Game Weekend!”

FACEBOOK 8.9M Followers     15.5M Followers     19.8M Followers

A large, white, handwritten signature of Shaquille O'Neal, written in a stylized cursive font.



SHAQ'S FUN HOUSE 2023 PHOENIX AZ

# ★★★ THE PRESENTING PARTNERSHIP ★★★



## MARKETING AND MEDIA

- ★ Event to be renamed featuring the Presenting Partner in title “Shaq’s Fun House Presented By \_\_X\_\_”
- ★ New official event logo lockup created featuring brand used across all marketing and media asserts
- ★ All owned mentions of Shaq’s Fun House to include presenting partner both in logo and/or in text mentions
- ★ Social amplification from @SHAQ:  
1x IG Feed Post, 2x IG Stories, 2x Tweets, 2x Facebook posts tagging your brand
- ★ Social amplification from @ShaqFunHouse:  
5x IG Feed Post, 10x IG Stories, 5x Tweets, 5x Facebook Posts tagging our presenting partner
- ★ Ability to leverage SHAQ to create custom content surrounding the event
- ★ Highest brand share of voice in official event press release, website, marketing materials, trailer and recap videos
- ★ Lead brand inclusion on the official event website including placement on the masthead
- ★ Rights to create sweepstakes or similar initiatives around the event amplified by SHAQ
- ★ IP/Marketing rights surrounding Shaq’s Fun House

**\$1,000,000**

**2022  
SOLD OUT**



**THE PRESENTING PARTNER WILL  
BE THE LEAD BRAND ACROSS @SHAQ  
SOCIAL CHANNELS, ALL MARKETING  
& PR, AND ON-SITE BRANDING**

## ON-SITE PRESENCE

- ★ Presenting partner to be featured across main stage banners and LED screens
- ★ Dedicated on-site activation footprint for the presenting brand partner ie: ability to build a large scale on-site activation, custom cocktail experience, branded attraction, carnival experience, etc.
- ★ Presenting partner will have largest share of voice on event’s celebrity red carpet
- ★ Co-branded event logo featuring presenting partner used across large scale on-site branding, decor, menus etc.
- ★ Premium ticket bank and VIP ticket allocation
- ★ VIP Table with unlimited bottle service and premium food
- ★ Ability to bring media team to capture content alongside SHAQ
- ★ Presenting partner presence across backstage artist areas + opportunity for artist gifting

# ★★★ PRESENT SHAQ'S CARNIVAL MIDWAY ★★★



**\$500,000**

## MARKETING AND MEDIA

- ★ Shaq's Carnival Midway to be renamed featuring the Presenting Partner in title "Shaq's Carnival Midway Presented By \_\_X\_\_"
- ★ New official event logo lockup created featuring brand used across all marketing and media asserts
- ★ All owned mentions of Shaq's Fun House Carnival Midway to include presenting partner both in logo and/or in text mentions
- ★ Social amplification from @SHAQ: 1x Tweet, 1x Facebook posts, 1x Instagram Stories, tagging your brand
- ★ Social amplification from @ShaqFunHouse: 4x IG Feed Post, 8x IG Stories, 8x Tweets, 8x Facebook Posts tagging our presenting partner
- ★ Major brand share of voice in official event press release, website, marketing materials, trailer and recap videos
- ★ Major brand inclusion on the official event website including dedicated webpage showcasing your brand's Carnival
- ★ Rights to create sweepstakes or similar initiatives around the event amplified by SHAQ
- ★ IP/Marketing rights surrounding Shaq's Fun House

## ON-SITE PRESENCE

- ★ Custom Branded Large Scale Carnival Ride or Game featuring your brand! Attraction to be primely located within Shaq's Carnival Midway
- ★ Ability to create a branded fast lane to encourage fans to download your app, sign up for your service, etc to skip the line!
- ★ Dedicated on-site activation footprint located in the carnival midway ie: ability to build an on-site activation, custom cocktail experience, photo booth, etc.
- ★ Major brand share of voice on event's celebrity red carpet
- ★ Co-branded carnival logo featuring your brand used across on site branding
- ★ Premium Ticket bank and VIP Ticket allocation
- ★ VIP Table with unlimited bottle service and premium food
- ★ Ability to bring media team to capture content alongside SHAQ
- ★ Opportunity for artist and celebrity gifting



# PARTNERSHIP OPPORTUNITIES

STARTING AT

★★★ **\$100,000** ★★★

- ★ Liquor Exclusivity + Pouring Rights
- ★ Dedicated on-site activation footprint
- ★ Custom designed and created activation
- ★ Custom content with SHAQ
- ★ Custom social posts from SHAQ
- ★ Sweepstakes with your brand across SHAQ's channels
- ★ Dedicated & Branded VIP Hosting Area
- ★ Product Sampling
- ★ Red Carpet Takeover
- ★ Artist/Celebrity Gifting
- ★ Product Launches
- ★ Custom PR Strategy and Amplification

**We create custom packages for your brand based on your KPIs and Budget!**

**SHAQ'S**  
FUN HOUSE  
*Phoenix*





**FTX**



**ARCADE1UP**

**PAST BRAND  
ACTIVATIONS**



**MAKER'S  
MARK**



**ALKALINE88**



**GREY  
GOOSE**



**PATRÓN**

**PAST BRAND  
ACTIVATIONS**



**PEPSI**



**YELLOW TAIL  
WINE**



**SWISHER SWEETS**



**SCOTCH PORTER**

**PAST BRAND ACTIVATIONS**



**DARING FOODS**



**COURVOISIER**



*Medium Rare*

**FROM THE CREATORS OF**





Medium  
Rare

ABG  
ENTERTAINMENT

# SHAOQ'S FUN HOUSE Phoenix

## BIG GAME WEEKEND

FRIDAY, FEBRUARY 10, 2023

PHOENIX ARIZONA

**PARTNERSHIP INQUIRIES**

Ryan McCallum  
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