

EXTREMELIVE

SOCIAL MEDIA MARKETING THROUGH INTERACTIVE ENTERTAINMENT COME BE THE SHOW!



LIKE NOTHING ELSE



EXTREME LIVE

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WHAT IS ExtremeLIVE?

ExtremeLIVE is a revolutionary concept in nightclub and event entertainment, designed to increase social media marketing through an interactive experience. For the first time, the power of multimedia, the popularity of reality television, and the social media craze of Facebook, Twitter and YouTube are incorporated onto a single stage in a high energy, fully interactive show. In an ever changing industry, we have started a NEW TREND!

HOW DOES IT WORK?

Today, everyone has a smart phone, Facebook and Twitter accounts and they watch YouTube and reality television wishing THEY could be a part of the action. ExtremeLIVE takes audience participation to the next level, using multiple cameras and social media to create continuous interaction between the cast, guest stars, patrons and audience at all times.

What makes this experience unique? The show integrates the most popular aspects of nightclub entertainment; a live band, DJ, Karaoke and VJ. By using custom sketches and sponsored contests, audience participants become the star of the show! They are encouraged throughout the night to join us for an experience of a lifetime! The ExtremeLIVE "Party Cam" covers the entire event, and is an integral part of the show. While roving throughout the venue, the "Party Cam" captures entertainers and spontaneous crowd reactions. These images are then broadcast live in-house, or as an optional feature, streaming directly to the web for all to enjoy, making the audience participants feel like they are the star of the show!

To further heighten the interactive experience, audience participants use their mobile devices along with social media to vote for show contestants, win contests, or to make song requests and dedications via the ExtremeLIVE Show App, with results posting in real-time on screens throughout the venue. Additionally, show participants use social media to invite their friends from around the world to watch them live on stage!

Adding a 'personal touch', ExtremeLIVE creates on the fly custom designed graphics, photos and videos for anyone celebrating a special occasion, such as a birthday, anniversary or just about anything else! White labeling and complete show theming is available to accommodate any venue, musical style or genre. Simultaneous shows from multiple locations can also be linked via webcast for the ultimate interactive experience, reaching far beyond the venue walls!

HOW DOES THIS IMPACT MARKETING AND SALES?

Undoubtedly, social marketing has contributed huge profits to the nightclub and entertainment industry. With a deep understanding of marketing and return on investment, ExtremeLIVE will work closely with management teams to integrate company and sponsor logos, graphics, giveaways and drink specials, to create co-op programs and cross promotions for in-house and social media marketing. Show attendees are required to join your social media networks in order to participate in an ExtremeLIVE show. This will increase your visibility and presence on a nightly basis, while creating the ultimate hot spot and making your venue an absolute destination!

To learn how this exposure will impact your venue, call today and schedule a consultation. Don't miss out on the innovation that is ExtremeLIVE!



Considerations:

- Band configuration will be a 6 piece ensemble - 3 piece rhythm section and 3 vocalists. Band will supply all backline for local shows. (A full technical show rider is available for fly dates)
- Additionally, ExtremeLIVE will supply 5 flat panel LED monitors and a 2'x5' portable control station as standard equipment unless otherwise noted in the technical rider. All monitors fit within the stage footprint, and the control station is placed closely off stage.

Venue Requirements:

- Production: House sound and lighting with A1, A2 and LD.
- Internet Connection
 - Hard Wired / dedicated wireless
 - Minimum 1.5 Mbps upload / 1.5 Mbps download bandwidth for each Streaming Box in use.
 - Public IP for ExtremeLIVE Streaming Box with TCP 8080 allowed in, or TCP 8080 port-forwarded to ExtremeLIVE Streaming Box
 - TCP port 80, 443 (non proxied) allowed out from ExtremeLIVE Streaming Box to internet.
 - TCP port 21 allowed out from ExtremeLIVE Streaming Box to internet.
- A high resolution logo is needed for the venue, sponsors and any promotions for the on screen graphics.
- A "videotaping & photography " disclaimer sign placed at the entrance to serve as a release waiver for the entire venue.
- If this is a public show, the marketing department should send out a press release about the event, as well as post it on all social media outlets. We can help with the production or design of any commercials/ads.
- A drink special that we can promote throughout the course of the night.
- Prizes for the contestants. (i.e. drinks, gift certificates, meals, room stays)
- Hotel rooms for the cast and crew - The number of rooms is contingent on show package, the location of the event and hospitality rider.



