

## ABOUT FREMONT STREET EXPERIENCE?



Fremont Street Experience, a seven-block entertainment district located in historic downtown Las Vegas, is an open-air promenade of gaming, dining, entertainment, and shopping. Fremont street is the second busiest pedestrian street in America; surpassed only by Time Square in NYC. The destination offers free live entertainment on three stages 365 days per year and features Viva Vision, the largest single digital screen on the planet. The legendary stages of Fremont Street have hosted performances by some of the top bands in music.

Fremont Street Experience attracts more than 24 million annual visitors and provides direct pedestrian access to nine world-renowned casino resorts and more than 100 bars and restaurants.



World's Largest Sports Book (Circa)



**Shark Tank Pool (Golden Nugget)** Featured on Travel Channel's "World's Most Extreme Pools



**World's Largest Slot** Machine (SlotZilla) A unique zipline

attraction featuring a 1,750 ft Zoomline, launches 500,000 riders annually Superhero style from a 12-story, slot-machine-themed platform flying up to 35 mph under the iconic Viva Vision canopy.

















## PRESS

Fremont Street Experience is unlike any destination in the world, but don't take our word for it. Here's a small sampling of the buzz our venue has generated in media outlets around the globe.

#### The Best Views of Las Vegas 2017

⑥ Fremont Street Experience's Sletzilla



10 Top Las Vegas Attractions

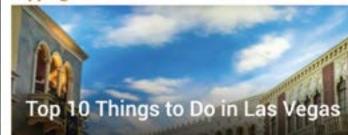
#### Frommers

The Best Authentic Experiences in Las Vegas



**≯** msn Bucket List! 50 Things to do in a Lifetime

#### tripping



Zipline through the Fremont Street Experience



#### Top 10 New Year's party cities



#### 10 Must-See Las Vegas Attractions



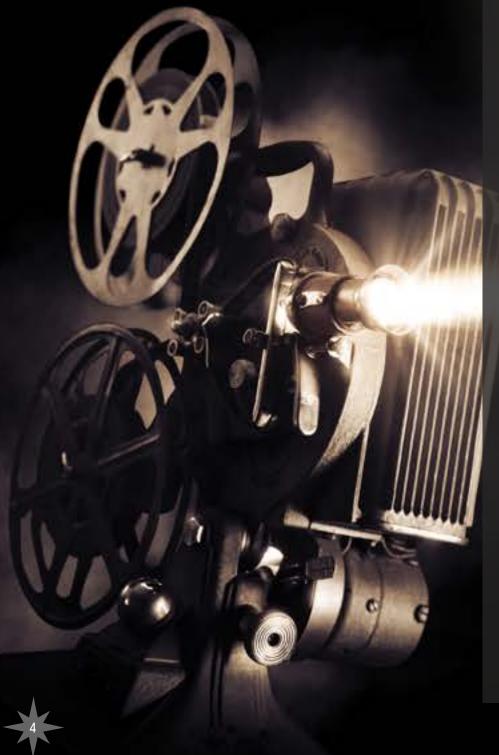
Fremont Street Experience





# LIGHTS, CAMERA, FREMONT

Fremont Street Experience is a highly sought after destination for professional filming serving as an iconic backdrop for major music videos, movies, network shows, product launches, stunts, B-Roll footage etc.



#### **MOVIES FILMED ON FSE**

- Diamonds are Forever Sean Connery 1971
- Cool World Kim Basinger & Brad Pitt 1992
- Honey, I Blew Up the Kid Rick Moranis 1992
- Casino Robert DeNiro, Sharon Stone & Joe Pesci – 1995
- Swingers Vince Vaughn 1996
- Vegas Vacation Chevy Chase 1997
- Con Air Nicolas Cage 1997
- Lucky You Drew Barrymore & Robert Duvall 2007
- The Hangover III Bradley Cooper & Zach Galifianakis - 2013
- Last Vegas Robert DeNiro, Michael Douglas, Morgan Freeman - 2013
- White Boy Rick Matthew McConaughey 2018

