



SHAQTOBERFEST

SEPTEMBER-NOVEMBER 2023

A portrait of Shaquille O'Neal, a large Black man with a beard, wearing a dark t-shirt. He is holding a large orange pumpkin in his left hand. The background is dark blue with some light effects.

SHAQUILLE O'NEAL REIMAGINES HALLOWEEN FOR A BIGGER, BETTER, LARGER-THAN-LIFE EXPERIENCE WITH SHAQTOBERFEST.

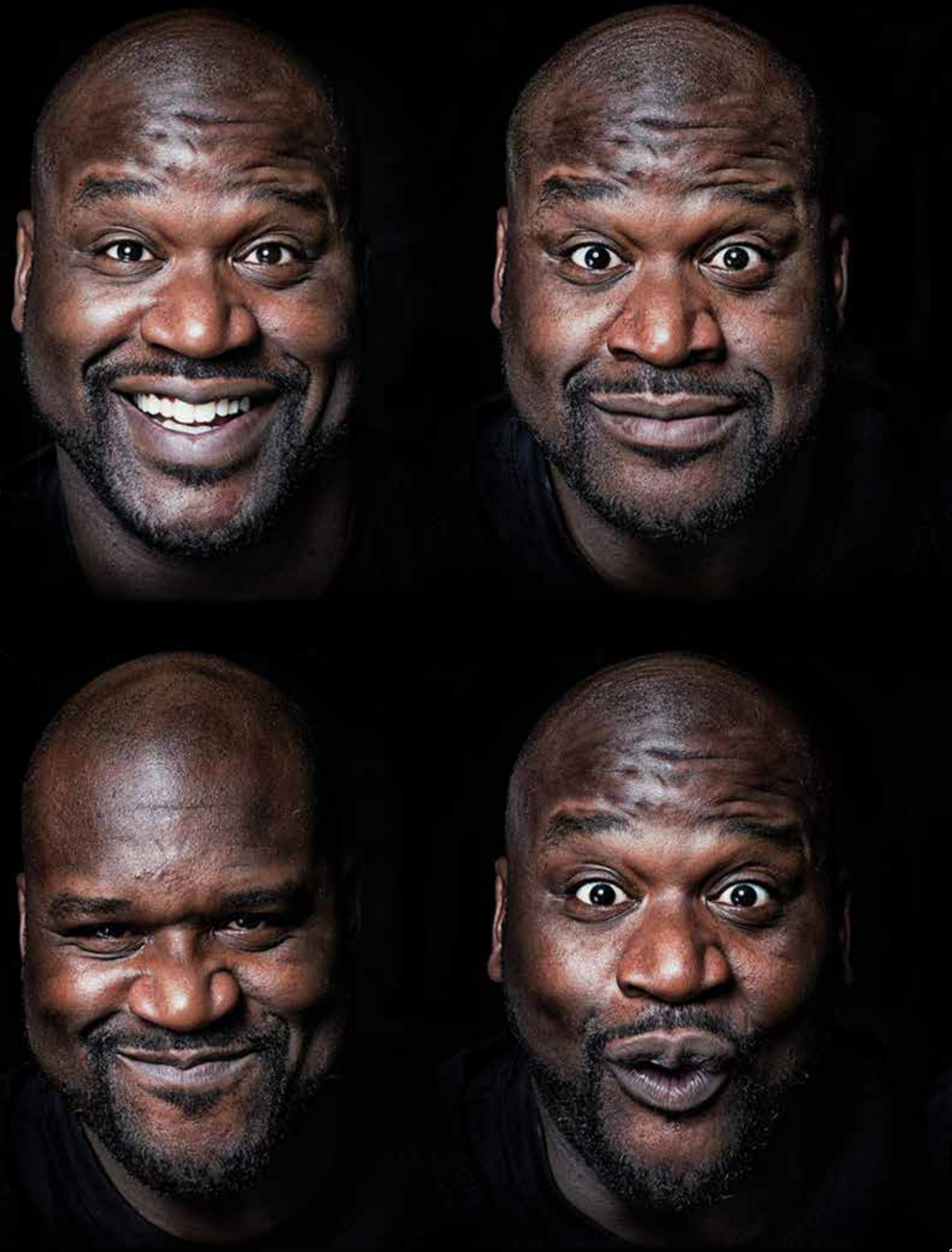
Set in Long Beach, CA, **SHAQTOBERFEST** is the ultimate Halloween destination for ghostly family-friendly fun, trick-or-treating, games, delicious food & drink, and, when darkness falls, frightfully fun haunted nighttime events and live entertainment.

THE BRAND

SHAQUILLE O'NEAL IS LARGER-THAN-LIFE.

