



Making Live Events Count

**MAKING LIVE EVENTS COUNT.**

Naming Rights, Brand Awareness, Activation, Product Placement,  
Representation, Negotiation, Consultation & More!



# WHO WE ARE

**EXPERIENCEMAKER** is a consulting, activation and sales generating company focusing on the live experience.

In the past ten years companies have placed millions of dollars in live entertainment, sports and festival sponsorship.

Securing naming rights and targeting unique market segments requires extensive expertise.

**EXPERIENCEMAKER** is here to do the heavy lifting and make your live event count!

# WHAT WE DO

**EXPERIENCEMAKER** can provide a one-stop experience for your sponsorship driven initiatives.

- Securing Naming Rights
- Sponsorship Management
- Title Event Rights
- Category Exclusive Sponsorships
- Audience Engagement
- Sponsorship ROI Analysis
- Contract Negotiation





PARTNERING WITH BUSINESSES, VENUES, FESTIVALS & MORE,  
EXPERIENCEMAKER OFFERS OUR CLIENTS:

## ENGAGEMENT

VIP EXPERIENCES - SWEEPSTAKES  
DISPLAYS - SAMPLING



## NEGOTIATION CONSULTATION

EVALUATION - SECURING SPONSORS -  
NEGOTIATING AGREEMENTS

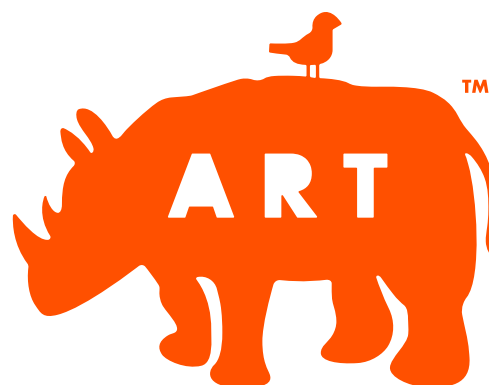


## BRANDING

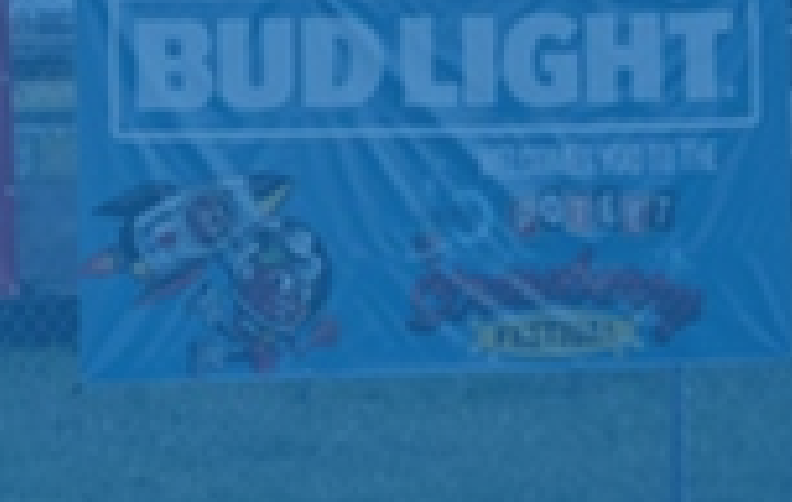
NAMING RIGHTS - PRESENTING  
RIGHTS - BRANDING APPLICATIONS

# DIVERSE PORTFOLIO OF CLIENTS

FOR THE PAST FIVE YEARS, EXPERIENCERMAKER HAS BROADENED ITS PORTFOLIO OF CLIENTS TO INCLUDE VENUES, LIVE ENTERTAINMENT COMPANIES, SPECIAL EVENTS AND FESTIVALS. HERE ARE JUST A FEW...



# CASE STUDIES



# NAMING RIGHTS

## SMART FINANCIAL CREDIT UNION & SMART FINANCIAL CENTRE AT SUGAR LAND

Smart Financial Centre at Sugar Land is a premier venue located in the heart of Fort Bend, less than 20 miles from Houston. The venue consists of innovative industry firsts, including moving walls, that offer a place for concerts, theatre and comedy shows, family entertainment & more.

