

SUPER FUSER 2019

MUSIC & TECHNOLOGY EXPO

Where Music, Tech, & People Converge
During Super Bowl LIII

JAN 30 – FEB 1

ATLANTA, GA

What Is SuperFuse 2019

SuperFuse is the Ultimate
Concert and Technology
Experience

A three-day experiential event where
People, Technology, and Companies unite
while in Atlanta for Super Bowl LIII putting
your brand centerstage.

Jan 30 – Feb 1, 2019
Rialto Theater
Atlanta, GA

Who We Are

Pathway Productions LLC provides music production and artist promotions for indie and major label artists.



Live Music Events



Radio Promotions



PATHWAY
PRODUCTIONS

Our Expertise



Tour Support



Media Tours

The SuperFuse Experience

SuperFuse will bring a unique experience to Atlanta during Super Bowl LIII

- ⌘ Showcasing Atlanta's & the nation's best music talent
- ⌘ Merging technology & artists to celebrate the rising music scene in Atlanta thanks to the GA Music Investment Act
- ⌘ Providing unofficial entertainment for all walks of life at the Super Bowl
- ⌘ Something for everyone from Super VIPs to College Students

Your Activation is at the Heart of Atlanta & Super Bowl LIII

SUPERFUSE 2019 IN DOWNTOWN ATLANTA

RIALTO CENTER for the ARTS

SuperFuse 2019 will have a 3-day Concert and Technology Expo. Programming for each day includes a series of super panels featuring music & tech executives from Atlanta, Los Angeles, and New York; talks, demos and performances; happy hours and networking parties, private dinners and after parties for Super VIPs and Corporate Sponsors featuring exclusive access to our talent & celebrities.

CENTENNIAL OLYMPIC PARK

Home to the Super Bowl's Fan Festival, 10 days of concerts and family events, will be in walking distance from your venue. Quoted as the "Wow Factor Event" of the Super Bowl by NFL Senior VP of Events, Peter O'Reilly.

GEORGIA WORLD CONGRESS CENTER (GWCC)

GWCC will host The Super Bowl Experience, an interactive theme park and the massive Super Bowl media center directly across from Centennial Park.

MERCEDES-BENZ STADIUM

The official venue for The Super Bowl 53 is minutes away from the Rialto theater.



Your Reach

Jan. 31- Feb. 1, 2019



DEMOGRAPHICS

SUPER BOWL 2018
 RIALTO THEATER
 GA STATE UNIVERSITY
 MALE / FEMALE
 LIVE ON / OFF CAMPUS



SOCIAL REACH

TALENT OPTION 01

INSTAGRAM
 TWITTER
 FACEBOOK

TALENT OPTION 02

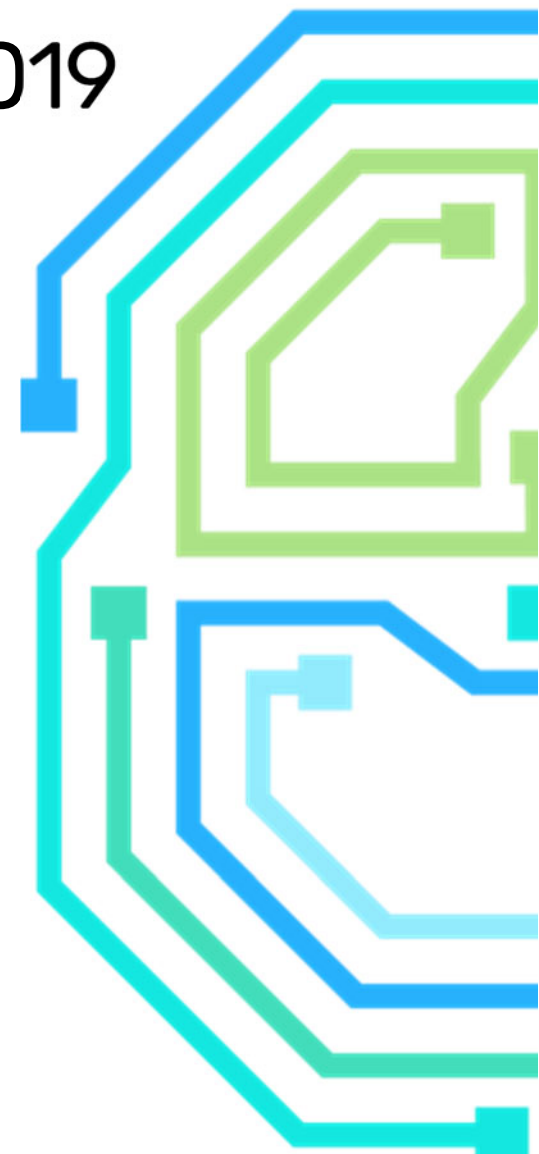
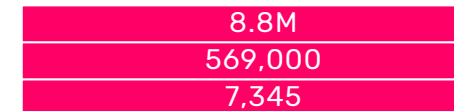
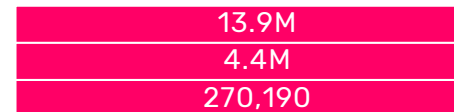
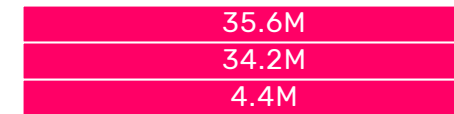
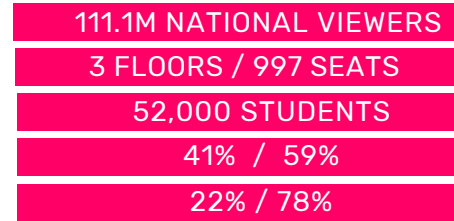
INSTAGRAM
 TWITTER
 FACEBOOK

