



INTRODUCTION

What is SUPERSTARS OF POP!

**“Created, Produced, & Directed by David Ferrari Productions
& FastLane Entertainment”**

Live From Las Vegas!

- 1. LIVE** - It's a high energy live theatrical stage experience that surrounds the audience and with a concert of hit songs, original music, and exciting visuals while embracing viewers and encouraging dancing in the aisles. From boy bands to pop princesses, it's a musical celebration that has influenced entire generations and many more generations to come.
 - 2. TELEVISION** - It's also home to a brand new variety style Music reality television show featuring a competition to deliver the next Super group of boy bands and girl groups. Featuring amazing celebrity Choreographers, Music Producers, and musical performances will be highlighted by **the only tribute artist judge panel on television.**
 - 3. THE Road Show TOUR** - It's a tour featuring winners from the show, and the World's top tribute artists performing together on stage across the US before it heads overseas.
 - 4. THE FRANCHISE** - It's a franchise of fresh and familiar faces and sounds that is all packaged under the **SUPERSTARS OF POP! Exclusive Talent Management, & Music Publishing from Rock Star Presents LLC**
- There is nothing else like it in entertainment today.



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SUPERSTARS OF POP! – LIVE!

THE EXPERIENCE

- Every performance will have you dancing IN your seats and, you will be a part of the interactive show - since you will be able to dance in the aisles in a specially-configured space! Cast members will be bringing you and other audience members right on stage as well as dancing in the aisles and on stage with holograms.
- Speaking of the **SUPERSTARS OF POP!** stage, every chair is no more than sixty feet from the action, due to our proprietary in-the-round theater design. This show is very much like a Disneyland ride-like attraction – where you can feel the adventure and feel the positive magic of song and dance.
- So join in on our celebration of culture and pop music - and come back again and again for amazing new surprises - including special guest pop icons and eye-popping technology that will bring some performers right in front of your eyes, in a unique 3D holographic display.



<http://superstarsofpop.com>

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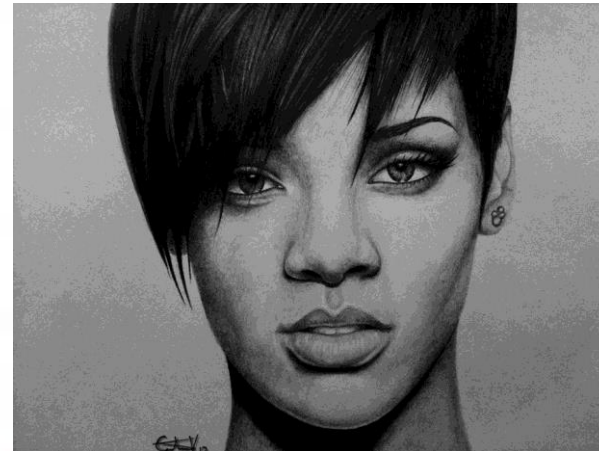
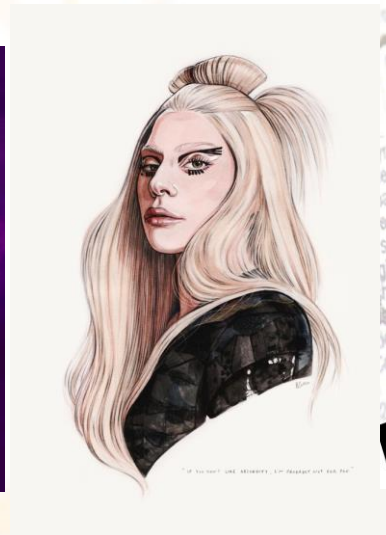


SUPERSTARS OF POP! – THE TV SHOW

UNIQUE REALITY SHOW

- This is not just a singing competition. This is like something you've never seen before! Not only will we be creating the new superstars of tomorrow, we will borrow from the past by introducing the first music-based competition reality TV show where boys and girls will be judged by a rotating cast of World class tribute artists. On stage will be the likes of Madonna, Prince, Michael Jackson, Lady Gaga, Beyonce', and Rihanna, all in the form of Tribute acts - who are not only respected around the World but, are the ultimate Tributes in the World as well. There will be mystery celebrity guest stars of the best Music Producers, & Choreographers as well.
- They will be judging all-female and all-boy super groups who will be supported by amazing musicians and top choreographers. Not only will they be performing for cash and prizes but, the tribute acts themselves will perform along side and in between the contestants.
- The show will be completely interactive featuring Original Futuristic Special Effects like you have never seen before created by the legendary Paul Fidler, and Rock Star Pyro Fire USA, who has created original special effects for Music Icons such as Lady GaGa, Beyonce', Rihanna, Jonas Brothers, and now for Super Stars of Pop! TV Show & Road Show. This will be visually stimulating as the boys and girls perform family songs along with new songs on stage. **SUPERSTARS OF POP!** will have the audience dancing in their seats and you can be singing right along at home with this one of a kind variety Television show.