Recognized as one of the top venues in the world in its size category, **EXPERIENCEMAKER** successfully negotiated a 10-year naming rights program and developed the entire sponsorship program for the venue.



# NAMING RIGHTS

## MERCEDES BENZ & SMART FINANCIAL CENTRE AT SUGAR LAND

The exclusive Auto partner for Smart Financial Centre, Mercedes-Benz of Sugar Land is partnered with the venue and has naming rights for the Premium Seating/Suites lounge, has vehicle display rights and has an annual Concert Series.



# CONCERT SERIES

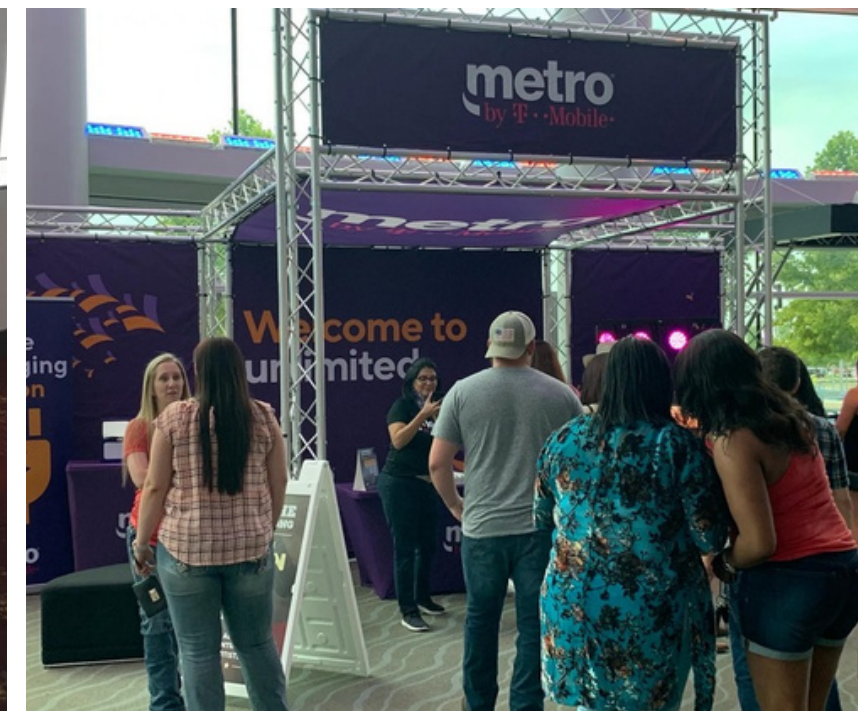
## SMART FINANCIAL CENTRE AT SUGAR LAND

Included in various sponsorships of the venue, businesses and brands are able to target their desired demographics through the inclusion of a “Concert Series”. Featuring various marketing assets, brands are included in an assortment of the following: social promotion, on-site activation, mentions in radio and television promotion & more!



# ACTIVATIONS

Activations and experiences at various concerts and events provided sponsors the opportunity to engage with their core demographics. From photo booths to product sampling & more, Smart Financial Centre's sponsors are able to create a lasting memory for those who interact with their activation.



# PRESENTING RIGHTS

## WHITE OAK MUSIC HALL

White Oak Music Hall (“WOMH”) is a multi-venue live music complex centrally located two miles north of downtown Houston. WOMH hosts over 400 live music events per year, from a diverse array of musical acts and genres, including rock, country, hip-hop, R&B, and more.

**EXPERIENCEMAKER** successfully negotiated a 3-year stage naming rights program and re-developed the entire sponsorship program for the venue.





# CONSULTING

## TSE ENTERTAINMENT

**EXPERIENCEMAKER** is proud to represent TSE Entertainment.

TSE is one of the oldest and most trusted entertainment booking agencies in the United States. Established in 1975 as Texas Sounds Entertainment, it has been booking local, regional and national entertainers for a variety of venues for over four decades. As part of an arrangement with Experience Maker, TSE is now creating unique sponsorships at TSE events throughout North America.



