LOS ANGELES STREET FESTIVAL
3X3 | ESPORTS | MUSIC | FOOD
L.A. Street Festival, a new, annual urban event, will feature a world-class 3X3 basketball tournament, esports competitions, side contests, dunking, music, breaking (dancing), gaming activations and kids play zones to entertain the public both at the event and through digital platforms and broadcast.
THE EXECUTIVE TEAM BEHIND THE VISION

LA Street Festival Organizing Committee is led by:

- **Dr. Patrick Soon-Shiong**, Nantworks Chairman and Biotech innovator
- **Rick Fox**: Owner of Echo Fox, Previous Los Angeles Lakers star and 3x NBA Champion
- **Jenny Mann**: a former Australian track star and who was a high-ranking official at the International Olympic Committee (IOC).
COMING TO LOS ANGELES FOR THE FIRST TIME

The region’s first festival combining internationally-renowned 3X3 basketball with one of the largest esports tournaments to-date.
1 HOOP
1 BALL
2 TEAMS
3 PLAYERS PER TEAM

FAST & EXCITING
No breaks after scoring. No halftime. Simple rules for the benefit of everybody.

A 10-MINUTE SPRINT
The #1 urban team sport in the world

3x3 is set to make quite an entrance at the Tokyo 2020 Olympic Games.
THE 3X3 VILLAGE
OFF THE COURT FUN

The 3X3 Village will be a source of exciting and entertaining activities.

**Kids Zone:** A miniature basketball world is also a great way for the little ones to imitate the stars on the court or a cheerleader and/or street dance academy where girls and boys can learn some moves.

**Skills & Clinic Zone:** Many people attending the event are already into basketball – and others might want to learn. In the Skills Zone, a variety of equipment allows everyone – whether an experienced basketball player or a beginner – to test their shooting, dribbling and passing skills.

**Graffiti Wall:** Brands can co-sponsor and create a wooden/cardboard wall and invite local professional graffiti artists/crews to work on a 3X3-themed piece.

**Estimated number of attendees:**
5,000 - 10,000 attendees per day
Pre-registered free community event
Ticketed VIP areas

All images and activation ideas are for discussion and illustration purposes. The final build will vary.
ESPORTS
OPEN ESPORTS TOURNAMENT

THE DETAILS

- Main Stage of Gaming Zone is a 2-day, 3x3 Tournament
- Anyone can enter to compete against amateurs and decorated professionals
- Hired endemic casters and hosts will be present
- Entry fee contributes to prize pool

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THE DETAILS
✓ Will be next to the Main Stage featuring a 3x3 Open Tournament
✓ The zone will be made up of local gaming trucks, esports / arcade bars, brand booths, indie developers
✓ “Challenges”, demos, product walls
✓ Cosplayers and gaming character cutouts for photos ops
✓ Battle Lounge

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THE FESTIVAL

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The festival portion will be a series of music, arts, food and cultural activities curated to reflect the style of the L.A. STREET FESTIVAL and to showcase the energy, creativity and talents of Los Angeles.
1. On-court appearance
2. Unique activations
3. Crowd giveaways
4. Branded food truck
5. Product placement
6. On-court contest
7. In-vehicle activities
8. Activation space
9. Booths
10. Interview backdrop
11. Shooting contest for prizes
12. Customized bar

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ECONOMIC IMPACT

Economic Impact: The total amount of additional expenditure generated within a defined area, as a direct consequence of staging the event. For most events, spending by visitors in the local area (and in particular on accommodation) is the biggest factor in generating economic impact; however, spending by event organizers' is another important consideration.

Comparable events:

➢ **US Open of Surfing, Huntington Beach – 500K attendees**
  2018 USD $27 Million economic impact

➢ **X-Games, Austin – 160K attendees**
  2014 & 2016: $70 Million economic Impact
ESTIMATED ECONOMIC IMPACT

L.A. Street Festival 2019: Minimum estimated economic impact of USD $2 Million
Based on minimum estimate of 5,000 attendees per day
2 days event attendance at $200 per day
Plus additional expenditure in the City of El Segundo as a direct consequence of staging the event

Hotel Revenue: Minimum estimated direct revenue of USD $24,000
Based on 1,000 room nights at $200 per night x 12% tax
THE CITY OF EL SEGUNDO

- El Segundo has commemorated 100 years of innovation, leadership, and growth and $1 billion in recent and planned development
- Recognized as the aerospace capital of the world
- El Segundo has become a thriving business center with various Fortune 500 companies
- Home to AT&T, Los Angeles Lakers and Kings, The Los Angeles Times, DaVita Healthcare, and Mattel
CITY COUNCIL REQUEST SUMMARY

Venue: Largely using Los Angeles Times land with Douglas road closure, see Site Map

Street closures: Partial road closure of Douglas Street (9/16-9/23)

Special event permit: Amplified sound, vendors, alcohol, utilities, restrooms, garbage removal, temporary venue construction, stage, vehicle access.

Support from The City of El Segundo: Event operations, emergency services (Police/Fire/Ambulance), traffic control, marketing and community engagement, local business support, site approvals.
PACKAGE ELEMENTS FOR THE CITY OF EL SEGUNDO

PACKET VALUE: $50,000

EXHIBITION AND EVENT PRESENCE
- 200 square feet on-site
- Logo inclusion in on-site welcome banners (with sponsorship level designation)
- One (1) Sponsor recognition of DJ/MC at the event throughout the weekend
- Opportunity to run database-generating activities on-site*

CONTENT
- Opportunity for City of El Segundo to create content around its activities to share on its own channels

MARKETING INCLUSION
- Benefit and inclusion in $1.5mm multi-faceted promotional campaign across all platforms
- Print Ad Support: Your logo will appear on all two Spadea print announcement ads
- Email Campaign: Invitation to 800,000 opt-in users and subscribers (with sponsor level designation) - 3 sends
- Website: Sponsor profile, listing and logo on the website for 12 months with live link to sponsor URL of choice
- License to use logo(s), images and/or trademark(s) for the sponsor’s promotion, advertising, or other leverage activities

ADVERTISING MEDIA
- Logo presence in event program
- Half page in the LA Times Business Section
- Travel Pass Email to 88,000 subscribers

POST EVENT
- Logo in the post-event “Thank You” email

*Activation and production cost are the sole responsibility of the sponsor
Sponsorship packages subject to change
THANK YOU CITY OF EL SEGUNDO FOR MAKING 2019 LA STREET FESTIVAL A SUCCESS!

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