



CAVALIA'S ODYSSEO EVENT AT ASSEMBLY ROW

Summer 2013

CITY OF SOMERVILLE, MA

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1 | EVENT DESCRIPTION

Since 2003, Cavalia our first production has been performed in excess of 2 000 times before more than 3.5 million spectators throughout the world, making it a unique success story.

In 2011, our brand new creation Odysseo, a veritable revolution in live performance, started touring in North America.

Odysseo is a dream of freedom, complicity and harmony; a moving and spectacular tribute to the bond between man and horse. Our new show is unprecedented. The creators have completely redefined the space in order to explore and showcase, like never before, the symbiotic relationship between human and horse. Critics have spoken:

"If Walt Disney were still alive, he might create a show as magical as Cavalia's new Odysseo. But it wouldn't be better than the wonderful world mastermind Normand Latourelle has created under his big white top."

-- Howard Cohen/ The Miami Herald

Odysseo is a unique combination of equestrian arts, multimedia, dance and acrobatics. It is a journey into a world of profound beauty; an unforgettable adventure, visually breathtaking and charged with pure emotion.

Odysseo was created by Normand Latourelle, one of the pioneers of Cirque du Soleil. Creator, producer and entrepreneur, Normand Latourelle is renowned for his adventurous productions. Under Odysseo's cutting edge touring big top, horses and humans share the stage in dream-like virtual settings, created by panoramic projections and special effects. Here are some of the details of Cavalia's Odysseo:

- Maximum of approximately 7 shows per week;
- Potential of approximately 140,000 spectators per city over a 10 week run;
- The show lasts 2.5 hours, including a 30 minute intermission;
- Typical show schedule is as follows: from Tuesday to Friday, one show is presented per evening. On Saturday, there are two performances, a matinee performance and an evening performance. On Sunday, there typically is only a matinee performance. Final performance schedule and times to be confirmed and agreed;
- Up to 120 employees on tour including 55 artists, acrobats, dancers and riders;
- More than 60 horses representing 11 different breeds;

- Presented under the world’s most cutting edge touring big top, a majestic white structure rising some 124 feet above the ground;
- Odysseo presentations create up to 200 local jobs;
- Significant investments with local suppliers for the logistics, presentation and the promotion of the show;
- As part of the marketing campaign, considerable effort is invested in enhancing tourism in the city;
- Considerable economic impact from tourism spending and on local hospitality businesses;
- The presence of Cavalia represents more than 7,000 room nights, of which 3,500 are from Cavalia’s team alone.
- As a show that promotes the bond between the horse, the human and nature, Cavalia is dedicated to offer an environmentally friendly and educational experience to all patrons.

TARGET AUDIENCE

Odysseo is a show for all ages.

Odysseo’s immediate market would include:

The ‘eventers’ or ‘big night outers’ – those who seek out the special occasions at theaters or other entertainment venues. Baby boomers, from both Los Angeles and interstate/international markets.

The ‘aficionados’ – those who are passionate about horses and regularly attend equestrian special events.

People who have never experienced an internationally renowned equestrian ‘big top’ spectacular and will use it as an introduction.

Families, children and grand-children who wish to live an unforgettable experience.

Corporations who seek world class entertainment for their employees and clients.

In all, Odysseo can be enjoyed by anyone.

2 | LICENSE TERM AND SCHEDULE

Cavalia will be leasing the vacant lot at Assembly Row from STREET RETAIL, INC. for approximately 4 months, starting in May, 2013. Given the level of investment required for the presentation of the show and the benefits derived for the community, an option to extend could be discussed. The key tentative dates have been established as follows, subject to change based on the touring schedule:

Move in (tentative dates, subject to change)

| | |
|----------------------------------|--------------------|
| Site marking | Last week of May |
| Grading work | Last week of May |
| Pre-set; Tent structure assembly | First week of June |
| Big top raising | Last week of June |
| Show set-up | First week of July |
| Horse arrival | First week of July |

Event schedule (tentative dates, subject to change)

| | |
|-------------------------------|-----------------------|
| Press conferences, interviews | Second week of July |
| Media Sneak Preview | July 15 th |
| Premier night | July 16 th |

Move out (tentative dates, subject to change)

| | |
|--------------------------------------|-------------------------------------|
| Big top disassembly | Second week of September |
| Disassembly of other site structures | Second and third weeks of September |
| Site restoration and return | Last week of September |

As explained earlier, given the level of investment required and returns for the local community, an option to extend could be discussed.

3 | MARKETING STRATEGIES

Cavalía will create partnerships with restaurants and local businesses. From the many options available, some of what has been done in the past in other cities includes but are not limited to: visibility on the Cavalía website for special offers to ticket holders to encourage show goers to eat, shop and play before and after the show, tickets for contests, invitation for the employees to an exclusive preview performance, discounted tickets, etc. Our cross-promotional efforts will be provided to all stakeholders directly impacted by our presence. The main strategies that we will include in our local cross-promotional marketing plan include the following:

- Offer merchants an opportunity to develop special offers to Odysseo patrons;
- Create targeted cross marketing opportunities;
- Develop reciprocal links to the Cavalía web site;
- Such other acceptable business opportunities which may enhance the success of the project and benefit the community and stakeholders, including those identified below.

