



GATEHOUSE

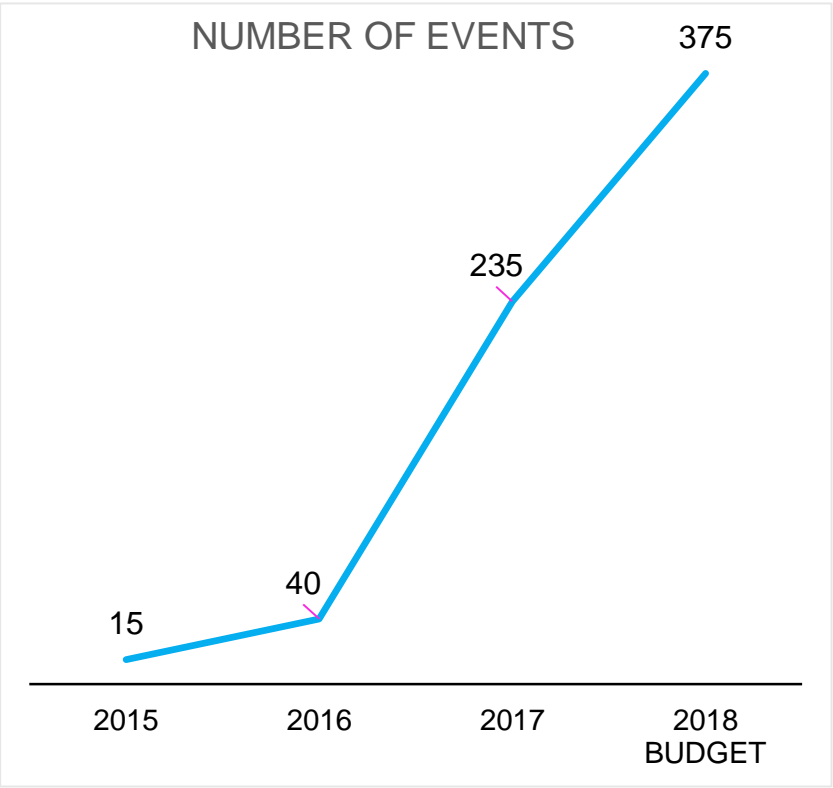
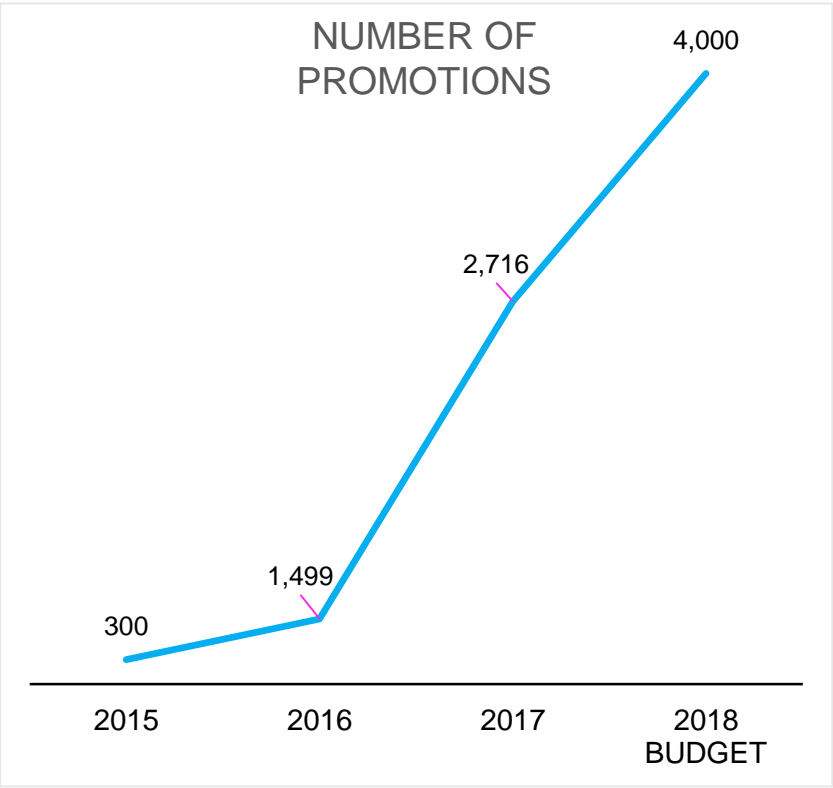
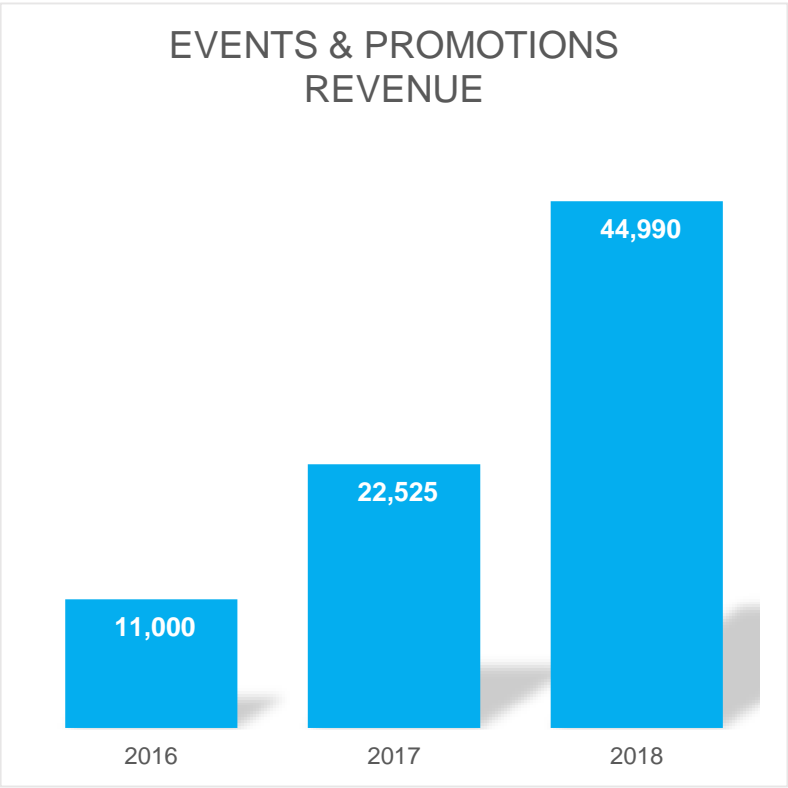
LIVE