At 7-foot-1 his stature commands attention but it is his big personality, clever sense of humor, and innate likability that truly set him apart. He is undeniably fun, approachable, and genuine. A force within the worlds of sports, entertainment, and business. Shaq is a basketball hall-of-famer, actor, philanthropist, DJ, TV personality, role model for kids, and entrepreneur.

**THE SHAQUILLE O'NEAL™ BRAND
STANDS FOR FUN FOR EVERYONE.**





OVER 70M FOLLOWERS



30.3+ MILLION FOLLOWERS



9.5+ MILLION FOLLOWERS



15.9+ MILLION FOLLOWERS



1.5+ MILLION FOLLOWERS



11.4+ MILLION FOLLOWERS



124+ THOUSAND FOLLOWERS

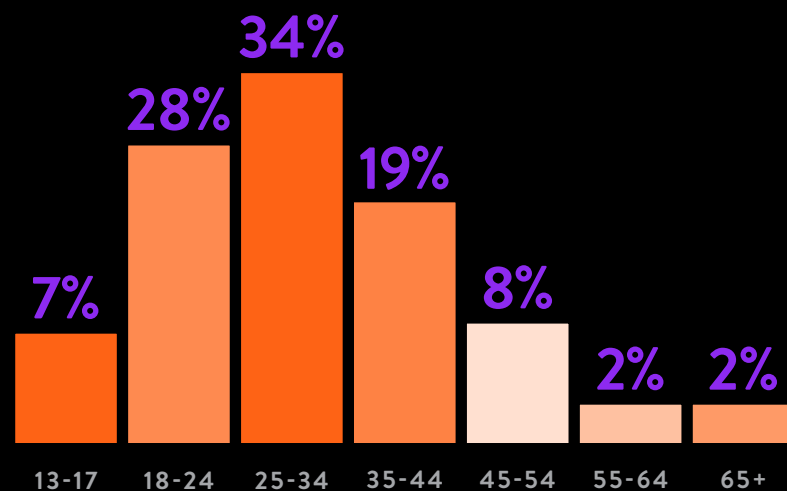


1.1+ MILLION FOLLOWERS

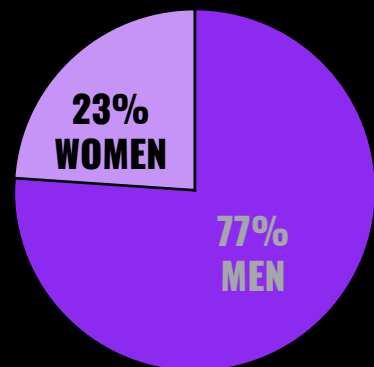


133+ THOUSAND FOLLOWERS

AGE BREAKDOWN



GENDER BREAKDOWN



PR & EARNED MEDIA

UVM	—	84.32B
AVE	—	\$779.93M

TOTAL FOLLOWERS BY REGION



TOP MARKETS

UNITED STATES	—	3,029,502	TAIWAN	—	149,639
PHILIPPINES	—	965,079	AUSTRALIA	—	147,966
MEXICO	—	260,447	ITALY	—	140,244
BRAZIL	—	208,609	UNITED KINGDOM	—	129,377
CANADA	—	198,775	FRANCE	—	117,014
UNITED STATES	—	13,717,234	PHILIPPINES	—	705,162
BRAZIL	—	1,668,682	CHINA	—	653,491
ITALY	—	851,058	INDIA	—	638,294
CANADA	—	841,940	MEXICO	—	613,978
UNITED KINGDOM	—	735,557	AUSTRALIA	—	498,477



FACEBOOK



INSTAGRAM

SHAQUILLE O'NEAL EXPERIENCES

Shaq's events are proven to resonate with audiences, consistently generating high levels of engagement.

SHAQ'S FUN HOUSE



OVERALL SOCIAL
IMPRESSIONS

5.6M+

TOTAL CROSS-PLATFORM
SOCIAL IMPRESSIONS

4.3M+

TOTAL
UVM

3.61B+

SHAQ VS. GRONK



TOTAL
VIEWERS

9M+

TOTAL SOCIAL
VIEWS

20M+

TOTAL SOCIAL
ENGAGEMENT

543K+

SHAQ BOWL



TOTAL LIVE
VIEWS

10M+

TOTAL YOUTUBE
VIEWS

284K+

TOTAL TWITCH
VIEWS

1M+

SHAQTOBERFEST



SHAQTOBERFEST

2022 RECAP

Shaquille O'Neal took over Long Beach, California for his own twist on Halloween at Shaqtoberfest. With the historic Queen Mary as the backdrop, Shaqtoberfest is the ultimate Halloween destination this October for family-friendly trick-or-treating, ghoulish games, delicious treats, specialty libations, frightfully fun nighttime haunted trails and exciting live entertainment that encapsulates Shaq's playful personality.