Our marketing team will also work closely with local hotels. In order to satisfy the demand of tourists and the many horse aficionados that will drive up to 5 hours to see the show, Cavalía + Hotel packages can be created with local hotels and advertised on our website. Cavalía can provide special rates for the hotel to create an attractive package for the customer. Cavalía will also invite the Concierges and Front Desk staff to an exclusive presentation of the show and create a financial package for their ticket sales, accessible through a dedicated Concierge Hotline. A Cavalía representative will also be able to meet with the Hotel Concierges group to answer any questions their guest could have about the show.

As part of the marketing campaign, considerable effort will be invested in encouraging and enhancing tourism in the city. We would envisage working in close collaboration with the City of Somerville communications team to strengthen our existing marketing plan in order to target and increase tourism to Somerville through existing promotional channels and other resources.

The comprehensive campaign will target key tourism markets – within a 3-hour driving radius of the city and key cities interstate will be thoroughly covered through public relations, advertising, and regional promotion.

Odysseo's seating capacity will provide for 2 000 seats, which in turn amounts to a potential audience capacity of 140,000 based on a 10 week run, and more in case of extension. Previous experience has indicated that a minimum of 15% of this audience

will come from outside of metropolitan Boston. Cavalia will also strive to enhance regional partnerships with local restaurants, hotels, equestrian clubs and other partners in order to implement strong PR initiatives and cross-promotional offerings. Cavalia's marketing plan includes a high-impact media buying program combined with strong statewide public relations efforts provided by a local-based agency.

The comprehensive out-of-region media campaign includes a focus on daily newspapers and a targeted statewide approach to reach the equestrian market through a promotional tour. The market covered by Cavalia's promotions team will extend to cover regions outside of Somerville/Boston and a street team is created to ensure full coverage and distribution to each area.

The team will also hire an equestrian promotions specialist that will attend horse shows and other events within the state to promote the show. Their responsibilities also include developing databases of equestrian publications, both local and national, as well as equestrian associations. These will be used for specific targeted advertising campaigns and to build guest for press events and opening night. Marketing materials such as flyers, posters, banner stands, contest material, event kiosk and a branded vehicle are used during all promotional efforts.

Our event will draw significant public relations coverage, celebrities and community leaders, which in turn, will generate coverage and returns for local businesses.

As part of any run, we also always create select opportunities for charities, children, and community groups to attend the show. Cavalia will commit to offer last minute complimentary tickets, to be allocated on a charitable basis to the City of Somerville to benefit various community groups, organizations and non-profits of your choice. Allocation system of complimentary tickets will be based on availability and will depend on sales. Tickets are not for resale. Cavalia will also donate a mutually agreed upon amount of general admission tickets to be allocated to the organization of your choice for the shortened media preview day performance. Tickets are not for resale.

Besides the economic and tourism benefits, it is important to note that Cavalia is a great vehicle for each city's visibility throughout the United States and internationally. Quotes from media reviewing will be used in our publicity and advertising materials for years to come, enhancing cities' reputations as cultural destinations. In this way, the show will contribute to the reinforcement of each city's reputation as a key cultural capital, through Cavalia's international reputation.

4 | PRICING

Cavalía will offer different seating and pricing categories for the *Odysseo* performances including for example, basic seats, regular seats, horse lovers' seats and rendez-vous seats. Our pricing structure is used throughout our North American tour stops and we will offer reduced rates to children, seniors, etc. Ticket prices will accommodate different budgets and experiences and range from approximately \$40.00 to \$250. The final ticket pricing schedule is subject to modification without prior notice. Additional information on our up-to-date pricing structure can be found on our website at <http://www.cavalía.net/en/odysseo>.

In order to make *Odysseo* a memorable experience for patrons of all ages, Cavalía will offer souvenirs at our souvenir stands located in the VIP tent and inside the Big Top tent. The assortment of items that will be for sale during and after the show range from plush horse toys, CD's, DVD's, posters of the show and other various *Odysseo* memorabilia. The choice of items offered will be based on experiences from our North American tour stops. A list of for sale items at proposed retail prices can be found on our website at <https://boutique.cavalía.net/usa/>. Please note that the availability of souvenir items and retail prices is subject to change and may also vary according to availability and market prices.

5 | CONCLUSION

We firmly believe presenting *Odysseo* in Somerville will be a unique opportunity to showcase Somerville's status as a cornerstone for world class international entertainment in Massachusetts. The event will bring significant benefits to the city, the local community and businesses and our entire organization shall be devoted to minimize any impacts.

We remain at your entire disposal to discuss the foregoing.

We hope to see you at the show!