

CitizenM x Paradigm Talent Agency

A large, dark blue, diagonal shape that starts from the bottom left and extends towards the top right, covering the lower half of the image.

The “living room” – the hottest spot for your newest POP UP

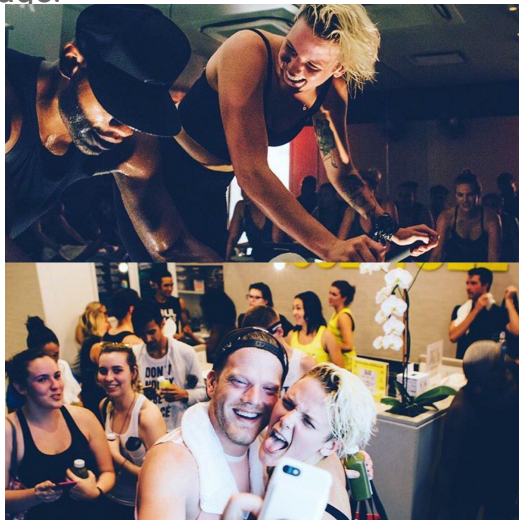
- Branded pop up shops appear everywhere in big cities, why not then in hotels? An experience catered to the consumer, the “living rooms” (or trendy lobby-like areas of CitizenM hotels), provide the perfect space for your brand to encompass your target audience. Unlike typical pop ups that involve travelling to a destination, at CitizenM, pop ups will have a guaranteed audience of hotel guests. Whether you are promoting a food exhibit, a cosmetic brand, or an art installation, this is the perfect place attract and allure consumers.



The “living room” – the hottest spot for your newest POP UP

Talent Ideas:

- Anyone who has a brand, philanthropy, product line, etc. that is associated with their image.



- **Betty Who:** has partnered mainstream/popular athletic brands such as SoulCycle and Lululemon. A pop up event provides good brand exposure for the companies. Betty Who, SoulCycle/Lululemon, and CitizenM are all trendy elements of pop culture, and a collab between the three/four would be on brand for all.
- Betty Who's low fee is \$15k.

New CitizenM Location: Westwood, Los Angeles

- Target **UCLA**: present CitizenM as an ideal location for Greek life events, school-wide fundraisers such as Dance Marathon, and pre/post sports festivities.
- Target **working professionals** in the LA area: present CitizenM as an ideal location for retreats, forums/TED Talks, misc. events, etc.
- Target **LA residents**: present CitizenM as a hub for hosting people at LA-based events such as LGBTQ+ Pride, Women's March, etc.

Talent ideas:

- Integrate talent in any sort of POP UP event for target audience, also helps promote artist's show in LA prior to performance.
- Match artist's interests to purpose of event:
 - **Betty Who** (low fee: 15k), **Lauren Ruth Ward** (low fee: 5k), **Parson James** (low fee: 5k), **KITTENS** (low fee: 10k), **Wrabel** (low fee: 10k): they are all associated with LGBTQ+ (could be great for a LA Pride Event or Trevor Project fundraiser, etc.).

CitizenM– NYC Times Square:

cloudM: The perfect
spot 21 floors above
the city for your
next 21-er!

- Tired of the stereotypical trip to Las Vegas for every friends' 21st birthday? Well so is CitizenM. CloudM, CitizenM's year-round rooftop sanctuary, is the trendiest and most affordable spot to celebrate your 21st birthday-- 21 stories above Times Square of course. With drinks for all moods and a menu that leaves you begging for more, indoor seating areas and an outdoor terrace, and a space that accommodates 50-100 guests for any sort of private event, reception, or performance, cloudM is the newest and nicest spot to celebrate 21!



CitizenM– NYC Times Square:

cloudM: The perfect spot 21 floors above the city for your next 21–er!

Talent Ideas:

- Celebrities to perform at private 21st birthday celebrations.
- Ideal talent near age 21, likely female:
 - **Daya** (age 20; low fee: 30k)
 - **Bea Miller** (age 20; low fee: 10k)
 - **Chelsea Cutler** (age 22; low fee: 20k)
 - **GRAACE** (age 21; low fee: 1k)
 - **KITTENS** (age 28; low fee: 10k)
 - **Sky Ferreira** (age 26; low fee: 20k_)



CitizenM x Festival



- If there is one thing that Millennials unanimously love, it is festivals. From music (Coachella), to food (Smorgasburg), to identity (LGBTQ+), to niche interests (Star Wars), there is exists a festival for virtually everything.
- CitizenM provides the all-in-one festival experience with an added benefit, you can stay at your festival location - no extra travel necessary!
- With creative meeting spaces, grab-and-go food options, and “living room-like” lobbies, CitizenM is a flexible, aesthetically pleasing, and trendy location to host any and all types of festivals.

