

UNCOMMON
sense

PRODUCTION

BIG GAME EXPERIENCE

LOS ANGELES 2022



BOOTSY BOWL
FRIDAY, FEB. 11, 2022

THE *h.wood* GROUP

MAXIM

Electric Nights

POPPY

SATURDAY, FEB. 12, 2022



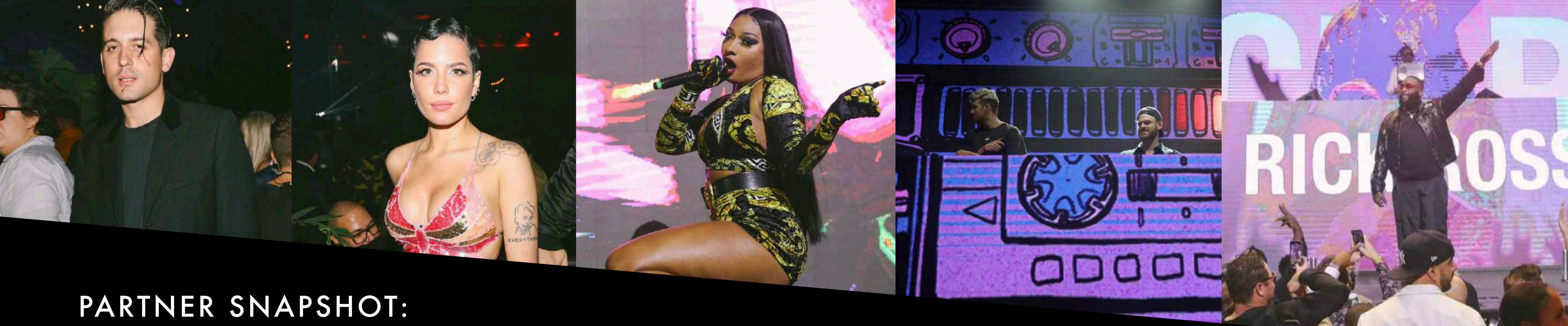
WHAT IT IS:

BOOTSY BOWL

For the 9th year in a row, Bootsy Bellows and the NFL will collide in Los Angeles, on February 13, 2021 for The h.wood Group's Superbowl pop-up spectacular. The Big Game offers a return to footballs-to-the-wall celebration featuring celebrity hosts, special live performances, DJs, among other unexpected titillating surprises you can always count on from h.wood.

Staged in the dynamic campus of Weho's celebrated Design Center, Bootsy Bellows

continues to lead the way in corporate branding opportunities generating unrivaled exposure. With a powerful network of influencers, celebrities, entrepreneurs, and industry leaders, The h.wood Group's singular ability to curate an elite guest list perfectly pairs with their world-class hospitality. This custom event space allows for a huge party, large-screen viewing, and sensational cocktails and dining. Tickets for this bonanza sell-out fast so plan accordingly for what promises to be a memorable event that will have all the right people talking.



PARTNER SNAPSHOT:

MAXIM

Redesigned for today's Maxim man who takes pleasure in the fine and fun things in life, from world class travel and entertainment to all types of sports and adventure. The Maxim man has a solid sense of personal style. He's inspired by success. He enjoys the latest gadgets, gear and autos. And he appreciates the most beautiful women in the world featured regularly across Maxim channels. Only the Maxim brand fuels his drive to live life to the fullest.

PRINT	DIGITAL	SOCIAL
1,750,000	6,100,000	2,800,000
ANNUAL REACH	ORGANIC MEDIA IMPRESSIONS	ORGANIC MEDIA IMPRESSIONS
6X	15,550,000	884,400
FREQUENCY	AVG. MONTHLY PAGEVIEWS	INSTAGRAM
250,000	20 +	499,200
RATEBASE	FEATURES POSTED DAILY	TWITTER

The Maxim Experience during Big Game Weekend always dominates the market. This event is a cultural experience where celebrity, athletes, models and executives come together to celebrate the intersection of sports, fashion, art and music for one night under one roof in epic ways

- MAXIM BIG GAME EXPERIENCE - FEB 2020 - MIAMI
- MAR/APR ISSUE PARTY - MAR 2020 - LOS ANGELES
- MAY/JUN ISSUE PARTY - MAY 2020 - NEW YORK CITY
- JUL/AUG HOT 100 EXPERIENCE - JUL 2020 - MIAMI
- SEP/OCT ISSUE PARTY - SEP 2020 - LOS ANGELES
- MAXIM HALLOWEEN EXPERIENCE - OCT 2020 - NEW YORK
- NOV/DEC ART BASEL ISSUE PARTY - DEC 2020 - MIAMI



THE LOCATION:

PACIFIC DESIGN CENTER

Award-winning Pacific Design Center is the West Coast's leading resource for the traditional and contemporary residential and contract furnishings, fabrics, floor coverings, architectural products, wall coverings, lighting, kitchen and bath products, and accessories.

