

: Waterfront Productions, LLC ::
: WATERFRONT PRODUCTIONS, LLC ::

Overview



Newport Waterfront Events RI Waterfront Events The Evolution



Formerly the Newport Yachting Center's Event Division, Newport Waterfront Events, this reputable team of seasoned professionals has decades of collective experience in event management/production, venue operation, marketing/promotion, community relations, media and sponsorship partnerships in Rhode Island.

In September 2014 the Newport Harbor Corporation sold the Newport Yachting Center property to a development company, Peregrine Group, and announced that the iconic annual events would no longer be produced and hosted at the Newport Yachting Center. This also resulted in the senior management team of Newport Waterfront Events losing their jobs, along with those of over 150 seasonal event employees. The Newport Waterfront Events Management Team acquired the intellectual property and assets for these events, started a new event production company, Waterfront Productions, LLC, found new waterfront venues in Newport with expansion to Providence. This team did not skip a beat! We saved the heritage events in 2015 including the Great Chowder Cook-Off, the Waterfront Reggae Festival, International Oktoberfest, and our concert series, while launching a new event, a Latino Music Festival.

In addition, Waterfront Productions ran a very successful community fundraising and corporate partnership campaign to reopen the Newport Skating Center in 2015/2016 season, after it closed the previous year. Progress in 2016 introduced another Rhode Island venue to the

Waterfront Productions portfolio- the ALEX AND ANI City Center in downtown Providence where the Providence Event Series was produced in August and September.

RI Waterfront Events and Newport Waterfront Events are divisions of Waterfront Productions, LLC.

:: Waterfront Productions, LLC ::
:: WATERFRONT PRODUCTIONS, LLC ::

The Waterfront Productions Team

Michele Maker Palmieri

- Founder & CEO of Waterfront Productions LLC
- Formerly the General Manager of the Newport Yachting Center, 2007-2014
- Director of Marketing & Promotion, Clear Channel Radio 1991-2006
- Named as one of "The 16 To Watch in 2016" by GoLocal 24 Providence

Michael Martin

- Director of Production & Logistics

Rich Travis

- Director of Event Operations

Katie Spaziano

- Director of Ticketing & Guest Relations

Melissa Martin

- Director of Partnerships & Community Relations, Owner & Director of Development-The MelMar Group

Seasonal Event Team

- Waterfront Productions, LLC employs 100-180 experienced event support employees in-season.

Owners of Intellectual Property for established event brands and properties with a long history of success in Rhode Island:

- Newport Concert Series (formerly the Sunset Music Series) -18 year history
- Music Festivals: Newport Waterfront Reggae Festival, Celtic Rock Festival, Blues & BBQ Festival
- Great Chowder Cook Off – 35 year history
- International Oktoberfest- 18 year history
- Newport Skating Center reopened in 2015 and will open again in December 2016

Waterfront Productions Projects:

- Produced and co-promoted a variety of other Rhode Island events including the 2015 Volvo Ocean Race Newport Stopover Concerts at Fort Adams State Park, Newport Summer Comedy Series, WBRU Concert Series at Providence Piers, Food Truck Festivals, Food/Wine Festivals, Venue Rentals for assemblies, workshops, movie nights and private events – weddings/corporate and social events.

Partnership with Live Nation, the world's largest producer and promoter of live events.

- A successful talent booking partnership to bring world-class performers to Rhode Island.

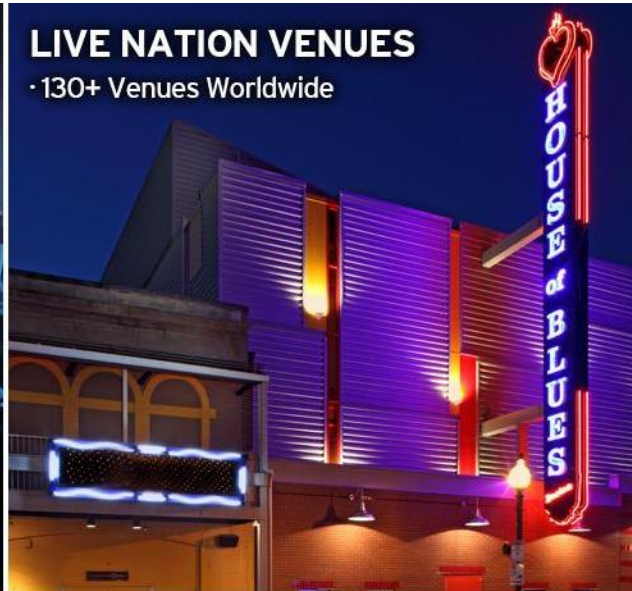
LIVE NATION CONCERTS

- 49 Million Fans
- 22,000 Events in over 40 Countries
- 10 of 10 Top Grossing Shows Worldwide



LIVE NATION VENUES

- 130+ Venues Worldwide



TICKETMASTER TICKETING

- 148 Million Tickets Sold, Millions on Mobile Apps
- Global Ticketing Leader
- Top 5 E-Commerce Site



LIVE NATION

**THE WORLD'S LARGEST PRODUCER
AND PROMOTER OF LIVE EVENTS,
POWERING OVER 800 BRANDS!**



LIVE NATION FESTIVALS

- Over 50 Global Festivals
- 10+ Countries



**OVER 70 MANAGERS
REPRESENTING 200+ ARTISTS**

LIVE DIGITAL NETWORK

- 28 Million Monthly Unique Visitors
- 300 Billion+ Daily Social Media Interactions



EVENT PROFILES:

Waterfront Concerts/Festival Series

(Formerly the Sunset Music Series and Newport Concert Series)

Rhode Island's premier outdoor concert series took place at the Newport Yachting Center for 17 years, offering an eclectic mix of world-renowned musicians performing at a unique and intimate outdoor waterfront concert venue from May through October. Fans raved about their summer concert experience in a casual, relaxed setting, with open-air dockside lounge areas and stunning views of the harbor.

