



DJTWILO.COM

HOUSE MUSIC

TWILO

FESTIVAL DJ PERFORMANCE

2024

STRATEGIC PROPOSAL

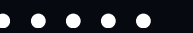


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DJ Twilo Performance delivers an electrifying festival DJ experience that combines pulsating beats, captivating visuals, and mesmerizing dance performances. Our cutting-edge setup, including visuals, L1 speakers, festival dancers, and a custom DJ booth, ensures that each performance is a unique spectacle that leaves audiences craving for more. With a dedicated roadie team handling logistics and top-tier equipment, we guarantee a seamless and unforgettable experience for both organizers and attendees.

01

Visuals Background:

state-of-the-art visual setup

LED Video Wall Screen 8.2' x 5'
P3.91mm Indoor Turn-key
\$\$7,949.00

02

L1 Speakers/ Line Array for Touring

QSC LA108 1,300W 8-inch
Active Line Array Speaker
Dual and KS118 3600W 18
inch Subwoofer Pole Mount
System 13,909.00

03

Festival Dancer

festival dancer team,
highlighting their dynamic
performances and ability to
engage the crowd.

04

Custom DJ Booth

Pioneer DJ XDJ-RX3 Digital
DJ System Live Performance
BundleAll-in-one Digital DJ
System, (2) 2000-watt
Powered Loudspeakers with
12" Woofer, (2) 18" Powered
Subwoofers, (2) Speaker
Mounting Poles, (4) XLR
Cables \$6,399.00

ProX Humpter B3 Quick
Folding Facade Table (White)
\$2,249.99

ROADIE TEAM

Venue Rental and Car Rental

-
- Equipment setup 4 hours prior to the event, 4 hours of teardown after event, and logistical support.
 - The roadie team ensures a smooth and hassle-free performance experience for both the DJ and event organizers.

Venue Rental and Car Rental:

- Venue Rental ranges from \$5,000 and up for 4 hours
- The venue has to be insured by the organizers, and another \$2,000 and up fee
- A van needs to be rented to transport, talent, and equipment to and from drop-off and locations prior to the event.



Business Summary: DJ Twilo Performance

Overview: DJ Twilo Performance is an electrifying journey that celebrates the transition from dawn to dusk, encapsulating the beauty of sunrises, sunsets, and the infinite expanse of the sky. With an immersive experience that transports audiences into space, amidst golden moments, rainbows, and sunshowers, DJ Twilo Performance brings together pulsating rhythms, remixes of hit songs, and the mesmerizing spectacle of dancers lost in the rhythm.

Mission

Our mission at DJ Twilo Performance is to create unforgettable moments through music and visual storytelling. We strive to captivate audiences with a multi-sensory experience that not only entertains but leaves a lasting impression on their hearts and minds. By combining cutting-edge technology, mesmerizing visuals, and infectious beats, we aim to transport our audience to a realm where music transcends boundaries and ignites the spirit of celebration.



MARKETING AND SALES STRATEGY

DJ TWILO's music, personality, and performances. This can include teaser videos, behind-the-scenes footage, and highlights from previous shows

COLLABORATE WITH INFLUENCERS: PARTNER WITH RELEVANT INFLUENCERS IN THE MUSIC AND ENTERTAINMENT INDUSTRY TO EXPAND REACH AND CREDIBILITY.

UTILIZE MULTIPLE PLATFORMS: UTILIZE PLATFORMS SUCH AS INSTAGRAM, TIKTOK, TWITTER, AND FACEBOOK TO REACH A DIVERSE AUDIENCE BASE. TAILOR CONTENT FOR EACH PLATFORM TO MAXIMIZE ENGAGEMENT.

IMPLEMENT TARGETED ADS: USE TARGETED ADVERTISING ON SOCIAL MEDIA PLATFORMS TO REACH SPECIFIC DEMOGRAPHICS, SUCH AS MUSIC FESTIVAL ATTENDEES AND ELECTRONIC MUSIC ENTHUSIASTS.