#### **MUSIC VIDEOS**

- The Weeknd "Blinding Lights" 2016
- The Weeknd "Heartless" 2019
- Bruno Mars "24 Karat Magic" 2016
- Katy Perry "Waking up in Vegas" 2009
- The Killers "Shot at the Night" 2013
- U2 "Still Haven't Found What I'm Looking For" 1987

#### **NOTEWORTHY BROADCASTS**

- "Undercover Boss" (CBS) 2021
- "Good Morning America" (ABC) 2021
- "Little Women" (Lifetime) 2014
- "Extreme Cheapskates" (TLC) 2014
- "Endgame" (NBC) 2015
- "Taco Trip" (Food Network) 2015
- "Return to Amish" (TLC) 2017
- "Little Women Atlanta" (Lifetime) 2017
- "Mat Franco's Got Magic" (NBC) 2015
- "Drunk History" (Comedy Central) 2015
- "Real World" (MTV) 2015
- "Booze Traveler" (Travel Channel) 2016
- "The Zimmern List" (Travel Channel) 2017
- "This is Us" (NBC) 2018

#### NATIONAL COMMERCIALS

- Champs Commercial 2014
- State Farm National Commercial 2014
- Verizon Commercial 2018



# HOLIDAYS & SPECIAL EUENTS

Fremont Street Experience is THE party place in the party capital of the world!

When we throw a party, celebrate a holiday or create a special event people show up in droves. FSE hosts some of the largest celebrations of any destination in the country.

### ShamRock St. Patrick's Day



ShamROCK Video

### Drinko De Mayo Cinco De Mayo



**Bud Light Seltzer Spot** 

### Fourth of July



**Fourth of July Video** 







### DrinksGiuing

Day Before Thanksgiving



**DrinksGiving Video** 

### Rock of Horror

Halloween



**Rock of Horror Video** 

### New Year's Eue



**New Year's Eve Video** 



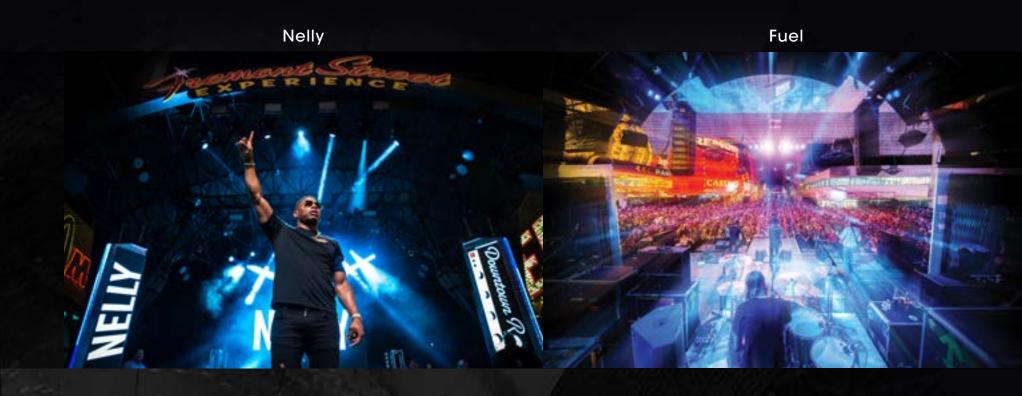




# CONCERTS & ENTERTAINMENT

Fremont Street Experience provides FREE live entertainment nightly featuring the top cover bands in the country on all three of its permanent stages. In addition, FSE hosts 20-25 FREE concerts and production shows each year featuring some of the top artists in the world attracting hundreds of thousands of fans.

Our famed 'Downtown Rocks' FREE concert series alone produces 10+ concerts each year.



### Downtown Rocks

**FREE Concert Series** 



**Downtown Rocks Video** 

#### Race Jam NASCAR Event/Concert



#### Race Jam Video



#### Downtown Hoedown Video









# Free Nightly Entertainment



# Uiua Uision Music Light Shows



LV Bowl Video



Free Entertainment Video



**Viva Vision Teaser** 













# SPONSOR OPPORTUNITIES

Advertising with Fremont Street Experience offers sponsors the unique opportunity to customize packages to suit your needs.