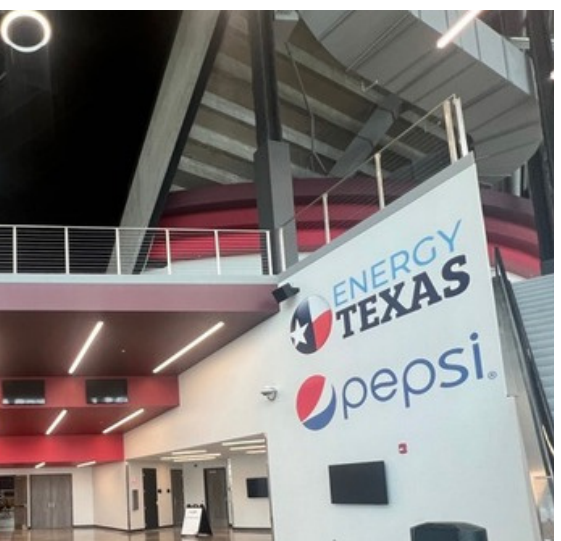
# SPONSOR DEVELOPMENT

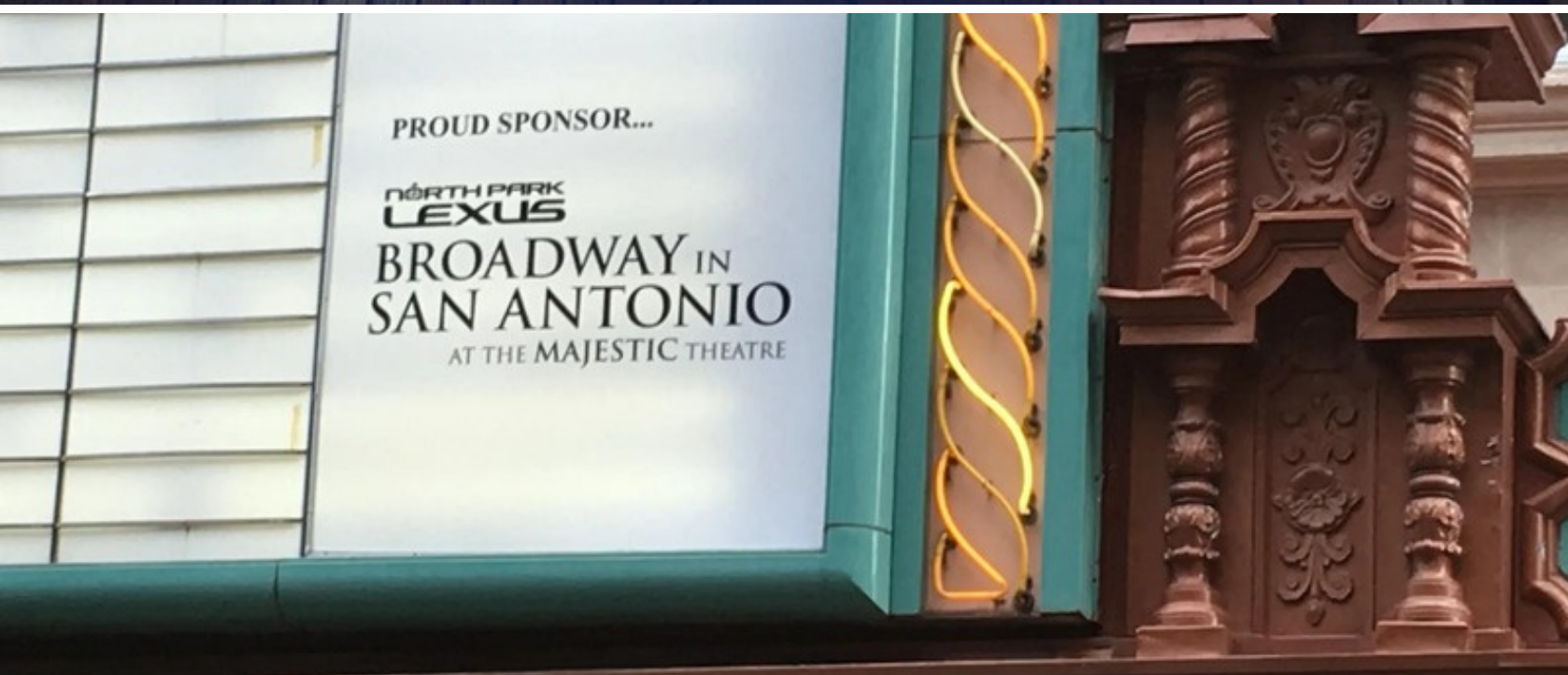
## FORT BEND COUNTY EPICENTER

**EXPERIENCEMAKER** is proud to represent Sports Facilities Management.

Since 2003, the Sports Facilities Companies, comprised of Sports Facilities Advisory, Sports Facilities Management, and Sports Facilities Development, have become the trusted resource for communities who want to plan, fund, develop, or operate sports, recreation, entertainment and fitness centers.

**EXPERIENCEMAKER** is proud to represent the new EPICENTER in Fort Bend County, Texas. This state-of-the-art 10,200 seat arena will be a major new addition to the Houston sports and entertainment scene.