CitizenM x Festival

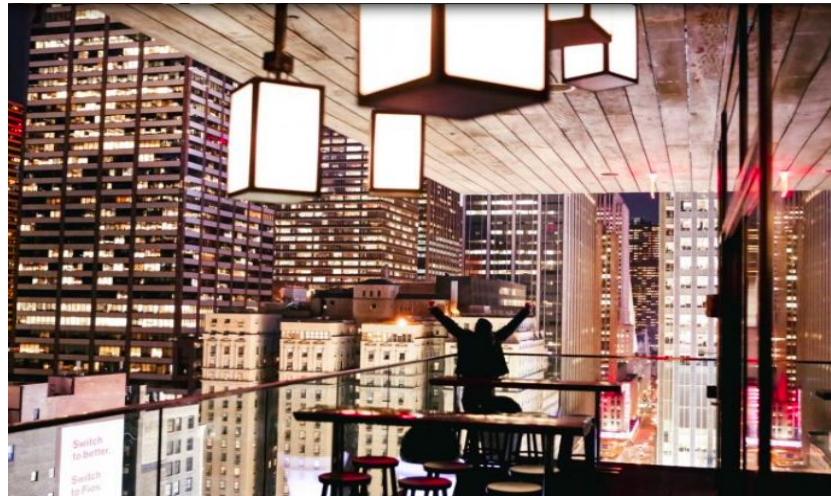


Talent ideas:

- Any celebrity who has a brand, philanthropy, product line, etc. that is associated with them (something that is current, appeals to a wide audience, and can fit into the CitizenM space).
 - **Charli XCX:** she is a business owner/entrepreneur, fashion forward, LGBTQ ally, and philanthropic. She has supported causes such as the National Breast Cancer foundation previously. Her low fee is 50k.
 - **KITTENS:** she is athletic, a business owner/entrepreneur, fashion forward, LGBTQ ally, and philanthropic. She has noted her desire to work with EVIAN brand. Her low fee is 10k.

ClubM

- Transform NYC Time Square's cloudM into clubM.
- DJs will take over the panoramic cloudbar for a night of live rooftop bar beats, perfect for any event, party, etc.



ClubM

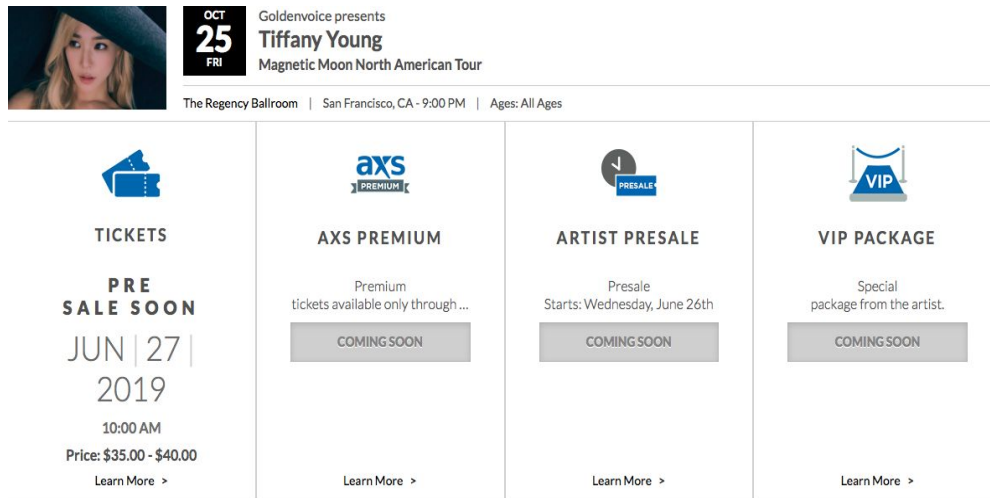
Talent ideas:

- Paradigm DJ clients:
 - **Baauer**: low fee 20k
 - **Benny Benassi**: low fee 25k
 - **Cashmere Cat**: low fee 30k
 - **Cash Cash**: low fee 25k
 - **Classixx**: low fee 7.5k
 - **Ilan Bluestone**: low fee 15k
 - **Jai Wolf**: low fee 15k
 - **Keys N Krates**: low fee 15k
 - **Purity Ring**: low fee 10k
 - **R3HAB**: low fee 25k
 - **Snakehips**: low fee 20k
 - **What So Not**: low fee 15k







Online Opps

- Promote CitizenM website on ticket links for upcoming artist performances.
- People who book a room(s) at CitizenM for the performance will receive some sort of VIP-like status benefit-- receive an invitation to a private meet-and-greet with the artist at CitizenM after the show, for example.
- Talent ideas: musical talent with upcoming performances in cities which house a CitizenM hotel.



The screenshot shows a concert ticket page for Tiffany Young's "Magnetic Moon North American Tour". The header includes a photo of Tiffany Young, the date "OCT 25 FRI", and the venue "The Regency Ballroom | San Francisco, CA - 9:00 PM | Ages: All Ages". Below the header, there are four columns representing different ticket options: "TICKETS", "AXS PREMIUM", "ARTIST PRESALE", and "VIP PACKAGE". Each column has a corresponding icon, a title, a description, a "COMING SOON" button, and a "Learn More" link.

TICKETS	AXS PREMIUM	ARTIST PRESALE	VIP PACKAGE
 PRE SALE SOON JUN 27 2019 10:00 AM Price: \$35.00 - \$40.00 Learn More >	 Premium tickets available only through ... COMING SOON Learn More >	 Presale Starts: Wednesday, June 26th COMING SOON Learn More >	 Special package from the artist. COMING SOON Learn More >

Online check-in: REFER a friend and RECEIVE a chance at sweepstakes



- CitizenM hotels pride themselves on efficiency, hence their unique and seamless online check-in process that they offer to guests.
- While checking in online, guests will be prompted to enter the email of a friend or family member. By doing so, the guest will be entered into a raffle to receive concert tickets to an upcoming artist performance in a city which houses a CitizenM hotel.
- The benefit is threefold. The guest has a chance to receive concert tickets, CitizenM gains exposure, and the artist's upcoming performance is promoted.
- Talent ideas: musical talent with upcoming performances in cities which house a CitizenM hotel.
- CitizenM's new online check-in