#### **EXAMPLE (SEE VIDEO)**

"NASCAR Playoffs Party" activation featured branding, sampling, surveys, product placement, stunts, custom graphics, retail, product giveaways, stage shout-outs, sponsor interviews, autograph signings, bar buyouts, photo stations, digital and social advertising (on-site), data capture and a free concert.



#### **ADVERTISING OPPORTUNITIES**

- ✓ Digital Advertising
- ✓ Banners and Wraps
- ✓ Signage
- ✓ Product Placement
- ✓ Projection Displays
- ✓ Social Advertising
- ✓ Sampling Opportunities
- ✓ Standees
- ✓ Ground Graphics
- ✓ Retail Kiosks
- ✓ Stunts

#### **NAMING RIGHTS**

- ✓ Destination Naming Rights
  (Fremont Street Experience)
- ✓ Stage Naming Rights (All Three Stages)

#### PRESENTING SPONSORSHIPS

- ✓ SlotZilla, Zipline Attraction
- ✓ Viva Vision Canopy Screen

  "Powered By...(Your Brand)"
- ✓ Viva Vision Shows

### EVENT-BASED BRAND ACTIVATIONS & PACKAGES

- ✓ Super Bowl (Feb)
- ✓ Marathon (Feb)
- ✓ March Madness (Mar)
- ✓ NASCAR Races (Mar & Oct)
- ✓ EDC/Electric Daisy Carnival (EDM music festival)
- ✓ Fantasy Football (Aug)
- ✓ Life is Beautiful Festival (Sep)
- ✓ NFR/National Finals Rodeo (Nov)

#### TITLE SPONSORSHIPS OF EVENTS

- ✓ NYE✓ NASCAR Concert Race Jam
- (Feb/Mar)
- ✓ St. Patrick's Day

  "ShamRock Celebration"
- ✓ Downtown Rocks Concert Series (May - Nov)
- ✓ Drinko De Mayo (May)
- ✓ Luau WOW! (June)
- ✓ 4th of July
- ✓ Halloween "Rock of Horror"
- ✓ Drinksgiving (Nov)
- ✓ NFR Kickoff Party "Downtown Hoedown Country Concert" (Nov)



### FREMONT STREET EXPERIENCE: DOWNTOWN STATS



MEDIAN AGE

Of all Las Vegas

visitors visit downtown

79% of visitors are age 21-59

MALE / FEMALE

MARRIED / SINGLE COLLEGE

HH Income \$40k or greater = 83%

**30%** of Vegas visitors have paid for an attraction on their stay 81% of visitors are domestic vs. 19% foreign

Visitors length of stay = 4.5 days / 3.5 nights

#### **AVG TRIP EXPENDITURES**

Gambling (\$541.18), Food & Drink (\$376.97), Shopping (\$143.13), Lodging (\$114.85), Shows (\$60.22), Sightseeing (\$31.41)

69% white

14% Hispanic

12% African American

4% Asian

Source: IVCVA 2017 Visitor Profile Study





# UIUA UISION DIGITAL CANOPY

ADVERTISE ON THE LARGEST SINGLE DIGITAL SCREEN ON THE PLANET!

If you're looking for impact, "Wow Factor" and a unique, memorable way to celebrate your brand and drive results you've come to the right place. Nothing compares to the Viva Vision screen. Spanning 5 football fields in length and 136,000 square feet in surface area, Viva Vision is the largest single digital screen on the planet and one of the world's technological and architectural wonders.

Messaging on the Viva Vision screen is not a passive experience. Visitors come to the destination to cognitively be immersed in the mind blowing 3D graphics and messaging displayed above.