In 2015 Waterfront Productions moved the music series to new locations, including Fort Adams State Park and India Point Park in Providence.

Programming of the 2016 Providence Event Series introduced a vibrant urban venue – the ALEX AND ANI City Center in the heart of downtown Providence that included country performer Chase Rice, Third Eye Blind, the Celtic Rock Festival, reggae icon, Ziggy Marley, and the International Oktoberfest.

Some notable headliners from past Newport Waterfront Events over the past few years featured **Willie Nelson, The B-52s, The Beach Boys, Chicago, B.B. King, The Doobie Brothers, Ziggy Marley, Buddy Guy, Dierks Bentley, Grace Potter & The Nocturnals, Chris Young, Lynyrd Skynyrd, Gregg Allman, Alanis Morissette, Chris Isaak, Pat Benatar, Boz Scaggs, Sugar Ray, 3 Doors Down, Foreigner, Tony Bennett, J Geils Band**, and so many more.

A well rounded, dynamic and eclectic lineup awaits.

FESTIVAL PROFILES

Great Chowder Cook-Off

Featured on the Food Network and Travel Channel, the legendary Great Chowder Cook-Off officially kicks off summer in Newport in June. The original and longest running chowder championship draws competitors and crowds from across the country. Attendees enjoy endless samples of traditional and exotic creations from dozens of restaurants and then vote for the best in three categories: Clam, Seafood and Best of The Best, while a backdrop of live music entertains the crowd. The winners walk away with overflowing prize pots and bragging rights plus lots of amazing PR! The Matunuck Oyster Festival accompanied the Chowder Cook-Off with the best of local shellfish and seafood are presented farmers' market style, thanks to our friends at Matunuck Oyster Farm, and paired with beer, wine, spirits and live contests like the Oyster Slurping & Shucking Competitions.

Waterfront Reggae Festival

Our eighth annual Waterfront Reggae Festival promises positive vibes with an international roster of ska, roots, dancehall and reggae. Past performers include reggae legends Steel Pulse, The Original Wailers, The Itals, Third World, Morgan Heritage, Yellowman, Barrington Levy, Chuck Fenda, Anthony B, Bushman, and Junior Marvin of Bob Marley's Wailers. It's an easy groovin' 10 hour music festival with an array of authentic Jamaican fare and an artisan marketplace.

Celtic Rock Festival

A day-long toast to Celtic culture as the greatest in progressive and traditional Celtic music rock waterfront. Past performers include Dropkick Murphy's, Screaming Orphans, Tartan Terrors, Town Pants, Gaelic Storm, Black 47, Eileen Ivers, and Celtica: Pipes Rock. An Irish Marketplace, spirited step-dancers pipe-and-drum ensembles, and plenty of good craic round out the festivities.

Festival Latino de Providence/Latino Music Festival

The International Latino Music Festival is a cultural explosion with the hottest merengue, salsa, tipico and tropical entertainment by regional and international artists. This multi-cultural experience serves up Latin cuisine, libations and a waterfront dance floor. Past performers included Latino sensations Vena, Oro Solido, Prince Dynasty, Jhoni the Voice, Sergio Vargas and Fefita La Grande!

International Oktoberfest

Oktoberfest is the official sendoff to summer, and a salute to the arrival of autumnal festivities! Join us for our annual reunion of friends and family enjoying the tastes, sights, and sounds of our little waterfront Bavaria. Biergartens offer a myriad of seasonal domestic, imported and craft brews and authentic German cuisine compliment the lively and spirited two day festival. Prost!

ATTENDEE PROFILE

Waterfront Productions' Events attract a diverse audience who share a love of live entertainment, outdoor activities and earn above median-level income and enjoy festive, social events.

Season: May—October 2017 ~ Minimum of 20 events
ongoing outdoor live entertainment and social activities including concerts, music, cultural festivals and a skating rink.

Attendance: **Over 45,000** attendees throughout the season

Age: **40%** age 23—35, **45%** age 36—55

Gender: **48%** male, **52%** female

Annual HH Income: **39%** between \$100—\$150k

Geographic Reach: **58%** RI **30%** MA **12%** CT

**Based on average of 2014-2016 seasons*





Marketing & Promotion Platforms

Marketing & Promotional Extensions align sponsor brands with a dynamic experience and diverse audience.

CONCERT MEDIA

Inclusion within traditional and non-traditional mediums will drive brand awareness throughout the region.

HOSPITALITY & PROMOTIONS

Opportunities for client and consumer through ticket banks & VIP Experiences

EXPERIENTIAL MARKETING

Interactive touchpoints enable guests to engage brands in a captive, emotional and positive environment.

VENUE BRANDING

High Profile Signage and Activation opportunities
Connect brands to our guests, brand consumers.

DIGITAL MEDIA & INTEGRATION



WWW.RIWATERFRONTEVENTS.COM

ticketmaster[®]



RI WATERFRONT EVENTS



Twisted Dreams Radio



RI WATERFRONT EVENTS

: Waterfront Productions, LLC ::

: ATLANTIQUE PRODUCTIONS, LLC ::

LIVE NATION



RIWATERFRONTEVENTS

WWW.RIWATERFRONTEVENTS.COM