MEDIA LINKS (click on the links below):

[PROMOTIONAL VIDEO](#)

[YOUTUBE PAGE \(ADDITIONAL SHOW VIDEOS\)](#)

[HOSTING BAND \(JUMP INTERACTIVE - WEBSITE\)](#)

[EXTREMELIVE ON FACEBOOK](#)

[JUMP INTERACTIVE ON FACEBOOK](#)

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VOCALIST: KENDRA DANIELS is Vegas' most sought after female country singer. Among her multiple bands that have her playing around the nation, her latest single "Damn I'm Good" with Band KendraBarry has grabbed national attention and has Kendra making multiple radio and TV appearances. Kendra Daniels received the award for Vegas' Top 100 Women of Influence 3 years in a row. Along with her booming singing career, Kendra grabbed the cover of What's On, Westgate, My Vegas, and Beautiful Bride Magazine. She took on the position of Miss June 2016 International Breast Cancer Awareness calendar spread. Don't forget to catch her on the dance floor with her partner as they take over the national Cabaret Dance Competitions! This singer, model, dancer and dedicated mom of a little superstar and performer of her own, is as hard working as they come!

VOCALIST: PAIGE STRAFELLA, a singer her whole life, has performed in musical theatre since she was a child. She has danced, acted, and played with numerous local original and live bands in Las Vegas. Paige was a vocalist in the local Vegas funk rock band The Kickwurmz, opening for acts such as Wyclef Jean and Incubus. Additionally, Paige was a back-up singer/dancer with Trent Carlini's famed Elvis production. During this time, she was able to share the same stage as renowned artists; Earth, Wind, and Fire, LeeAnn Rimes, and her idol Olivia Newton-John. Paige continued with her musical theatre roots taking time between bands to act in productions, including Once on This Island, Godspell, and Into the Woods. She can currently be seen in Tony n Tina's Wedding at Bally's Hotel in Las Vegas, and anywhere JUMP Interactive and ExtremeLIVE might be.



VOCALIST: RACHEL SWINDLER, a South Carolina native, has always had a passion and talent for performing. Growing up she performed professionally in numerous shows. After completing her bachelors degree in Musical Theatre, she worked for RWS & Associates, Legends In Concert, Florida Repertory Theater. Also, Conservatory and Norwegian Cruise lines, just to name a few. In 2013, Legends in Concert offered her to opportunity to move to Las Vegas to perform in their award winning tribute show, which is also the longest running show on the Las Vegas Strip. She has also performed in venues along the strip, including the Hard Rock Casino and The Golden Nugget. On top of doing many traveling tours as a singer and dancer, she has also worked for Tony n Tina's and Spoofical the Musical, two Las Vegas based shows. Rachel is very blessed to do what she does and hopes to continue to enrich people's lives through her performance!



VOCALIST: VANESSA LEGRAND is a classically trained singer that has had the opportunity to be part of the Augusta Children's Choir, the Pittsburgh Children's Choir, and has had vocal training at The Peabody Institute of Johns Hopkins. She also sang with the Pittsburgh Symphony under the direction of Marvin Hamlisch. After an almost 8 year break, Vanessa renewed her passion and took the Charlotte music scene by storm, she then set her sights on Las Vegas, hoping to get an opportunity to work with seasoned and professional musicians. After landing in Las Vegas, she immediately scored a gig as the female vocalist in a Jazz quintet performing at the Palazzo hotel. Since then, she has gone on to form an Acoustic Duo, a Country Band, and a Top 40 Band that currently plays in and around the Las Vegas area. She can also be seen as a brand ambassador & model at Oscar's Steakhouse & Jim Beam Brands - Red Stag.

DANCER/HOST: STACEY SMITHSON has been dancing since the age of 4. Originally from the Sacramento area, Stacey moved to LA in 2003 where she made countless TV appearances on everywhere from Comedy Central to America's Got Talent. Shortly after, she had the opportunity to audition for magician Franz Harary and moved to Atlantic city for a few months to perform in his show.

Since moving to Las Vegas she has found a niche as a magician's assistant, dancing for headline illusionists Dirk Author, Steve Wyrick, and Nathan Burton.