CITY OF ATLANTA

INSTAGRAM
 TWITTER
 FACEBOOK




ATLANTA SUPER BOWL 53

INSTAGRAM
 TWITTER
 FACEBOOK






PROGRAM FLOW

By Day

-  Tech Exhibition Hall
-  Super Panels, Talks & Demos
-  Themed Entertainment

By Night

-  Featured Artist Concerts
-  Gala Dinners & Catered Affairs
-  VIP After-Parties

Day One:
Wednesday Jan.
30

Discover New
Music Day
Featuring
Atlanta's
Emerging
Independent
Artists

Schedule:

10:00 am Doors Open, Technology Vendor Expo (**Lobby**)

12 Noon Indie Artist Showcase with Music Industry Expert Critiques (**Theater**)

3:00 pm Music industry panel and Q&A (**Theater**)

5:00 pm-5:50 pm Music Industry Happy Hour & VIP Networking Party (**Lobby & Presidential Suite**)

6:00 pm DJ Battle Festival-style (**Theater**)

7:30 pm *Doors close until...*

8:00 pm Doors Open, Technology Vendor Expo (**Lobby**)

9:30 pm Concert Experience (**Theater**)

Midnight - Closing: VIP After-party (**Entire Venue**)

Super VIP Green Room open all day in Presidential Suite for Sponsors and Vendors only

Day Two:
Thursday
Jan. 31
Atlanta's Best
featuring the
cities biggest
artists

Schedule:

10:00 am Doors Open, Technology Vendor Expo (**Lobby**)

12 noon Tech Super Panel (**Theater**)

1 pm Tech talks, demos & presentations (**Theater and Lobby**)

2 pm Tech Happy Hour & VIP networking party
(**Presidential suite 3rd floor**)

4 pm E.D.M Concert and Party (**Theater**)

6 pm *Doors close until...*

9 pm Doors Open, Technology Vendor Expo (**Lobby**)

9:10 pm Atlanta best artist Concert (**Theater**)

Midnight - Closing: VIP After-party (**Entire Venue**)

***Super VIP Green Room open all day in Presidential Suite
for Sponsors and Vendors only***

Day Three:
Friday Feb. 1
Headliner Ball
featuring a
world-
renowned
recording artist

Schedule:

11 am Doors Open, Technology Vendor Expo (**Lobby**)

12 noon Silent disco (**Theater**)

3 pm Studio 54 (**Theater**)

4 pm SuperFuse Lounge Cocktail Party (**Lobby**)

6 pm Doors close until...