events & promotions

INDUSTRY LEADERS IN EVENT PRODUCTION & EXPERIENCES



GATEHOUSE LIVE HISTORICAL PERFORMANCE



COMBINED DATABASE: 4.8 MILLION OPT-INS

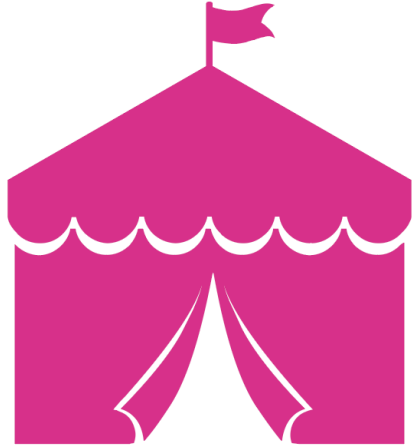


GATEHOUSE LIVE PORTFOLIO STRATEGY



AWARDS

Community's Choice,
High School Sports
169 Events



EXPOS

Men, Women, Seniors,
Kids, Pets, Food, Home
80 Events



ENDURANCE

Marathons, Half-
Marathons, Shorter
Distance and Obstacle
Course Races
100 Events



MUSIC

Peace & Love Tour
Dueling Deuces
30 Events



PROMOTIONS

Quizzes, Sweepstakes,
Balloting, Contests
4,000+





BEST OF THE BEST

Take your Reader's Choice program to the next level!