The 1.6 million square-foot campus presents nearly 80 boutique to international showroom brands, representing 2,200 product lines available to source by professional interior designers, architects, facility managers, decorators and dealers.

Pacific Design Center also serves the needs of the design, entertainment and arts communities by providing dramatic public and private spaces for screenings, exhibitions, lectures, meetings, special events and receptions.

Designed by architect Cesar Pelli, FAIA, the beautifully landscaped, 14-acre campus is located in the City of West Hollywood, CA. Pacific Design Center's "Blue Whale" opened in 1975 at 750,000 square-feet. Realizing Pelli's original vision, the Green Building followed in 1988 at 450,000 square-feet and, finally, the Red Building in 2012 at 400,000 square-feet, offering class A, creative office space for premier businesses, including entertainment, fashion, technology and the arts. Pacific Design Center is located in the heart of West Hollywood, at the corner of Melrose Avenue and San Vicente Boulevard.



TITLE SPONSOR

\$500,000/per night

- Logo on step and repeat
- Logo to be placed on all marketing material
- Logo to be featured on main LED screen and ALL surrounding screens
- Logo to be placed on DJ booth
- Company to be featured in all Celebrity and Green Room areas
- Company to feature product on ALL VIP tables
- Company logo to be featured on all VIP tables
- Brand to be the lead brand in ALL press related material
- Brand to be featured in Maxim Magazine event recap
- Brand to receive 1 dedicated social media post from Maxim
- Two VIP tables in the A section with unlimited bottle service
- 10 VIP tickets
- Brand to receive a 15 x 15 activation area
- Maxim media coverage

PRESENTING SPONSOR

\$250,000/per night

- Logo on step and repeat
- Logo to be placed on all marketing material
- Logo to be featured on main LED screen and ALL surrounding screens
- Company to be featured in all Celebrity and Green Room areas
- Company to feature product on ALL VIP tables
- Company logo to be featured on all VIP tables
- Brand to be the lead brand in ALL press related material
- Brand to be featured in Maxim Magazine event recap
- Brand to receive 1 dedicated social media post from Maxim
- ONE VIP tables in the B section with unlimited bottle service
- 10 VIP tickets
- Brand to receive 10 x 10 area for activation

PARTICIPATING SPONSOR

\$175,000/per night

- Logo to be placed on all marketing material
- Logo to be featured on main LED screen and ALL surrounding screens
- Company to feature product on ALL VIP tables
- Brand to be the lead brand in ALL press related material
- Brand to be featured in Maxim Magazine event recap
- ONE VIP tables in the C section with unlimited bottle service



RECAP:

2020 EVENT

For the 8th year in a row, Hollywood and football collided in Miami, Florida on January 31, 2020 for Bootsy Bellows on the Water. The h.wood Group's Bootsy Bellows hosted a pop-up in celebration of The Big Game at a custom event space built from the ground up. The pop-up was hosted by Kevin Hart, featured a five song performance by Post Malone and included DJ sets by Irie, Zack Bia and Devin Lucien.

Bootsy Bellows on the Water will offered corporate partners branding opportunities, exposure, and hospitality. With a powerful network of influencers, celebrities, entrepreneurs, and industry leaders, The h.wood Group curated the guest list, providing brand partners the unique opportunity to activate and engage an elite audience.