# NAME IN TITLE

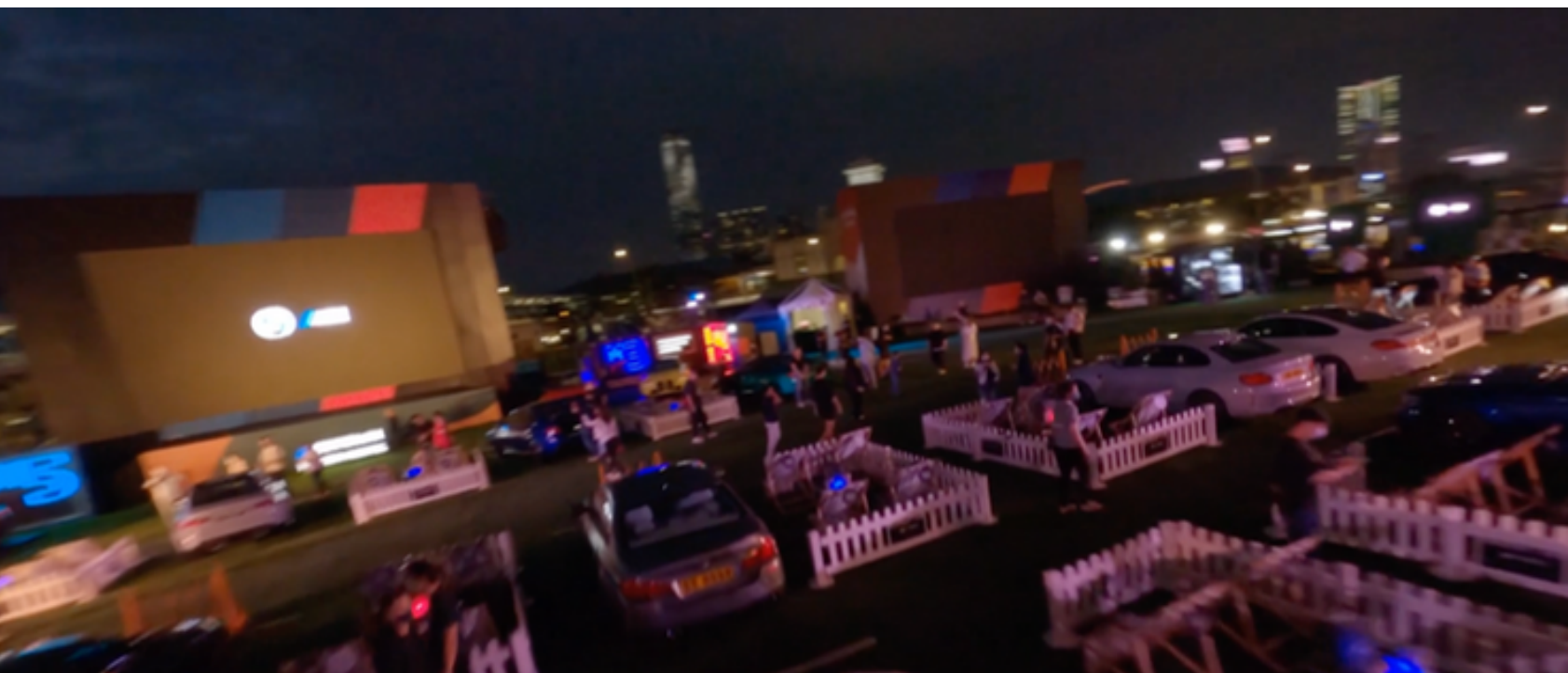
## BROADWAY ACROSS AMERICA

**EXPERIENCEMAKER** is proud to represent select markets for Broadway Across America (BAA) which comprises North America's largest network of theatrical touring shows in 38 markets in North America.

From season naming rights, brand activation to performance series, **EXPERIENCEMAKER** works to bring businesses together to reach the audience of BAA.

# The Point

NEW ORLEANS



# CONSULTING

## THE POINT - NOLA

**EXPERIENCEMAKER** is proud to represent Great Entertainment Group's North American project coming soon to New Orleans, LA.

Featuring movies, premium F&B and more, The Point is a one-of-a-kind, entertainment platform set along the banks of the mighty Mississippi.

# MEET THE TEAM



## STEVE WILSON

### CHIEF EXPERIENCE OFFICER

A veteran and pioneer in Live Entertainment and Sports sponsorships, Steve Wilson has worked with some of the biggest brands in the advertising industry. Creating long-term partnership agreements on the local, regional and national stage including naming rights, pouring rights, concert presenting rights, Broadway name in title rights and brand introductions.

With an early broadcasting background Steve was instrumental in the development of Fox Sports and its regional network sponsorship programs. He has worked with Major League Baseball, the National Basketball Association, NFL teams and college teams in the development of original programming and broadcast sponsorship platforms. He created some of the first name in title sponsorships as part of the national Broadway touring presenting subscription program with Broadway Across America. He sold the naming rights for the hugely successful Smart Financial Centre at Sugar Land which was named by Pollstar as one of the top venues in the world in 2018.

