
Re: Live Nation Sponsorship and The Met

From Geoffrey Gordon <GeoffreyGordon@LiveNation.com>

Date Fri 11/17/2017 11:37 AM

To Andy Peikon <AndyPeikon@LiveNation.com>

Cc Billy Procida <bprocida@procida.com>; matthewwolf@me.com <matthewwolf@me.com>; Rob Scolaro <RobScolaro@LiveNation.com>; Dan Casale <DanCasale@LiveNation.com>; Eric Blumenfeld </O=MEX05/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=Ericf97>

This is ridiculous

Thank you!

Geoff

On Nov 17, 2017, at 11:25 AM, Andy Peikon <AndyPeikon@LiveNation.com> wrote:

THIS IS HOW I WOULD LIKE TO RESPOND

Tracy,

Thanks for your note. This is confidential information we are not able to share. That being said, I am happy to get on a call with you next week to discuss how we approach selling sponsorships at a new Venue. We certainly have had lot of recent successes in that space.

Andy

Andy Peikon
Live Nation Entertainment

On Nov 17, 2017, at 11:12 AM, Fletcher, Tracy <TFletcher@fultonbank.com> wrote:

Andy,

Good Morning. Thanks for providing this information. Would it be possible to include the following information:

- What the sponsorship levels/dollars associated with the entities listed here
- What are the terms of the sponsorship (i.e. term/years, what do you get/name on the building/seats, concession stand, etc.)
- Length of sponsorship –years, months, etc.

As mentioned, this information will only be used internally.

Thanks

Tracy F. Fletcher, II

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From: Andy Peikon [<mailto:AndyPeikon@LiveNation.com>]

Sent: Friday, November 17, 2017 10:37 AM

To: Fletcher, Tracy <TFletcher@fultonbank.com>; Wagner, Jim <JWagner@fult.com>

Cc: Geoffrey Gordon <GeoffreyGordon@LiveNation.com>; Eric Blumenfeld <eric@ebrmcorp.com>;

Dan Casale <DanCasale@LiveNation.com>; Rob Scolaro <RobScolaro@LiveNation.com>;

matthewwolf@me.com

Subject: Live Nation Sponsorship and The Met

Dear Tracy and James,

We are beyond excited about the upcoming opening of the Philadelphia Metropolitan Opera House. Geoffrey Gordon forwarded my Live Nation Sponsorship Team the recent CBS special on the Philly MET and we have been using it as a teaser with our prospective sponsors. This gives us a great glimpse of what a real game changer the Philly MET will be for our portfolio in the region.

The sponsors we've engaged are really excited to be part of the reopening of The Philly MET; the name alone is impressive but the space itself is even more so. Anytime a historic venue can be restored to capture the beauty of "what was" with all the updates needed to properly give our fans the best audience experience, the level of financial commitment from potential sponsors goes up significantly and this is a factor we are leveraging.

The two-year old Fillmore building in Philadelphia has quickly gained a national reputation both industry-wide as well as with our patrons as being one of the best performance and audience experience venues on a night to night basis. The Philadelphia MET is designed to compliment, enhance, and grow the audience experience further attracting the highest level of artists and most importantly patrons to support a long, prosperous life for the venue at the highest level. Projected ticket sales are strong at around 400,000 not inclusive of complimentary tickets and attendees for private and corporate events that do not fit the concert model for the first year. (Note: the Fillmore cap is 2500, the Met 4000.)

The LN Sponsorship Team has generated more than \$7 million in sponsorship revenue over the past two years alone in the Philadelphia market and The Philadelphia MET creates a wonderful infill opportunity since it will be an extremely

a live concert and theatrical event space. This will allow us to reach a very broad audience and we have received an overwhelming response in that regard. The location on Broad Street, several blocks away from City Hall, provides a centralized and amazing address to sell in an area booming with development and more importantly high visibility. The Fillmore which we have placed in the Clubs & Theater category, has generated close to \$650,000 gross in annual sponsorship revenues and this number is expected to continue to increase. BB&T Pavilion in Camden, NJ, which falls in the amphitheater category, is north of \$3.3 million in annual sponsorship revenue. (That building has a capacity of 25,000.) At both venues, we have been successful in attracting both local and national sponsors. We have attached a list of the individual sponsors engaged at each venue.

Currently the Live Nation Sponsorship team has the most traction with SAP, headquartered in close proximity to Philadelphia and a global partner of Live Nation Sponsorship. Citibank has also expressed tremendous interest in the venue. Additional conversations are ongoing with Cisco, Amazon, Panasonic, Pepsi and others whom I expect will be real contenders as construction progresses, programming becomes more apparent, and the great media coverage we are garnering continues. I am confident that we will end up with revenue close to or in the seven figures. As far as the beer sponsorship, Budweiser is extremely interested and we are still working to close a spirits partner and non-alcoholic beverage sponsorship, hopefully Pepsi.

In highlighting the Live Nation 10-k, Our Sponsorship & Advertising segment revenue for the year was up \$43.9 million on a reported basis as compared to last year, or \$50.7 million, a 15% increase, without the impact of changes in foreign exchange rates. Higher revenue resulted from new clients and increased festival sponsorships. In 2016, we extended agreements with several major clients for multi-year deals that utilize our venue, media and ticketing assets, providing our clients with a unique opportunity to advertise their brands and reward their customers with the rich diversity of live music. We believe this was driven in part by our focus on introducing new amphitheater and festival products as well as adding new sales categories. Operating income for the year improved by 4% on a reported basis which was driven by higher revenue, partially offset by the impact of changes in foreign exchange rates. We believe that our extensive onsite and online reach, global venue distribution network, artist relationships, ticketing operations and live entertainment content are the key to securing long-term sponsorship agreements with major brands, and we plan to expand these assets while extending further

table, above.)

Live Nation Sponsorship will be holding a "Sponsorship Roadshow" on December 12th at The Philly Met to continue our local, national and international successes as the top sponsorship team in the live entertainment business. Please let me know if Fulton has any interest in discussing the sponsorship at the Met further.

Best regards,

Andy Peikon

Andy Peikon / Senior Vice President
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Live Nation Entertainment (NYSE: LYV) is the world's leading live entertainment company comprised of global market leaders: Ticketmaster, Live Nation Concerts, Live Nation Advertising & Sponsorship and Artist Nation Management. For additional information, visit www.livenation.com.

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