WATCH HERE

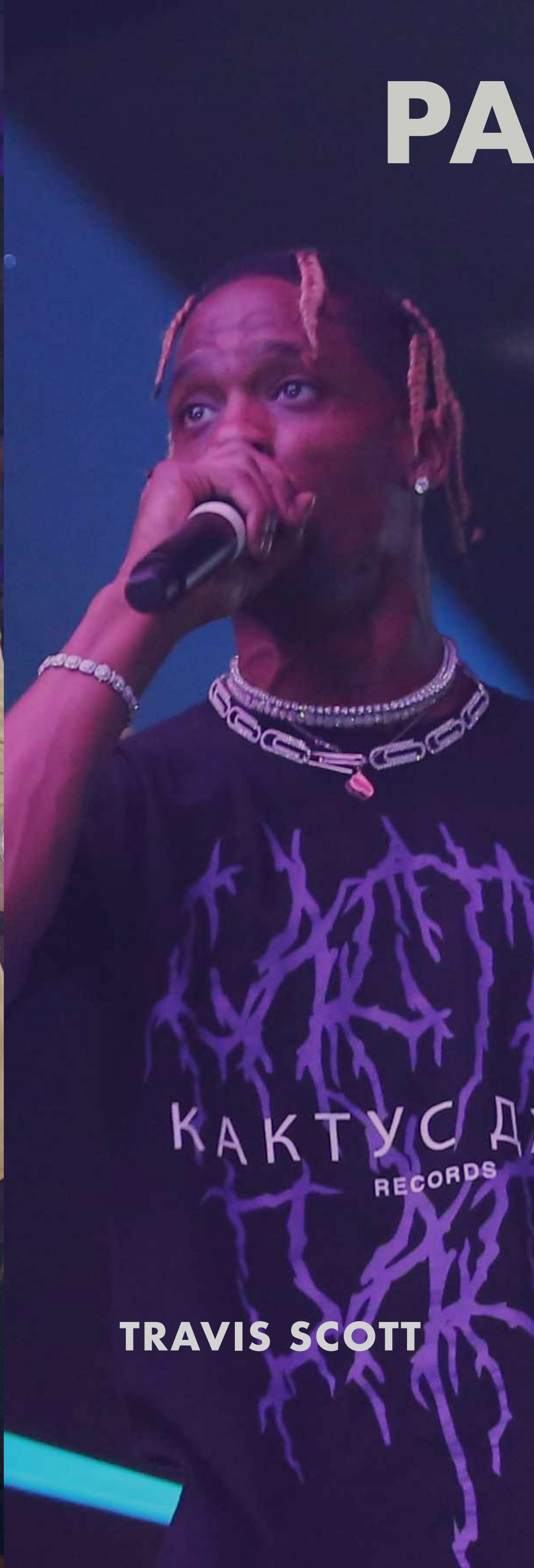
Located just 5 miles from Downtown Miami and 10 miles from South Beach, the party took place on a private property on Virginia Key Island within Biscayne Bay. The venue was comprised of 5 acres on the edge of the water with views of the Miami Skyline and featured a private marina for VIP yacht access.

In partnership with In The Know Experiences, The h.wood Group brought two custom experiential tents to the property, including a 40,000 square-foot main tent which featured multiple headlining acts from top talent. The space accommodated 3,000 guests.