SALES: PARTENRSHIPS

Networking and Partnerships:

FORGE PARTNERSHIPS WITH
EVENT ORGANIZERS:
COLLABORATE WITH
ORGANIZERS OF POPULAR
MUSIC FESTIVALS, CLUB
NIGHTS, AND ELECTRONIC
MUSIC EVENTS TO SECURE
DJ TWILO'S PERFORMANCES.
THIS CAN INCLUDE
EXCLUSIVE APPEARANCES,
STAGE SPONSORSHIPS, OR
RESIDENCY DEALS.

ENGAGE WITH INDUSTRY
PROFESSIONALS:
NETWORK WITH
PROMOTERS, TALENT
BUYERS, AND OTHER
INDUSTRY
PROFESSIONALS TO
SECURE BOOKINGS AND
INCREASE VISIBILITY
WITHIN THE MUSIC
INDUSTRY.

LEVERAGE EXISTING
CONNECTIONS: UTILIZE
EXISTING
RELATIONSHIPS WITH
VENUES, PROMOTERS,
AND ARTISTS TO
SECURE PERFORMANCE
OPPORTUNITIES AND
MAXIMIZE EXPOSURE.

TOURING STRATEGY:

Touring

PLAN STRATEGIC TOUR DATES: IDENTIFY KEY MARKETS AND FESTIVALS WHERE DJ TWILO'S STYLE RESONATES WITH THE AUDIENCE. SCHEDULE TOURS AND PERFORMANCES AROUND PEAK FESTIVAL SEASONS AND MAJOR EVENTS TO CAPITALIZE ON HIGH ATTENDANCE.

OFFER PACKAGE DEALS: BUNDLE PERFORMANCES AT MULTIPLE VENUES OR FESTIVALS TO OFFER PROMOTERS AND EVENT ORGANIZERS ADDED VALUE. THIS CAN INCLUDE DISCOUNTED RATES FOR BOOKING MULTIPLE SHOWS OR ADDITIONAL PROMOTIONAL SUPPORT.

PROVIDE FLEXIBILITY: OFFER FLEXIBLE SCHEDULING OPTIONS TO ACCOMMODATE DIFFERENT VENUE CAPACITIES, AUDIENCE DEMOGRAPHICS, AND GEOGRAPHICAL LOCATIONS.



Operations Plan

Key Components:

1. Visuals: Utilizing state-of-the-art screens, our performances tell a captivating story that complements the music, creating a visually stunning experience.
2. Sound: With a premium L1 speaker array sound system, attendees not only hear but feel the music resonate deep within their bodies, enhancing the immersive nature of the performance.
3. Festival Dancers: Adorned in the vibrant colors of DJ Twilo, our festival dancers add an extra dimension to the performance, infusing the atmosphere with energy and excitement.
4. Custom DJ Booth: Our modern DJ booth, outfitted with sleek white devices, evokes a beach-inspired ambiance, setting the stage for an unforgettable experience.
5. Roadie Team: Dressed in branded apparel featuring the play logo, our dedicated roadie team ensures seamless execution behind the scenes, allowing the performance to shine.
6. Venue Rental: We partner with venues that provide all necessary amenities, including a dedicated changing room for performers and crew, ensuring comfort and convenience for everyone involved.
7. Car Rental: To streamline logistics, we arrange for car rental services for pick-up and delivery, ensuring smooth transitions between venues and enhancing overall efficiency.

FINANCIAL PLAN:

Pricing Structure for Different Packages and Services:

Standard Performance Package:

- Includes a set duration performance at a single venue or festival.
- Pricing varies based on factors such as venue capacity, location, and demand.
- Additional costs may include travel expenses, accommodation, and equipment rental.

Promotional Packages:

- Optional add-ons such as social media promotion, press coverage, and merchandise collaborations.
- Can be customized based on the specific needs and goals of the event or venue.
- Pricing varies depending on the scope and scale of promotional activities.



Headlining Package:

- Reserved for high-profile events and festivals where DJ TWILO is featured as a headlining act.
- Higher pricing tier reflecting the exclusivity and demand for headlining performances.
- May include additional perks such as VIP accommodations, backstage access, and priority billing.

Residency Deal:

- Offers a series of performances at a specific venue or club over a set period.
- Typically involves a discounted rate for multiple bookings and a commitment to regular appearances.
- Provides consistency and recurring income for both DJ TWILO and the venue.

THANK YOU