6:30 pm Gala dinner (**Offsite Location**)

8 pm Doors Open, Technology Vendor Expo (**Lobby**)

8:30 pm Super Sponsor Meet & Greet, Shwag Party (**Presidential Suite**)

10 pm Headliner Ball Concert (**Theater**)

Midnight - Closing: VIP After-party (**Entire Venue**)

***Super VIP Green Room open all day in Presidential Suite
for Sponsors and Vendors only***

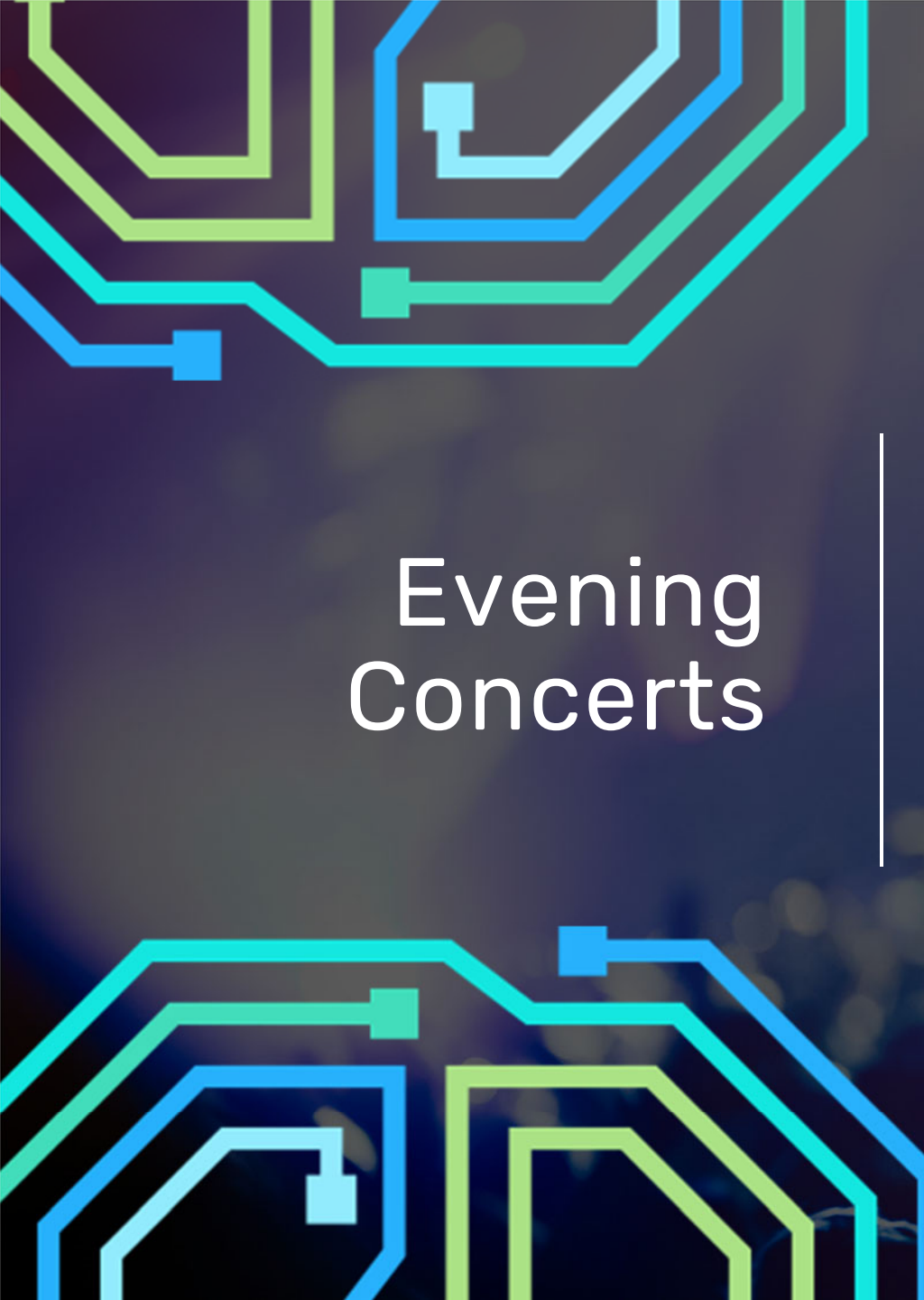
EVENT BREAKOUT





Tech Expo, Super Panels & Day Parties

- Discover the hottest tech companies in Atlanta
- See the future of music & technology
- Learn from industry experts & leaders
- Interactive Q&A Sessions
- Visit exhibitors and see cutting-edge product demonstrations
- Learn about AI & green technologies in the music industry
- Be entertained by Atlanta's best artists & DJs



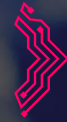
Evening Concerts



Day 1: Affordable live music experience featuring a mix of musical genres from Atlanta's best up & coming artists



Day 2: Celebrate Atlanta's accomplished artists with feature performances from our A-List



Day 3: Exclusive intimate concert featuring the nation's top Billboard charting artists



After Parties




Exclusive closed events for Super VIP attendees to continue their celebrations into the early morning hours