PAST PERFORMERS



POST MALONE
Hosted by
KEVIN HART



TRAVIS SCOTT



FRENCH MONTANA



ASAP ROCKY



GUCCI MANE



LIL WAYNE

EVENT SNAPSHOT the guests

Kevin Hart



Lala Anthony



G-Eazy



Von Miller



Chainsmokers



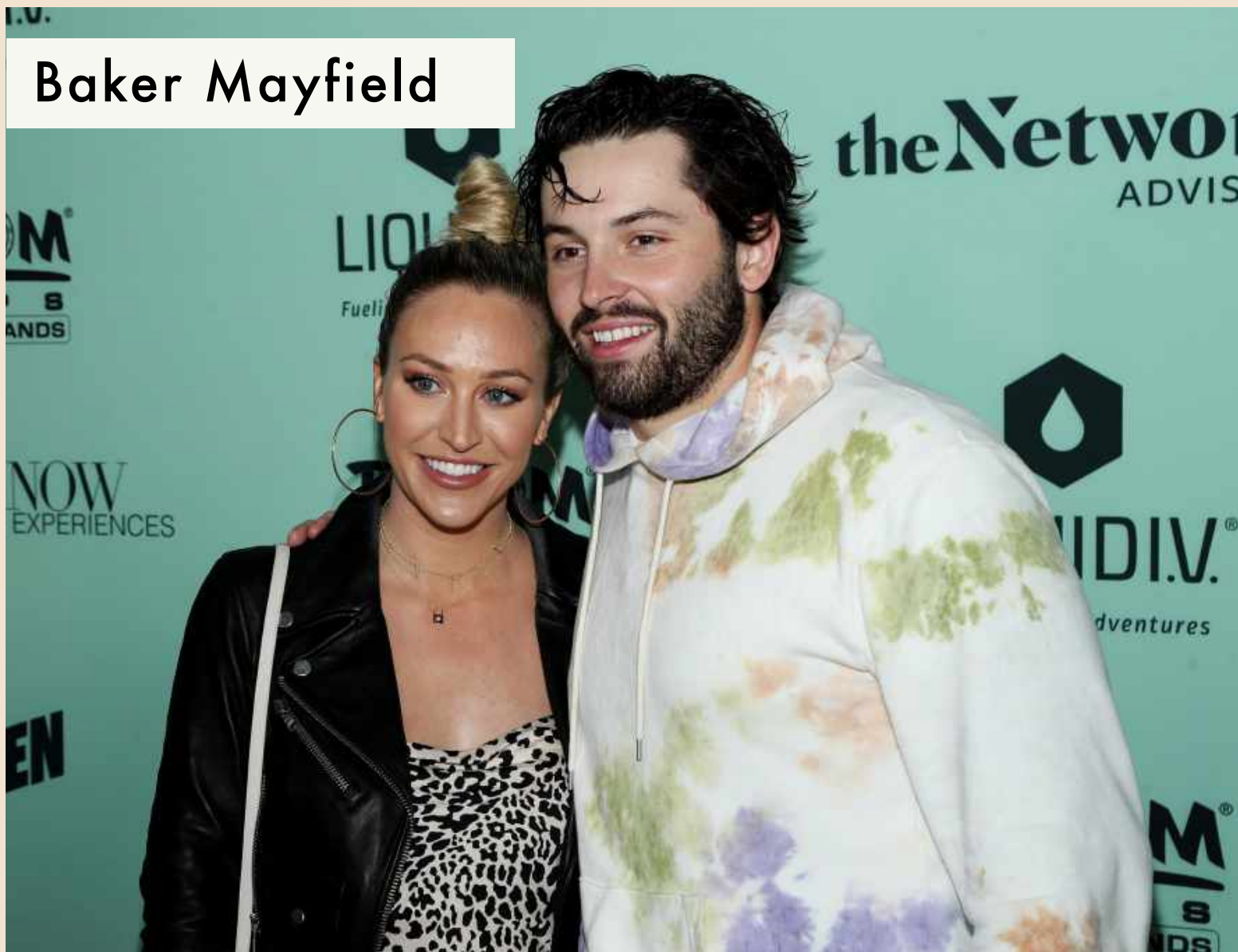
Oddell Beckham Jr & Ninja



EVENT SNAPSHOT the guests

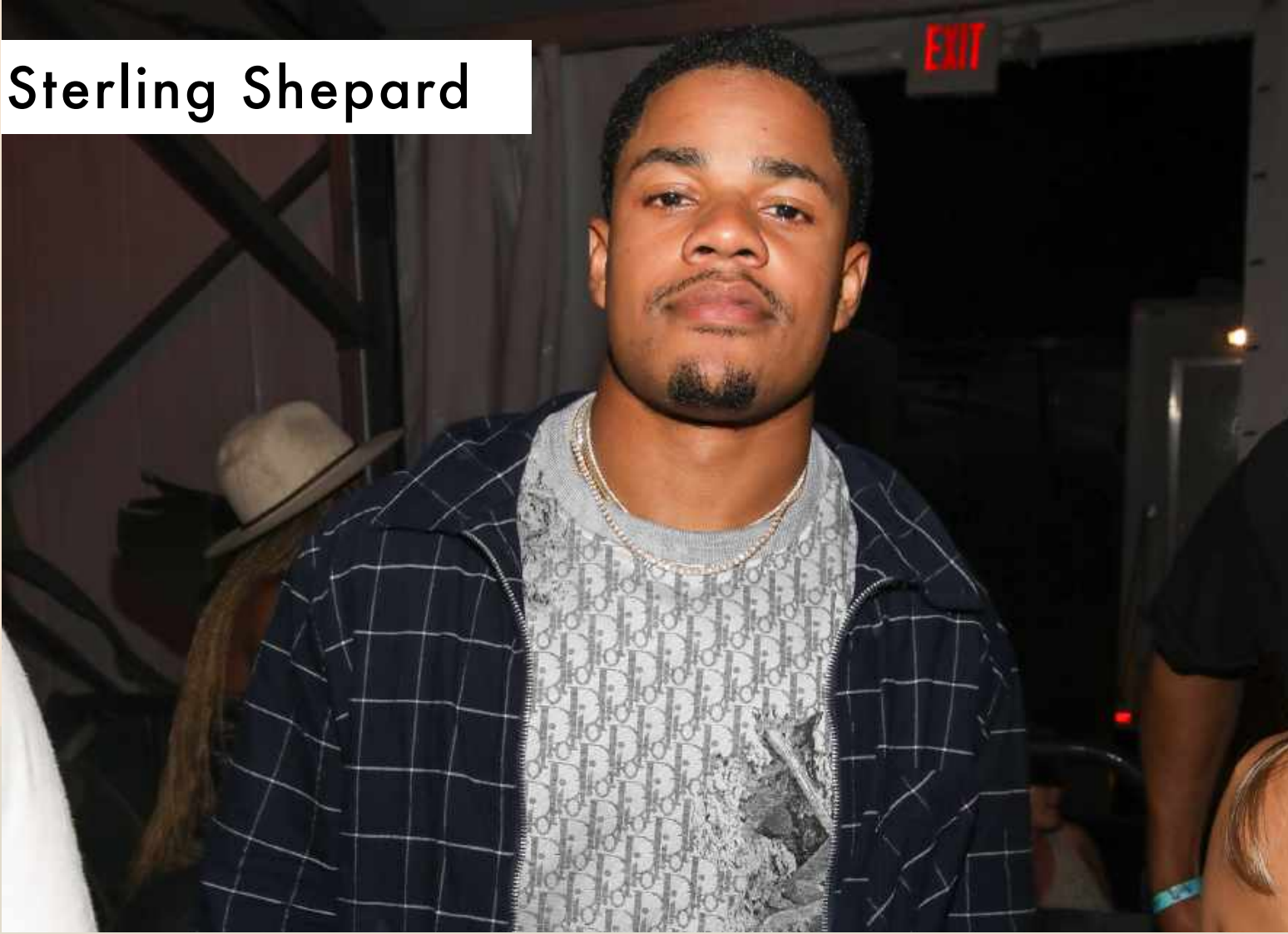


EVENT SNAPSHOT the guests



EVENT SNAPSHOT the guests

Sterling Shepard



Yasiel Puig



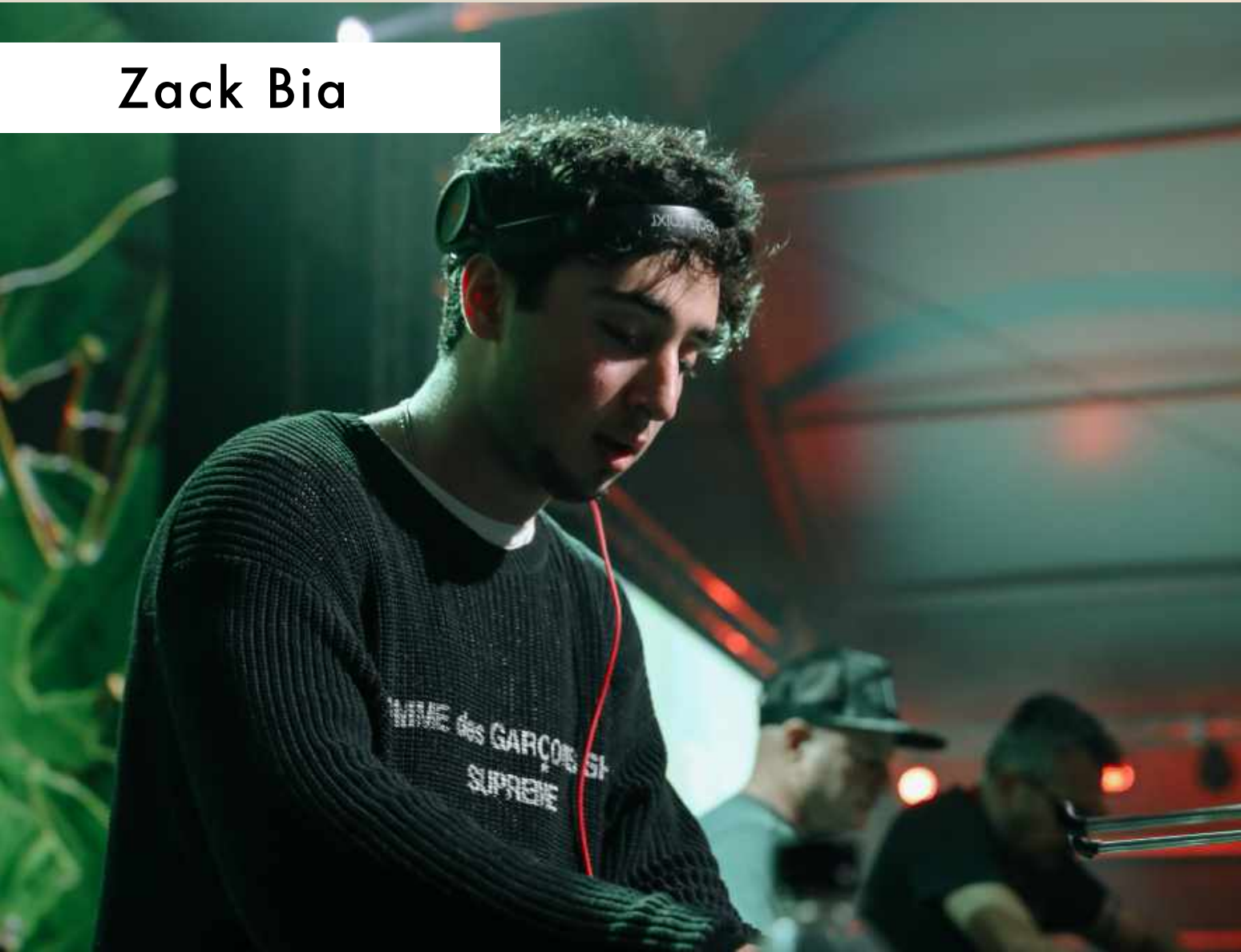
Jeffree Starr



DJ Irie



Zack Bia



Drew Lock





SNAPSHOT:

PAST EVENT PRESS

<div></div> <div><h3>Severe Miami Weather Impacts Post Malone Pre-Super Bowl Show, Harry Styles Concert</h3></div> <div></div> <div><p>Friday night's Bootsy Bellows show had promised to be a star-studded event as the Los Angeles-area club's pop-up took over a picturesque island in Miami, with VIP guests slated to arrive by yacht, but relentless rains caused multiple delays and confusion.