To view Potential Tribute artists, go to <http://davidferarriproductions.com>



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SUPERTARS OF POP! – THE TOUR

ON THE ROAD

- Once the two winning boy and girl super groups are formed, they will win cash and prizes and will hit the road across the U.S. and abroad and perform songs from the past and present to entertain an audience much like the live show with special effects, holograms, and dancing in the aisles.
- The difference here is that the tribute acts will join them on the road. Those performers will actually be the opening act for the winners. So after a catalogue of hits performed by the likes of a Madonna tribute or Prince tribute, the boy band and the girl groups will then entertain the audience.
- Not only will we be introducing the World to the newest and freshest faces from the US, the tour promises to be solid family entertainment, which is all part of the **SUPERSTARS OF POP!**

Brand and franchise.



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SUPERSTARS OF POP! – THE FRANCHISE

LIVE- TV – TOURING – MANAGEMENT – LICENSING – LABEL - MERCHANDISE

- The Live Show/theater mechanics will be completely interactive and encourage dancing in the aisles, 360 degree surround video much like Cirque du Soleil's – Le Reve. It's an interactive experience where the audience becomes part of the show.
- A Reality TV show that is an extension of the live show and has singers, dancers, and entertainers in the form of tribute artists that will open up for the winners on the road.
- The touring aspect can be large and small venues alike. The boy and girl groups will be performing while the tribute artists open for them. This show can and will be extended to other parts of the World.
- It's an amazing franchise and licensing opportunity for other global markets and merchandising and multiple revenue streams family brand.
- There is the potential of a feature film – much like High School Musical, Broadway spin-off, and charity event applications.
- Signing of talent to contracts and release their music **on SUPERSTARS OF POP!** label; cast soundtrack release.



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RELATIONSHIPS

TEAM & STRATEGIC RELATIONSHIPS

- The team consists of veterans of music, film, television, stage, and technology. Not just the great names from the past but, also relationships with those involved with current marketing and distribution efforts like Base Entertainment and Entertainment Benefits Group.
- Again, the most important element is access. With relationships from Live Nation to AEG to David Garfinkle to Franco Dragone to David Marcus to Brian Becker, we can even tap into the old Lou Pearlman camp – got those relationships! This show is very much like a trip to Disneyland - a ride - an adventure.
- As with any show, it's about marketing and cutting through. Whether we work with concierges to sell thru tickets, EBG and give up 20%, or work with Goldstar like they do on Broadway with a 10% plus fee or Groupon, the least attractive at 30%.
- This team is as marketing and business savvy as they are creative. The show has been revamped for the current market and can be adapted to fit one or more venues. It can be a franchise as described or, a standalone.



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INVESTMENT THESIS

SPONSORSHIP AND INVESTMENT OPPORTUNITIES

- **Preproduction** **\$1,000,000.00**
- **Production** **\$1,500,000.00**
- **\$2.5M** will fund the entire production with a target investment return of **120%** (principal plus interest) on the initial investment. After covering live production and post production, **50%** will be going to the investor and **50%** will go to the co-production team. With a projected conservative base at **5,500** patrons per week and a net average price of **\$65 per seat**, the recoupment estimate is projected at **52** weeks.
- This is based on **683** people per show or **70%** of a **976 theater capacity**.
- **Sponsorship opportunities are available in all major categories.**

For Exclusive Talent Management

Contact David Ferrari at

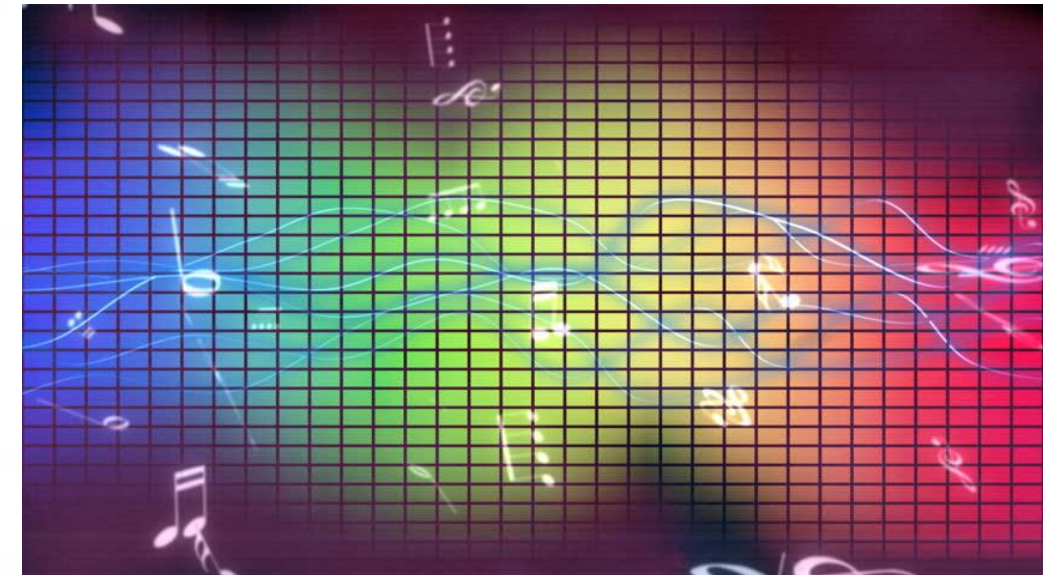
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