





BAC GROUP & PRIVATE PERFORMANCE HISTORY

- At our peak in 2013, we sold close to **\$300,000 in group sales** with clients that included the UN Hospitality Committee, Hospital for Special Surgery, Harlem Success Academy, and a whole bunch of schools. We also sold almost 3,000 group tickets through Jane Pfeffer at the Theatre Development Fund (TDF)
- Aside from our group sales, we also averaged **over \$2 million/year in Private Performance/Event Sales**. Our major clients back then included Viacom, CBS Outdoor, Cantor Fitzgerald, Hole in The Wall Gang Camp, Bank of America, Credit Suisse, Chase, Olympus, O'Melveny & Myers, Hearst, Cravath Swaine & Moore, Morgan Stanley, Citi, Deutsche Bank, White + Case, Mount Sinai, NYU, Paul Weiss, Deloitte, UBS, Baron Funds, McGraw Hill, Bloomberg, Vornado Realty Trust, Fidelity, Newmark, and many more.
- I've got thousands of BAC historic group, school, and private performance clients and contacts databased in excel from my time there including all of our contact lists.

PAST & PRESENT CHALLENGES

Past Challenges:

- Company struggled financially so everything was done in the cheapest way possible, often leaving clients feeling underwhelmed with low quality food options they were paying top dollar for.
- Management was not open to making strategic moves to beef up event businesses as focus was on nonprofit initiatives.
- Marketing budget was spent on general ticket sales and not expended on groups and event business.

Current Perceived Challenges:

- Need to rebuild brand reputation and confidence with group/event clients after a very publicly tumultuous bankruptcy and to multiple ownership changes.





BRINGING GROUP & PRIVATE PERFORMANCE BUSINESS BACK

- Companies always loved Big Apple Circus for private events and groups, because it was fun, unique, and family friendly.
- We have much greater marketing ability to corporations now than we did back then. With tools like Apollo that I already have, we can direct market via email to almost every business and organization in New York City.
- I also have connections with over valuable specialty groups including DMC's (Destination Management Organizations which produce events here in NYC for non-local clients) and Concierges and Hotels (Eli Marcus, The Publisher of CityGuide is a friend).
- Investing in a new menu of on-site experiences that we can sell as event add-ons for organizations.

REACHING GROUP & EVENT BUYERS IN 2025

- **Cultivation Events** – We had a lot of success with cultivation events in the past. We would take slower weeknight shows and host buyers with a small VIP reception.
- **Direct Marketing** – My current databases for buyers stand around 10,000 for the New York Area. A quick search in Apollo shows I can pull an additional 20,000+ email contacts.
- **Strategic Partnerships** - By working with associations and trade organizations, we can reach their membership. I have contacts at NYC & Co. as well and get everybody in the leisure, travel, and tourism in NYC to a cultivation event with them. We also used to work on events like The BAC Salute to The Troops with the USO.
- **Gift-A-Show** - Gift the magic of the Big Apple Circus Private Performance to your favorite nonprofit. We'll work with them on fundraising, marketing, outreach, pricing tickets, and putting together an amazing experience that is both poignant and profitable!
- **AIMI** – AI Web Spider that can be connected to event websites in NYC and sends a cold email from BAC when someone goes to inquire about an event at another venue.



NEW ON-SITE EXPERIENCE MENU

- **Big Apple Circus Remote** – Companies are always looking for ways to connect with Remote Staff. With this Add-on, we can set up a special branded streaming site where remote staff/guests can stream their company's private performance. We can also add in things like shipped snack boxes with circus goodies.
- **Guest Ringmaster** – This is an oldie but a goodie. Your CEO or Executive becomes our Guest Ringmaster for your Private Performance.
- **Sweet Extravaganza** – A buffet of delectable sweets, coffee, and aperitifs in the ring along with members of the cast after the show. We could also partner with companies like Dylan's Candy Bar to do this.
- **The Imaginarium** - The Imaginarium is a pop-up studio experience where kids and adults alike attending a group event or private performance can get "show-ready" in red noses, big bow ties, clown paint (applied by our expert face painters), and more!
- **Juggling Classes** – For kids and adults of all ages. Learn juggling from BAC Pro's with a private pre or post show juggling class for your group event or private performance. Complete with a souvenir set of juggling balls.
- **Big Top Back Lot** – See the inner-workings of the circus with small, hosted VIP tours of The Big Apple Circus Back Lot.
- **The Big Top Feast** – Craft your own pre-show feast with your choice of circus favorites (hot dogs, popcorn, etc.), hors d'oeuvres, or let us arrange a gourmet catered affair for you.
- **Aerial Sips** – Enthrall your guests with choice of premium wine or champagne poured by professional aerialists defying gravity on silk above them (I have contacts for this as well).
- **Specialty/Strolling Entertainment** – We can provide any type of specialty or strolling entertainment a client can need, from stilt-walkers and jugglers to clowns, carnival games, and more.
- **Custom Signage, Step & Repeat, & More** – Customize your BAC group event/private performance with your brand on a custom Step & Repeat, Custom Signage, Custom Invites, Custom Programs, and More.
- **The Full Circus Experience** – Lights! Camera! Pie In The Face? Get The Full Circus Experience (and a nice little discount) when you package any of our add-ons together!



I have literally thousands of resources around New York City as well as 25-years experience in producing spectacular events. I greatly look forward to the opportunity of working with you to make the circus a magical place for corporate events and private performances, once again, as well as assisting you in elevating this great cultural institution back to iconic status.

LARA
EVENT AND MARKETING SUPPORT FOR SMALL & MID-SIZE BUSINESSES