</p></div>	<div></div> <div><h3>What stars are paid to perform during Super Bowl weekend</h3></div> <div></div> <div><p>The real winners of Super Bowl 2020 in Miami this year were the recording artists who were pulling down six and eight figures to play a string of branded and private events leading up to the game.</p><p>Tattoo-faced rapper Post Malone raked in a cool \$1.5 million, multiple industry insiders told us, from his appearances at two Super Bowl parties.</p></div>	<div></div> <div></div> <div><h3>SUPER BOWL 2020: STAR SIGHTINGS</h3><h2>POST MALONE</h2><p>The rapper performs at the Bootsy On The Water Miami Takeover 2020 party.</p></div>	<div></div> <div><h3>What stars are paid to perform during Super Bowl 2020 weekend</h3></div> <div></div> <div><p>MIAMI — The real winners of Super Bowl 2020 in Miami this year were the recording artists who were pulling down six and eight figures to play a string of branded and private events leading up to the game.</p></div>	<div></div> <div><p>Cardi B, Offset, Paul Rudd and Other Celebs Spotted at Super Bowl 2020</p></div> <div></div> <div><h3>LA LA ANTHONY</h3><p>Snack time! The Hollywood actress celebrates the Big Game with McDonald's and Bootsy Bellows.</p></div>	<div></div> <div><h3>Super Bowl calls for super parties in Miami</h3></div> <div></div> <div><p>NEW THIS MORNING "SUPER" PARTIES A-LISTERS ATTEND EXCLUSIVE EVENTS BEFORE BIG GAME</p></div>
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SNAPSHOT:

PAST EVENT PRESS

AP

Torrential rains overshadow Post Malone pre-Super Bowl show

MIAMI (AP) — Torrential rains in Miami overshadowed rapper Post Malone’s pre-Super Bowl show, ultimately shutting down the red carpet and delaying his set until the early morning hours of Saturday. Nearby, the weather forced Harry Styles to cancel his show.