Each evening will feature meet & greets and private performances from the day's performing artists



Mingle with special guests including celebrities, luminaries and Atlanta's leadership



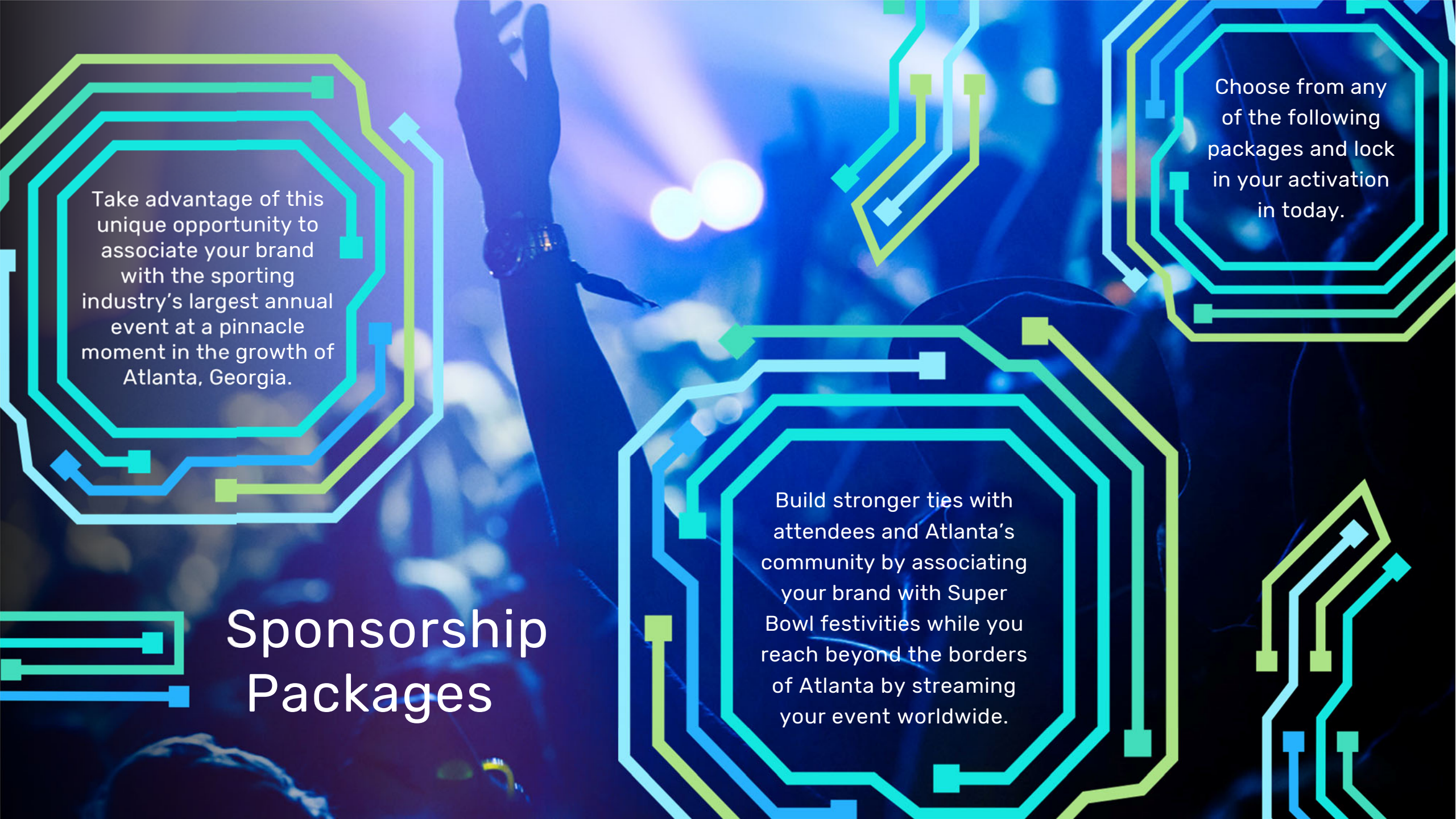
Live Streaming Platform



SuperFuse 2019 will be streamed live from the Rialto Theater allowing those not in attendance to experience every aspect of the activation from their homes for a small fee.



Streaming will be available through proprietary sites leveraging the fan bases of our biggest artists to maximize revenues and reach.



Take advantage of this unique opportunity to associate your brand with the sporting industry's largest annual event at a pinnacle moment in the growth of Atlanta, Georgia.