# MEET THE TEAM



## ELISA HRACHOVINA

### DIRECTOR OF MARKETING

Elisa is a Marketing Professional with a decade of experience in retail marketing, venue management, live event promotion, brand awareness, and business development. She is passionate about branding, customer experience and more.

Throughout her career she has worked with sponsorship implementation and creating the best experience for those looking to partner with venues of various types.

Her roles have included Marketing Manager at Smart Financial Centre at Sugar Land where she promoted concerts and events and executed sponsorship elements. Elisa was also the youngest in Simon history to hold the role of Assistant Director of Marketing & Business Development for Simon Mall's The Galleria in Houston. In this role she planned and promoted some of the biggest events in Houston, as well as assisted in the execution of sponsorship and media sales throughout the mall complex.

# MEET THE TEAM



## LOUIS GURWITCH LEGAL COUNSEL

Louis J. Gurwitch provides EXPERIENCEMAKER with his expertise in live entertainment law. Louis brings over 25 years' experience providing strategic business advice and legal counsel to multiple executive management teams within the sports and live entertainment industry, with an emphasis on management and operation of venues, contract negotiation and preparation, extensive experience dealing with sponsorships, merchandising, IP / branding / licensing, venue agreements, operations, and international expansion, as well as project development, including liaison with various agencies within the cities of New York, New Orleans, LA, San Antonio and Sugar Land, TX.



**EXPERIENCE**MAKER™

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**FOR MORE INFORMATION:**

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