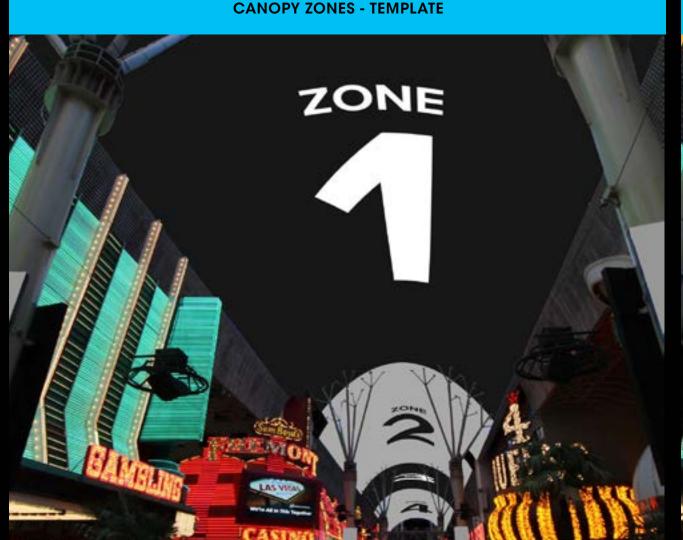
#### **VIVA VISION CANOPY SPECS**

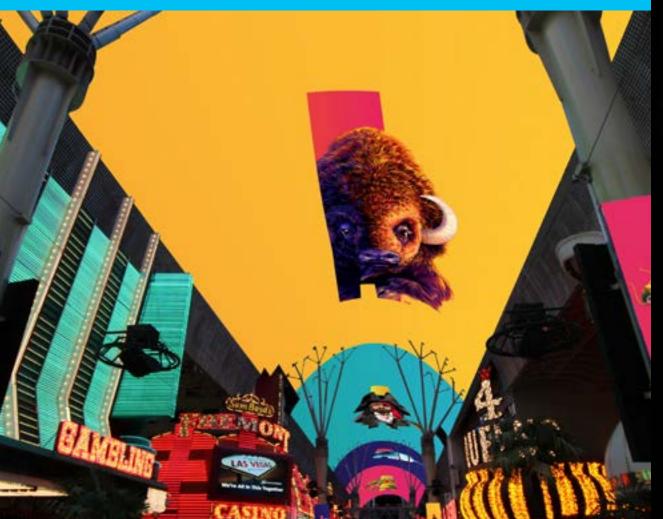
SCREEN SIZE: 1,500' X 90'

- RESOLUTION: 15,104 X 1,088PX
- VIDEO: HAP MOV 30 FPS
- SOUND: STEREO 600,000 WATTS

**Download All Screen Specs** 









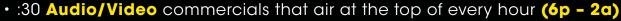


# UIUA UISION - COMMERCIAL TIERS

#### Viva Vision Music Light Shows - Sponsorship, Commercials (1)





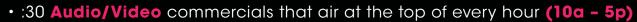


- Primetime Hours
- Premium Placement
- Captive Audience
- Limited inventory (max, 2 minutes of ads per hour)

#### **Viva Vision - Audio Commercials**







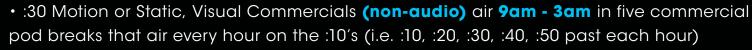
• :30 Audio/Video commercials that air every 10 minutes (10a - 5p, M-Th & 10a - 2p, F-Sun)\* \*Note: Audio commericals do not air during live performances

- Captive Audience
- Limited inventory

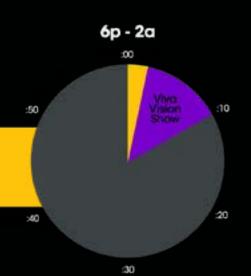
### **Viva Vision - Non Audio Commercials**

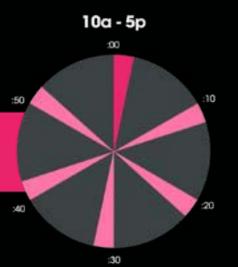


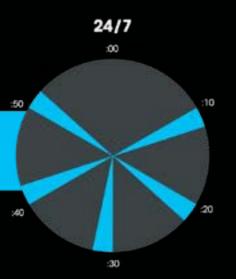




• Each commercial break is 2-3 minutes in length



















## 24 COLUMN SCREENS

Column Screens are displayed prominently with optimal sight lines on the 16 columns that support the iconic Viva Vision canopy. The screens represent a perfect eye-level compliment to the larger than life branding on the Viva Vision screen above. There are a total of 24 screens available for sponsor messaging (two screens are featured on most columns)