Choose from any of the following packages and lock in your activation in today.

Sponsorship Packages

Build stronger ties with attendees and Atlanta's community by associating your brand with Super Bowl festivities while you reach beyond the borders of Atlanta by streaming your event worldwide.

MARQUEE SPONSOR (ENTIRE VENUE)

TOTAL TAKEOVER \$600,000 (ALL 3 DAYS)

DAILY BUY OUT \$200,000 (1 DAY)

As the official Marquee Sponsor of SuperFuse 2019, you will enjoy:

- › Your company or brand will be featured:
 - › Rialto Theater marquee
 - › Signage across the entire interior of the Rialto
 - › Prominently on the GSU website & social media before and during event
 - › Tickets, passes & email blasts
- › Custom written song/jingle by a professional ATL producer or songwriter
- › 10-day campaign with featured spots on V-103 and NPR
- › Exclusive on-air interview with Atlanta Alive during Super Bowl Week
- › 30 orchestra VIP seats at concert
- › Gala dinner with celebrities & luminaries catered by a premiere Atlanta chef and wine purveyor for 30 guests
- › Special produced event featuring your brand onsite
- › Full time exclusive access to the presidential suite with open bar
- › Guests of honor at VIP after-party with celebrity meet & greats
- › Behind-the-scenes wrap-up video for your promotional use
- › Logo prominently displayed on Live streaming content
- › Permanent branded exhibit space in the lobby
- › Promotional opportunities with local and national media

TECH LOBBY SPONSOR

TOTAL TAKEOVER \$400,000 (ALL 3 DAYS)

DAILY BUY OUT \$150,000 (1 DAY)

As the official Tech Lobby Sponsor of SuperFuse 2019, you will enjoy:

- › Your company or brand will appear on:
 - › Rialto Theater marquee
 - › Signage across the entire interior of the Rialto
 - › GSU website & social media before and during event
 - › Tickets, passes & email blasts
- › 10-day campaign with limited featured spots on V-103 and NPR
- › Company will have an on-air interview with Atlanta Alive
- › Company will have 18 orchestra seats at concert
- › Gala dinner with celebrities & luminaries catered by a premiere Atlanta chef and wine purveyor for 18 guests
- › Special produced event featuring your brand onsite
- › Limited exclusive access to the presidential suite with open bar
- › Special guests at VIP after-party with celebrity meet & greets
- › Behind-the-scenes wrap-up video for your promotional use
- › Logo intermittently displayed on Live streaming content
- › Permanent branded exhibit space in the lobby
- › Promotional opportunities with local and national media

THEATER SPONSOR

TOTAL TAKEOVER \$400,000 (ALL 3 DAYS)

DAILY BUY OUT \$75,000 (DAY 1) \$150,000 (Day 2) \$225,000 (Day3)

As the official Theater Sponsor of SuperFuse 2019, you will enjoy:

- › Your company or brand will appear on:
 - › Rialto Theater marquee
 - › Signage across the entire interior of the Rialto
 - › GSU website & social media before and during event
 - › Tickets, passes & email blasts
- › 10-day campaign with limited featured spots on V-103 and NPR
- › Company will have an on-air interview with Atlanta Alive
- › Company will have 12 orchestra seats at concert
- › Gala dinner with celebrities & luminaries catered by a premiere Atlanta chef and wine purveyor for 12 guests
- › Special produced event featuring your brand onsite
- › Limited exclusive access to the presidential suite with open bar
- › Special guests at VIP after-party with celebrity meet & greats
- › Behind-the-scenes wrap-up video for your promotional use
- › Logo intermittently displayed on Live streaming content
- › Permanent branded exhibit space in the lobby
- › Promotional opportunities with local and national media