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The New York Times

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JUST JARED

Post Malone Performs at Super Bowl Party Hosted by Kevin Hart!



Post Malone is kicking off *Super Bowl Weekend!*

The 24-year-old rapper hit the stage for a performance at the *Bootsy On the Water Miami Takeover* party on Friday night (January 31) in Miami, Fla.

PHOTOS: Check out the latest pics of **Post Malone**

The event was hosted by **Kevin Hart**.

Other stars at the party included **The Chainsmokers**, **Lance Bass** and husband **Michael Turchin**, **G-Eazy**, **La La Anthony**, **Jonathan Cheban**, **Cuba Gooding Jr.**, and **Guy Fieri**.

Make sure you check out **Post Malone’s** latest face tattoo [here!](#)

People

Welcome to Miami! See Where All the Celebrities Are Celebrating Ahead of Super Bowl LIV

LaLa Anthony

enjoying a Chicken McGriddle at Bootsy on the Water Miami Takeover 2020 on Friday.



Daily Mail .com

Post Malone spills \$50k cash as he hits Miami nightclub after Super Bowl weekend performance

He’s a six-time Grammy Award nominee and apparently the most generous Robin Hood of music stars.

Post Malone arrived in Miami Friday ahead of this weekend’s **Super Bowl**, where he wasted no time getting in on the festivities, handing out little chunks of cash money to revelers and club-goers.

ET

Super Bowl 2020 Star Sightings: Lizzo, Post Malone and More!





SNAPSHOT:

h.wood Group PAST EVENTS

- The Academy's 91st Oscar Nominee Dinner @ a private residence
- The Academy's First Ever Women's Luncheon @ Delilah
- Interscope's Grammy After-Party for Lady Gaga @ The Peppermint Club
- Netflix & Dave Chappelle Series Reveal @ The Peppermint Club
- Jimmy Kimmel's Oscars After-Party @ The Lot
- Drake's Birthday Party @ Poppy
- Bootsy Bellows Cannes Film Festival @ VIP Room
- Dior Addict Lacquer Plump 2018 Launch @ Poppy
- Dolce & Gabbana New Vision and Millennials Party @ Bootsy Bellows
- Vanity Fair & L'Oreal Paris Celebrate Young Hollywood @ Delilah
- Seth Meyer's Golden Globes After-Party @ Poppy
- Jimmy Fallon's Golden Globes After Party @ Delilah
- Sean Penn Golden Globes Pre-Party @ Blind Dragon
- Captain Phillips Tom Hanks Oscar Event @ a private residence in Beverly Hills
- Amazon Studios' Oscar Celebration for Manchester By the Sea @ Delilah
- Delilah New York Fashion Week @ Socialista
- Marie Claire: Fresh Faces Awards @ Poppy
- Adidas X All-Star Weekend Post Game Party @ Poppy
- Marie Claire: Annual Image Makers Awards @ Delilah
- Jeremy Scott's VMA After-Party @ Poppy

SNAPSHOT:

PAST BIG GAME PARTIES

American Airlines • Casper
PRESENT
BOOTS
Bellows
8TH ANNIVERSARY
BIG GAME POP UP
THE DINNER
HOSTED BY
Jamie Foxx
SOUNDS BY
DJ Diesel (Shaq)
DATE & LOCATION
Friday | February 2nd, 2018 | 8:00 pm
800 2nd st. SE Minneapolis, MN 55414
MACHINE SHOP
THE AFTERPARTY
10:00 pm
HOSTED BY
21 SAVAGE
PRESENTED BY
ABSOLUT ELYX & **PERRIER JOUTET**
SOUNDS BY
Devin Lucien & Fred Matters
THE IFA • h.wood • MCDONALD'S

Bootsy
On the Water
MIAMI TAKEOVER
POST MALONE
FRIDAY, JANUARY 31st, 2020
Music by Zack Bia, Fred Matters & Devin Lucien
theNetwork • h.wood • IN THE KNOW

BOOTS x **E11EVEN**
Bellows MIAMI
BIG GAME WEEKEND
BOOTS BELLOWS 7TH ANNUAL BIG GAME EXPERIENCE
GUCCI MANE THU. 1.31.19
TIËSTO FRI. 2.01.19
FRENCH MONTANA SAT. 2.02.19
KASKADE SUN. 2.03.19
RAVINE
1021 PEACHTREE ST. NE GA, 30309 | 21+ | DOORS 11PM | TICKETS: RAVINEATL.COM
MARTELL • BEWARE • CHAMPAGNE PERRIER JOUTET