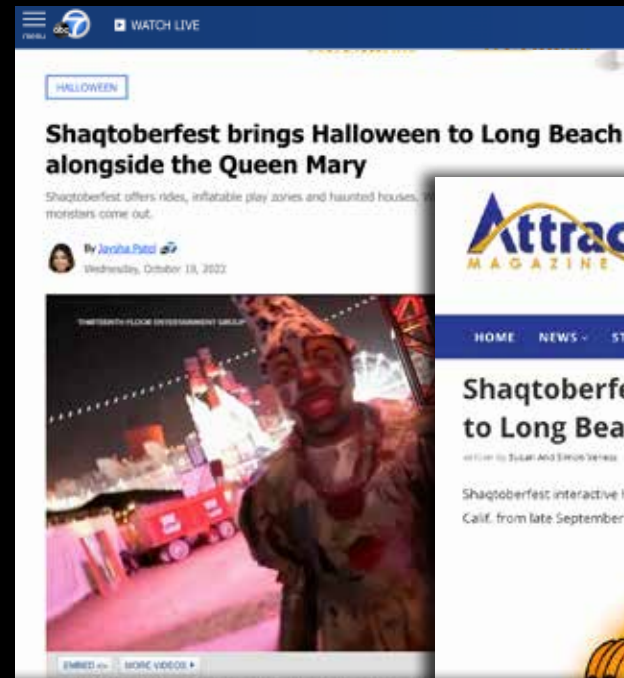
OVERALL SOCIAL IMPRESSIONS **11.1M+**

TOTAL AVE **\$37.64M** TOTAL UVM **4.07B**

OVER 100 PRESS PLACEMENTS
INCLUDING ESPN, E! ONLINE, PARADE, KTLA,
AND HOLLYWOOD REPORTER

OVER 22,000 EMAIL SUBSCRIBERS | 500,000 WEB USERS

2.5M+ WEBSITE PAGE VIEWS



2022 TICKET BUYER DEMOGRAPHICS

45% MEN

55% WOMEN

SKEDS SLIGHTLY
MORE FEMALE

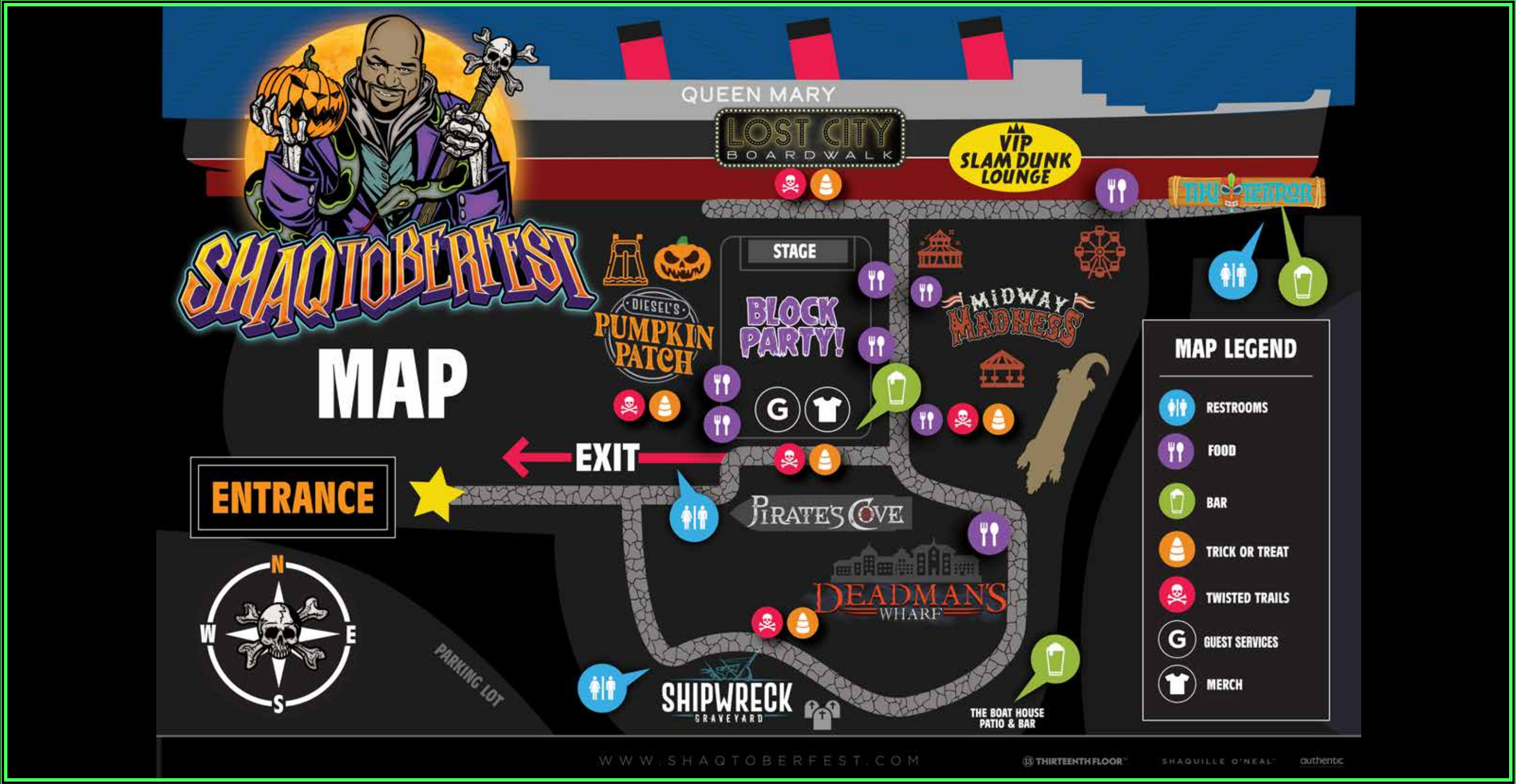
42% SINGLE

58% MARRIED

SKEDS
MARRIED

85%+ VAST MAJORITY ARE
OF LEGAL DRINKING
AGE (21+)

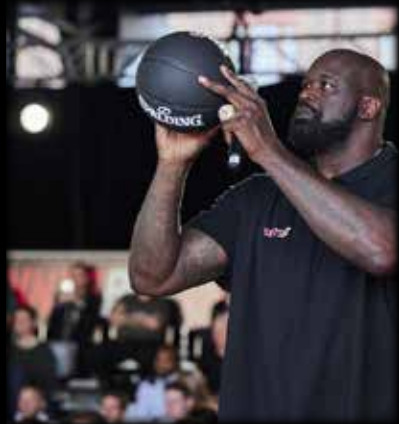
SHAQTOBERFEST AT THE QUEEN MARY