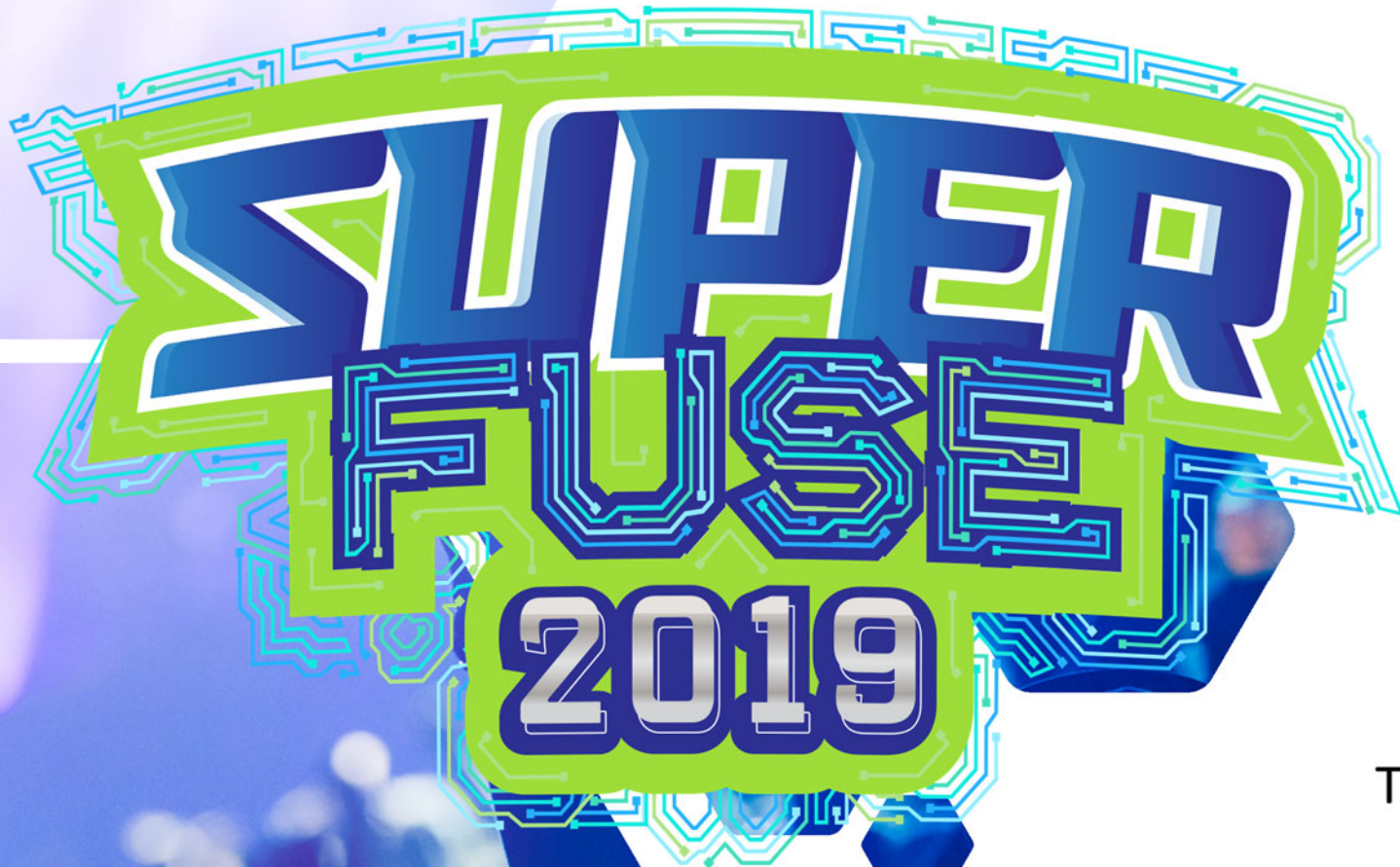
PRESIDENTIAL SUITE SPONSOR

TOTAL TAKEOVER \$200,000 (ALL 3 DAYS)

DAILY BUY OUT \$50,000 (DAY 1) \$75,000 (Day 2) \$100,000 (Day3)

As the official Presidential Suite Sponsor of SuperFuse 2019, you will enjoy:

- › Your company or brand will appear on:
 - › Rialto Theater marquee
 - › Signage across the entire interior of the Rialto
 - › GSU website & social media before and during event
 - › Tickets, passes & email blasts
- › 10-day campaign with limited featured spots on V-103 and NPR
- › Company will have an on-air interview with Atlanta Alive
- › Company will have 9 orchestra seats at concert
- › Gala dinner with celebrities & luminaries catered by a premiere Atlanta chef and wine purveyor for 9 guests
- › Special produced event featuring your brand onsite
- › Limited exclusive access to the presidential suite with open bar
- › Special guests at VIP after-party with celebrity meet & greats
- › Behind-the-scenes wrap-up video for your promotional use
- › Logo intermittently displayed on Live streaming content
- › Permanent branded exhibit space in the lobby
- › Promotional opportunities with local and national media



SUPER FUSION 2019

To start your activation, contact:

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Pathway Productions Founder & Director

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