THE 2016
MAXIM
PARTY
SATURDAY | FEBRUARY 6TH @ 8PM
SAN FRANCISCO
IN COLLABORATION WITH
Bootsy
Bellows
FEATURING **A\$AP ROCKY**
WITH SPECIAL PERFORMANCE BY
lil WAYNE
SETS BY WILLIAM LIFESTYLE & DEVIN LUCIEN X BALTHAZAR GETTY
AND THE
DODGE 'THRILL RIDE' EXPERIENCE
PRODUCED BY
KARMA
INTERNATIONAL
ABSOLUT ELYX • **AVIÓN** • **GUINNESS** • **PERRIER JOUTET** • **TRIUMPH**
MAXIMPARTY2016.COM



ABOUT US:

THE H.WOOD GROUP

The h.wood Group is a Los Angeles based hospitality and lifestyle company with a diversified portfolio of upscale nightlife & restaurant venues. Born and raised in Los Angeles, longtime friends John Terzian and Brian Toll established The h.wood Group in 2008 after years of working independently. Their vision was born out of a need to bring high-end, thoughtful and detailed concepts to the Los Angeles market and, eventually, all over the world. With a love of catering to the friends and family whom they had grown up with, Terzian and Toll spent their time tending to their every social need. To this day, this emphasis on service remains at the core of The h.wood Group.

It began with one nightclub, where h.wood friends and family could convene, and today, the company is responsible for some of the most iconic brands in the world, including Delilah, The Nice Guy, and Bootsy Bellows, among many others. With thirteen venues in Los Angeles, five others across the nation and four new ones on the horizon, The h.wood Group is rapidly expanding. Its multi-concept portfolio is uniquely positioned to cater to different markets while staying true to its core values — distinct aesthetics, world-class service and palpable atmosphere. With an emphasis on art and fashion the company's projects seek to reflect and impact popular culture on both local and global scales.



PARTNER SNAPSHOT:

UNCOMMON SENSE

From the founders of In the Know Experiences, Uncommon Sense is a full service event management and production company with strong expertise in high end live entertainment experiences, event sponsorships, nightlife, and marketing industries. With over a decade of experience, we specialize in taking events to another level, managing front of house and ticketing operations, experiential hospitality sales, event sponsorship, logistics and production for premier exclusive events around the globe.

Uncommon Sense handled all event hospitality for the Rolling Stone SuperBowl Party in various locations, the Maxim Super Bowl XLVIII Party in New York City and Atlanta, Playboy Super Bowl 50 Party in San Francisco, and more. Uncommon Sense produced the two biggest events at Super Bowl LIV in Miami, the Bootsy Bellows Big Game Pop up with Post Malone and the Maxim Havana Nights event with Columbia Records, The Chainsmokers, Rick Ross, Megan Thee Stallion, Russ, and more.



ABOUT THE BRAND:

BOOTSY BELLOWS

Step into the residential haven that is Bootsy Bellows. First introduced in 2012 by actor David Arquette and The h.wood Group, the space mirrors Frank Sinatra's 1940s Palm Springs home. From the pink banquettes to the lush greenery, the venue breaks the mold on traditional nightclub aesthetics with its luxurious, residential feel. Combining a variety of live entertainment, including DJs, music performances and puppets, the locale is a decadent playground for adults. Named after Arquette's mother, a burlesque dancer and pinup model in her time, Bootsy Bellows is a spectacle in a class of its own.

More than a venue, Bootsy Bellows has become a luxury lifestyle brand for pop-ups during culturally celebrated events, both nationally and internationally. The brand is widely known for curating celebrities, tastemakers, influencers and top-tier talent for an unparalleled experience.



ABOUT THE BRAND:

POPPY

Immerse yourself in a fantasy where nightclub meets high-fashion playground. Located on one of Los Angeles' most bustling boulevards, Poppy is a nightlife concept unlike any other. Surrounded by a menagerie of characters from a storybook setting, guests are transported into a whimsical world. From the colorful garden, to the opulent library this dream-like venue provides plenty for guests to explore and discover



THANK YOU



P O P P Y

THE *h.wood* GROUP

UNCOMMON
SENSE

MAXIM
Electric Nights