Best of the Best is an Oscars-style awards ceremony for the top three vote-getters in a readers' choice program. Glitz, glamour, food, and bottomless drinks are staples of this event, and provide the leaders of the local business community an opportunity to network and celebrate their success and honor of being named "Best of the Best."

Adding an event to an existing Readers Choice program will deepen the level of buy-in customers have for the program and create new six-figure plus revenue opportunities. The event is guaranteed to be the talk of the town!



ALL STAR PREPS

Communities are passionate about high school sports, and there is tremendous opportunity in taking the content currently being produced in your newsroom and monetizing it by creating a real-life LIVE event experience that stakes your claim in the local high school sports franchise.

All Star Preps is an ESPYs-like, end-of-school-year awards ceremony for the top student athletes in your community featuring appearances by A-list professional athletes. Participation from community partners, usually non-traditional customers, allows us to create a program that delivers an unforgettable experience for high school athletes, their families and the community.





EXPOS

Expos, whether for kids & families, women, men, or boomers & seniors, provides face-to-face interactions (which is hard to come by nowadays) with different customer segments. The goal is to bring a significant number of people to the same place at the same time and provide them opportunities to sample, buy, and experience products and services from a large group of local vendors. Activities, programming and a celebrity guest can set your expo apart from competing events.





RACES

Rugged Races is one of the largest endurance event companies in North America, attracting over 300,000 attendees to a wide variety of events each year. We offer events for all types of athletes, from marathons and cycling events to obstacle course races and fun runs.

Our mission is two-fold: To produce world-class events that get people off their couches and doing something physical, social, and fun with their weekends, while offering our charitable and corporate partners multi-channel access to active lifestyle enthusiasts through on-site interactions, digital engagement, and exceptional local media coverage.


RUGGED
RACES





MUSIC

Nothing connects us to a moment like music. Over 32 million people attend at least one music event per year, and concerts offer media companies an opportunity to reach mass, diverse, audiences and activate marketing tools to drive ticket sales. Music transcends cultures & generations and live entertainment events show no signs of stopping.



COMMUNITY ENTERPRISE PROMOTIONS

Community Enterprise Promotions were designed to deliver a continuous connection for our advertisers to desired audience segments and community causes.

These programs are annual or school year in length which also brings multi-month or annual revenue to our markets

Programs such as Amazing Teachers, High School Sports Promotions, Celebrating Local Business, Everyday Heroes and more honor the best in our communities and deliver rich solutions for our advertisers.





NATIONAL PROMOTIONS

GateHouse offers an expanding portfolio of National Promotions.

These Promotions all include high value prizes, designed to accelerate the volume of entries, and generation of marketing and sales leads for our clients.

Leverage exciting prizes and unique concepts to increase results.





SEASONAL PROMOTIONS

With a portfolio of 300+ Seasonal Promotions, our Markets are able to help our advertisers leverage the impact of high engagement, popular themes and proven promotions models to deliver measurable results.

Some of the most popular seasonal promotions include promotions for all holidays.

These promotions also pair well with special section campaigns.





CUSTOM ADVERTISER PROMOTIONS

Custom Advertiser Promotions are tailored to achieve the goals of each advertiser and align very well to proposal sales.

With Custom Advertiser Promotions, we leverage multichannel media campaigns to deliver measurable marketing and sales leads for our clients.

Increase Email, Mobile and Social Audiences while also building valuable sales leads .





TOP 10 REASONS TO WORK WITH US

01. Minimize first year risk. If you follow our model your revenue and profitability results will be predictable.
02. Take advantage of our turnkey solutions. We're all too busy/resource depleted to start from scratch.
03. Do a first time event or promotion that doesn't feel like the first time. We've already made the first year mistakes for you!
04. Gain efficiencies through our already established relationships within the industry.
05. We take on the non-revenue generating activities to free you up to sell.
06. Our graphic design work is AWESOME.
07. Activate new customers, generate quality marketing and sales leads, increase web traffic, try something new and diversify your revenue.
08. We cost less than hiring full-time employees.
09. Most importantly - make money!
10. We have fun, love what we do and provide all solutions under one roof.





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