5%/100

#### **COLUMN SCREEN SPECS**

SCREEN SIZE: 5' X 13'4"

# 3 STAGES ( 9 STAGE SCREENS )

Music and entertainment represent the heart and soul of Fremont Street Experience. We feature three stages under the canopy that play free live entertainment every day. The stages are where masses of visitors gather to revel in the fun and excitement of the street representing the perfect, captive audience for sponsors to convey their message.

All stage digitals run 24/7. Messaging is sold in 15-second increments. Sponsor messaging does not air during live performances.

#### **STAGE SCREEN SPECS**

**CENTER STAGE SCREEN** 

• SCREEN SIZE: 10' X 13'3"

• IMAGE SIZE: 448X336 JPEG STILL

#### SIDE STAGE SCREENS

• SCREEN SIZE: 3' X 13'3"

• IMAGE SIZE: 112X336 JPEG STILL

#### **FORMATS**

• VIDEO: HAP .MOV 30 FPS

• STATIC: PNG

NO AUDIO



## SLOTZILLA TOWER

The SlotZilla Zipline launchpad represents the largest slot machine in the world. The photos on the right show the front and back facades of the structure. The tunnel under the structure represents a forced walkway funnel resulting in tremendous exposure for advertisers. Sponsors have the added benefit and exposure of visitors taking pictures of the iconic Las Vegas sign and structure to share socially. The signage featured on the rear façade of SlotZilla has direct exposure to the tremendouse volume of traffic on the famed Las Vegas Boulevard as well as the hip Fremont East District.

The SlotZilla LED screen runs 24/7 and is sold in 15-second increments (motion video or static image, no audio).

Advertisers are rotated in a four-minute loop resulting in a minimum of 360 spots aired per day.

#### **SLOTZILLA LED SCREEN SPECS**

SCREEN SIZE: 22'X12'7"

- IMAGE SIZE: 1320X720 JPEG STILL
- VIDEO: H.264 MP4 30 FPS
- NO AUDIO



# DOWNTOWN DOMINANCE

FSE's unique environment offers advertisers the luxury of customizing sponsor messaging and activations that deliver impact and bottom-line results.