THE SHAQTOBERFEST EXPERIENCE

EXPECTED ATTENDANCE FOR 2023:
65,000 GUESTS

BRAND ACTIVATIONS



RIDES & GAMES



SHIPWRECK GRAVEYARD



PIRATE'S COVE



PHOTO OPPORTUNITIES



LOST CITY BOARDWALK



TRICK OR TREATING



LIVE PERFORMANCES



SHAQ'S PUMPKIN PATCH



PRIME LOCATION



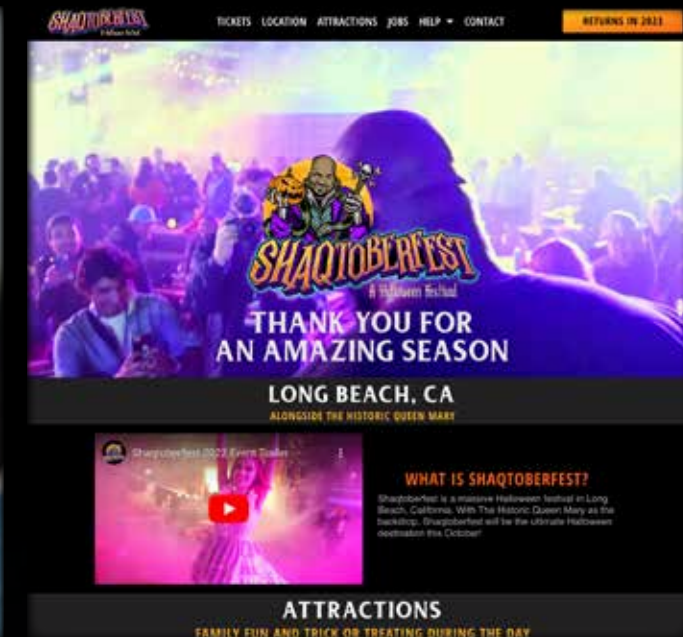
21+ EXPERIENCE



HAUNTED BLOCK PARTY

MARKETING AND ADVERTISING

Brand partners are engrained in a robust campaign throughout a 3-month marketing & promotion window leading into a 4-week activation and through post-event coverage.