She also appeared in Vegas The Show, Legends in Concert and several other shows in town as an actress and dancer



DANCER/HOST: TERI LONDON has been dancing professionally for 12 years. She started in her hometown, Orlando, Florida at Disney World and Universal Studios. While performing with Neil Goldberg's Cirque, Sesame Street Live, numerous dance shows and tours and also choreographing for big productions and bands, she still found time to pursue her love for acting and to be seen in movies and national commercials. Teri then left for the city of Los Angeles. She had the amazing opportunity to perform with up and coming artists, dance crews and magicians. She has toured all over the world with sold out shows... Paris, London, Dubai, Germany, Spain, Bangkok, Mexico, Argentina and the United States. Loving LA but wanting a change, she then headed for Las Vegas. Immediately she started dancing in shows and competing in Ballroom competitions. Not only is she keeping up with dance and aerial, she found time to become a yoga teacher.



GUITARIST/VOCALIST: ANTHONY KELVIN ANDERSON (SKIP) was born in Saint Louis Missouri and started playing guitar at the age of 12. His influences have included the likes of Jimmy Hendrix, Yngwie Malmsteen, Steve Vai, Nuno Bettencourt & Prince. He has been playing professionally for over 30 years in various Top 40, R&B, Hard Rock and Heavy Metal bands. Skip moved to Arizona in 1988 and worked along side many performers on the club circuit in the Tri-State area. He moved to Las Vegas in 2013 where he currently resides and works full time with JUMP Interactive among other Las Vegas acts. He is also an exceptional vocalist and front man! Skip recorded and released a instrumental single in 2001 titled "Recurring Nightmare". Whether playing guitar, singing, rapping or interacting with the audience, his on and off stage charisma never fails to gain him fans wherever he goes!

BASSIST/VOCALIST: COLIN HOTCHKISS is from the central coast of California. Groomed by the Monterey Jazz Festival and educated at Berklee College of Music, Colin is a bassist of any genre and style. He began his professional career at the age of 13. From then, until now he has performed with the likes of Eric Alexander, Christian McBride, and Taylor Eigsti from the Jazz world, to Kristen Chenoweth, Tate Stevens (X-Factor winner), and Michael Grimm (America's Got Talent winner).

He is endorsed by Phil Jones Bass, and tours frequently with Michael Grimm and Bombay Heavy.



DRUMMER: DAVID RAMIREZ - From Montreux to Montreal, from New York to Tokyo, from L.A. to Las Vegas, and Music Director for Legends in Concert – Europe. David's career has been one in which the word "eclectic" barely does it justice. He has worked with shows and bands the likes of:

Tom Float's, Trash Can Trio - Disneyland, Anaheim, CA Blast!

L.A. Lakers Band - Los Angeles

Metropolitan Gospel Big Band - New York, N.Y.

B.B. Kings Broadway - New York, N.Y.

Stanten Island Ragtime - Tokyo, Japan

Paragon - Bellagio, Las Vegas

Fuse - Mandalay Bay, Las Vegas

Cirque Du Soleil, Viva Elvis - Las Vegas

Legends in Concert - Europe / Las Vegas





PRODUCER: JOHN P. TORRES II - A native of Los Angeles CA., John was influenced by a family of professional musicians. At age 9 he began and excelled in school music programs and started performing professionally by age 14. After high school, John attended courses for TV and audio engineering and continued on to the University of the Pacific, Conservatory of Music. His entrepreneurial spirit and acquired skills led him to his first venture of opening two production facilities in Southern California. After years of success, John opened On Stage Music Services in Las Vegas in 1998, becoming the premiere recording & production facility for national and international acts. Recognizing the need for a new trend in entertainment, John used his extensive musical background with national touring experience, stage management, advanced audio and video production skills, along with impeccable organization and leadership skills, to start his latest venture, InterACT Entertainment.