#### **CUSTOM BRAND DISPLAYS**











#### GRAPHICS









#### **RETAIL, SAMPLING & SURVEYS**











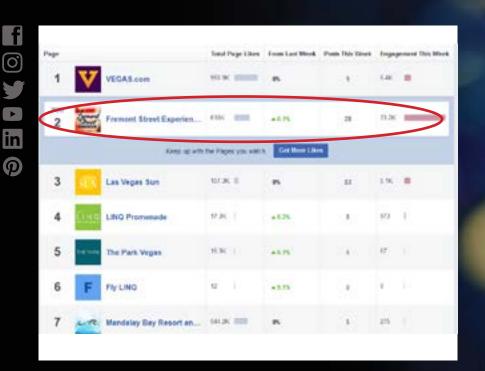




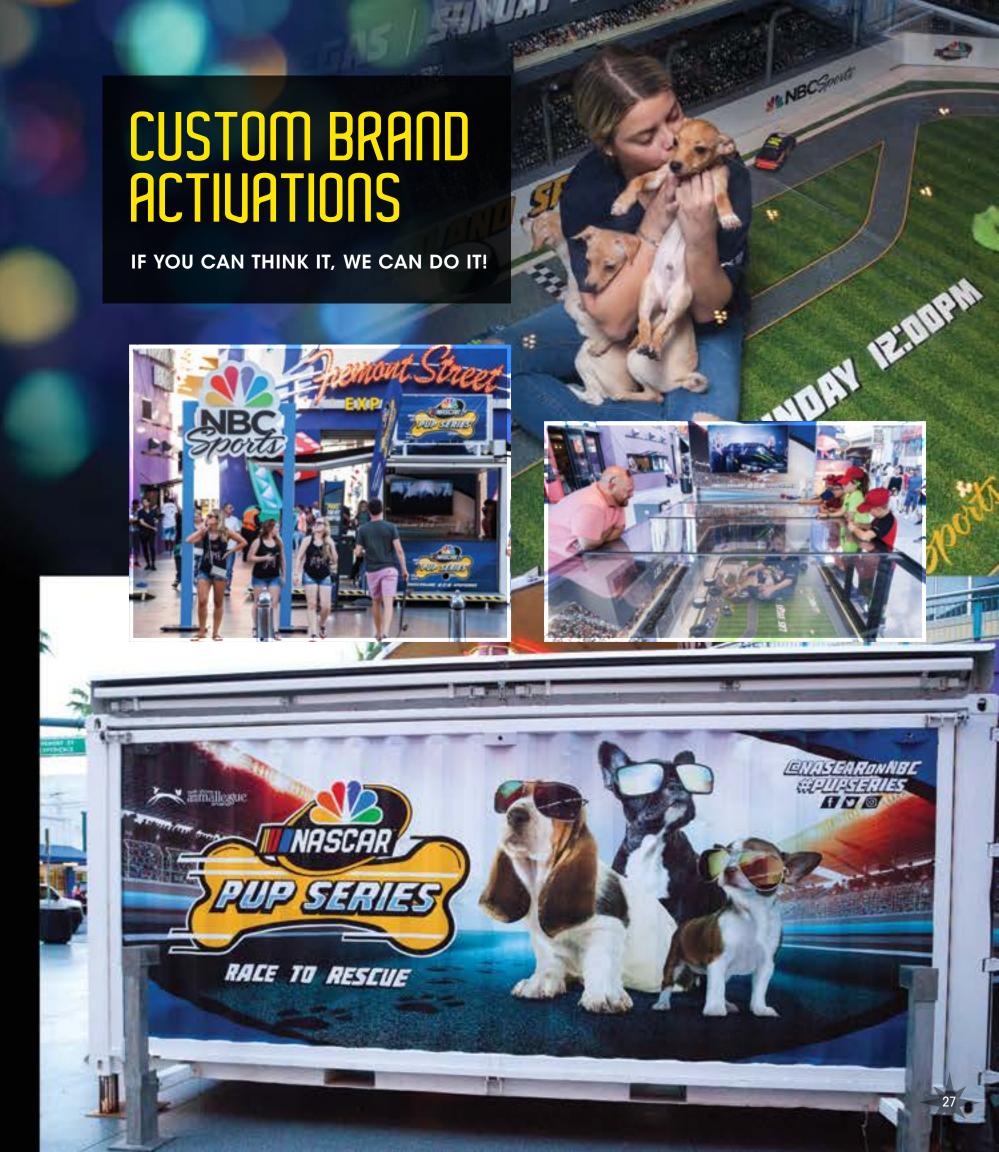


### SOCIAL MEDIA PLATFORMS

Our award-winning social media platforms provide tremendous reach and exposure resulting in some of the top-performing, most-followed sites in the entertainment capital of the world. Our focus on irreverent, original curated content has resulted in attracting more than 1 million highly engaged, social followers.









## SIMPLY THE BEST

WE ONLY PARTNER WITH HOUSEHOLD NAME, NATIONAL BRANDS

The advertising examples featured in this section provide a glimpse into the endless possibilities for creative concepts, layouts and designs that your content teams will have an absolute field day producing.

If partnering with FSE isn't one of the most impactful, memorable advertising executions you have ever done, we simply haven't done our job.



### BACARDI.













**Bud Light Seltzer Spot** 

Stella Artois Solstice Spot



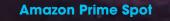
### NETFLIX



**Netflix Heist Spot** 

### prime video





# LIFE IS BEAUTIFUL (Music Festival)



**Life is Beautiful Spot** 







# WE WILL ROCK YOU



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