EVENT ANNOUNCEMENT

Press release distributed to top global media publications

MARKETING & PROMOTIONS

Marketing and promotion blitz across all digital and social channels, advertising and OOH, local digital media buys, and opportunities for partners to leverage assets in all media touchpoints

POST EVENT PRESS

Post event media alert distributed to global media publications and social coverage

A large group of people in various Halloween costumes, including clowns, zombies, and characters with face paint, are posing for a group photo. In the background, there is a giant inflatable head of a man with a goatee and a large jack-o'-lantern with a glowing face. The scene is set at night with colorful lighting.

BRAND PARTNERSHIPS

360° PARTNERSHIP PROGRAM

Offering fully integrated curated partnership packages as well as custom packages, available upon request.



2022 BRAND INTEGRATIONS

Brand partners are seamlessly integrated throughout each experience to maximize presence.





PRESENTING PARTNERSHIP

\$150,000 PACKAGE

MARKETING & MEDIA

- Event to be renamed featuring Presenting Partner in title “Shaqtoberfest Presented by X”
- Official event logo lockup created featuring Presenting Partner used across all marketing and media assets
- Logo/branding on Ticket confirmation pages
- Logo/branding on Tickets
- Logo/branding on “Know Before You Go” emails
- Social amplification from @Shaqtoberfest handles
 - ◊ 5x (five) IG Feed Posts
 - ◊ 5x (five) TikToks
 - ◊ 10x (ten) IG Stories
 - ◊ 5x (five) Facebook Posts tagging out Presenting Partner
- Highest brand share of voice in official event press release, website, marketing materials, trailer, and recap videos
- One (1) dedicated email blast with promotion
- Lead brand inclusion on the official event website including placement on the masthead
- Rights to create sweepstakes or similar initiatives around the event amplified by @Shaqtoberfest
- IP/Marketing rights surrounding Shaqtoberfest

ON-SITE PRESENCE

- Presenting Partner to be featured across main stage banners and LED screens
- Dedicated 10ft x 20ft on-site activation footprint for the presenting brand partner (ie: ability to build a large-scale on-site activation, custom cocktail experience, branded attraction, carnival experience, etc.)
- Co-branded event logo featuring Presenting Partner used across large scale on-site branding, décor, menus etc.
- Premium ticket bank and VIP allocation
- Category exclusivity

INCLUSION IN THE VIP/MEDIA NIGHT

- Product placement within VIP area
- Logo on invitations
- Sponsored gift bags
- Name on VIP event (VIP/Media night Presented by X)
- Logo on step-and-repeat photo opportunity

ADDITIONAL SPONSORSHIP PACKAGES

\$75,000 PACKAGE

MARKETING & MEDIA

- Logo/branding on Ticket confirmation pages
- Logo/branding on Tickets
- Logo/branding on "Know Before You Go" emails
- Social amplification from @Shaqttoberfest handles
 - ◊ 2x (two) IG Feed Posts
 - ◊ 2x (two) TikToks
 - ◊ 6x (six) IG Stories
 - ◊ 2x (two) Facebook Posts tagging out Presenting Partner
- Major brand share of voice in official event press release, website, marketing materials, trailer, and recap videos
- Major brand inclusion on the official event website including dedicated webpage showcasing brand's activation
- Rights to create sweepstakes or similar initiative around the event amplified by @Shaqttoberfest
- IP/Marketing rights surrounding Shaqttoberfest

ON-SITE ACTIVATION

- Dedicated 10ft x 20ft on-site activation footprint
 - ◊ Branded attraction (haunted house, scare trail, etc.)
- Premium Ticket bank and VIP Ticket allocation
- Category exclusivity

INCLUSION IN THE VIP/MEDIA NIGHT

- Product placement within VIP area
- Logo on invitations
- Sponsored gift bags
- Name on VIP event (VIP/Media night Presented by X)
- Logo on step-and-repeat photo opportunity

\$25,000 PACKAGE

MARKETING & MEDIA

- Logo/branding on Ticket confirmation pages
- Logo/branding on Tickets
- Logo/branding on "Know Before You Go" emails
- Brand inclusion in official event press release, website, marketing materials, trailer, and recap videos
- Brand inclusion on the official event website including dedicated webpage showcasing brand's integration
- Sweepstakes with brand on @Shaqttoberfest channels
- IP/Marketing rights surrounding Shaqttoberfest

ON-SITE ACTIVATION

- Category exclusivity



THANK YOU

For more information contact:

Steven Feld

sfeld@authentic.com

212.760.2410

authentic
AUTHENTIC BRANDS GROUP

1411 Broadway, 21st Floor, New York, NY 10018

212.760.2410 | authentic.com