PRODUCER: SONIA MILLER came to the US from Romania in 1995 to play music on several cruise lines and throughout the US. In 2000 she settled in Las Vegas and opened a new marketing company providing video, photography and graphic design services. Her commercial video production clients include numerous shows (Folies Bergere, Rick Thomas, Dirk Arthur, Gladys Knight) and corporate giants Microsoft, Harley-Davidson, Las Vegas Chamber of Commerce, Walgreens, Assus, Toshiba, Tropicana Hotel Resort, Wyndham Grand Vacations and many others. In the entertainment and TV arenas, she worked with Terrence Howard, Jason Statham & Donny Osmond for national charities, and with Manny Pacquiao, Shane Mosley, Dana White and Al Bernstein for ESPN. Being well versed in Social Media marketing, understanding the psychology of tourism and that it's always the unique experience that brings people back to a show, she became a partner in the new entertainment endeavor that is ExtremeLIVE.



EMCEE /HOST: SCOTTY ALLEN was born in South Bend, Indiana and raised in Phoenix, Arizona. He began his singing career with his father's band at the age of five. He attended Ron Bailey School of Broadcasting which launched his career into radio and television. He spent a couple of years in radio before "hitting the road" with his own musical group. After several years on the road, Scotty changed direction and was hired by the Clark County Fire Department as a Firefighter, later promoted to Paramedic/Engineer, and finishing his career as the Public Information Officer. He also hosted and produced a local TV show called "On Scene with the Clark County Fire Department." Scotty then retired from the CCFD in 2010, and for the past 17 years has worked as a weekend radio personality with 97.1 The Point. Scotty can also be seen and heard lending his talent as Master of Ceremonies at local charity events, as well as doing voice and commercial work.



Family Friendly

ExtremeLIVE offers an adaptive "family friendly" show package that caters to Theme Parks, Festivals, Private Parties, Bar/Bat Mitzvahs, Quinceañeras, Sweet 16, Weddings and all life celebrations.



Celebrations

Adding a 'personal touch', ExtremeLIVE creates on the fly custom designed graphics, photos and videos for anyone celebrating a special occasion, such as a birthday, anniversary or just about anything else.



Theming

Complete show theming is available to accommodate any event or musical genre. From High Energy Dance, Classic Rock, Country and Latin, continuous coverage throughout the night is guaranteed!



You gain free social media advertising to thousands of people every night

Anyone in attendance of an ExtremeLIVE show will be asked to join our social networks as well as the social networks of the hosting venue/event. In order to participate in the interactive aspects of the show, attendees are asked to "LIKE" ExtremeLIVE on Facebook and "Follow" on Twitter. Statistically, if there are 500 patrons in the venue, and if only 200 participate in the show, and only 20 of each of their social media friends see the posts, at the end of the night the venue will have been exposed to at least 4000 potential customers. Judging by today's social media statistics and people's eagerness to be in the spotlight, these figures are most likely to be on the conservative side.



Top Videos					
Most viewed videos on your Page watched for 3 seconds or more, for videos posted between May 27, 2016 and Jun 24, 2016.					
Published	Video	Targeting	Reach	Views	Avg Completion
05/29/2016 12:32 am	The stars are out tonight! #jumpinteractive #liveentertainment #loserslounge		1.1K	756	51% 0:17 / 0:35
05/30/2016 12:59 am	Paige, Skip & Vanessa brining down the house! #jumpinteractive		1.4K	742	42% 0:22 / 0:54
05/28/2016 3:08 am	Shook 'em all night long!!! #jumpinteractive #liveentertainment		1.5K	733	23% 0:32 / 2:18
05/27/2016 1:17 am	Kyss Kyss from Xrossover singing with us tonight! Love you Kyss!!!! ♥♥♥♥		1.6K	651	21% 0:34 / 2:45
05/28/2016 3:55 am	Everyone Loves Rock n' Roll! #jumpinteractive #liveentertainment		1.3K	620	33% 0:20 / 1:02
05/30/2016 12:41 am	Kristin singing with us tonight! It's her second night experiencing		1K	418	51% 0:17 / 0:35

In a new market to the ExtremeLIVE concept, and with limited internet access and no prior promotion, this innovation in entertainment has proven to be a success! These images are screen shots taken of stats from Facebook for an engagement from May 25 to May 29, 2016. As you can clearly see, the integration of live entertainment with social media and increased audience interaction was well received, and its impact extended to the days surrounding the actual event (stats included to June 1st). Additionally, venue management did confirm record bar sales and increased return clientele over the engagement nights. Imagine the impact this kind of consistent social media presence can have on your venue, by attracting new customers, not just locally, but nationally and internationally!

