THE HEART OF HOLLYWOOD WORLD TOUR
LONDON 2018
THE MUST SEE SPECTACULAR SHOWCASE OF THE MAGIC AND MYSTIQUE OF HOLLYWOOD
COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

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THE HEART OF HOLLYWOOD WORLD TOUR


“The Heart Of Hollywood World Tour ” featuring the 45 feet (14 metres) tall, 95 ton, “H” from the original Hollywood Sign as the centre-piece will start a five-year world tour in 2018, visiting London in the Summer, the first time it has been outside the USA.

SHOWCASE OF HOLLYWOOD MEMORABILIA

The touring show features a collection of important Hollywood Memorabilia. The artefacts are from the Hollywood Museum, Los Angeles, and other private collections. Many items have never been seen in public before, including:

- The chair on which Marilyn Monroe posed for her last photoshoot
- Elvis Presley’s Jump suits
- John Wayne’s clothing
- Charlie Chaplin’s clothing
- Clarke Gable Tuxedo from “Gone With The Wind”
- Superman’s costume
- Michael Jackson’s Fedora Hat

Subject to change

NOW FOR THE FIRST TIME IT WILL LEAVE THE US TO TOUR THE WORLD!

QUICK H SIGN FACTS

ERECTED IN 1923 to advertise a residential development called 'Hollywoodland', but then became synonymous with the glamour and excitement of the film industry in Los Angeles

THE “H” symbolised everything that was Hollywood and to touch the sign was a right of passage for all aspiring actors and actresses

4 OVER 75,000 PLACED IN STORAGE UNTIL 2007

THE HEIGHT OF FOUR LONDON DOUBLE DECKER BUSES

EXPECTED TO ATTEND THE LONDON EVENT OVER A 28 DAY PERIOD when world-renowned artist and sculptor, Bill Mack acquired it

55

IN 2012

The artist Bill Mack and his team painstakingly identified the metal panels that made the original letter H, the most significant piece of the sign

ORGANISED BY HEART OF HOLLYWOOD WORLD TOUR LIMITED
MARKETING SUPPORT BY PURPLE TANGERINE
COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

PACKAGES

We have developed packages for THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018 to suit a wide range of potential partners including: commercial sector sponsors; venues; charities; and government agencies.

TITLE PARTNER

Title Sponsor
Title Sponsor for THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018 in association with...

TIER 1

Host Sponsor
Host Sponsor for THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018

Main Partners
An exclusive group of Official Partners from non-competing categories for THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018

TIER 2

Official Suppliers & Media Partners
Official Suppliers providing goods and services that are essential for THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018

Media Partners for THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018

TIER 3

Supporting Authorities
Supporting Authorities for THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018

Official Supporters
Packages for businesses who would like to support THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018. Entitling corporates to certain benefits such as priority booking and advance information.

Hollywood Party Nights
All Tier 1, 2 & 3 Partners have the opportunity to book an exclusive Hollywood Party Evening

Each evening the venue will be open from 1900 - 2230

Ticket availability for the Opening & Closing Hollywood Party Nights will be open to all Sponsors and Corporates
THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018 is more than just a spectacular must see show... it will:

- promote the film industry around the world attracting new talent into the business
- offer a commercial bridge between US and the UK - international business networking
- provide an International & National PR Platform - a huge opportunity to promote your brand through news PR, advertising, direct marketing and sales promotion activity
- have an economic impact on London - attracting audiences of 75,000 plus
- inspire the local community and schools through a programme designed to stimulate participation in the film industry helping find and develop tomorrow’s film industry workers and stars

BRAND ASSOCIATION - put your brand alongside one of the world’s most iconic signs representing the mystique and magic of Hollywood

ENTERTAINMENT & UNIQUE EXPERIENCES - entertain clients, customers and / or staff at unique once in a lifetime parties under the original Hollywood Sign. The “H” will be open to the public during the day, and be available for corporate events in the evenings accompanied by the musical show

OPENING NIGHT - includes an unveiling ceremony, 3D projection, laser and light shows, and LIVE! stage entertainment.

SOCIAL - the “H” Sign offers bespoke media content for press and social media platforms. The “H” will be one of the most popular instagram images of 2018. A major marketing and publicity campaign is planned for the run up to its arrival in London and we expect all London’s event planners will want to host parties with the backdrop of the sign

PR & MEDIA - International, National & Regional TV / Radio / Press / Social is guaranteed

FEATURING A COLLECTION OF IMPORTANT HOLLYWOOD MEMORABILIA
COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

SCHOOLS, COLLEGES AND COMMUNITY

The attraction has a huge educational significance and we are looking to work with various organisations to create schools and colleges and community programmes.

WORLD TOUR - "The Heart Of Hollywood World Tour" will start a five-year long tour premiering in London first in the Summer 2018 - with a plan to visit over 60 cities, allowing the world’s population a once in a lifetime opportunity to engage with the Hollywood sign. Following the tour, the H will return home to Los Angeles where it will become a permanent installation.

LEGACY - The tour will leave a legacy for generations to come and be a spectacular attraction for all age groups - young and old – particularly the millennial generation, which will help to promote its appearance in London.
THE TOURING SHOW CONSISTS OF

The Show revives the magic that lived only in Hollywood when the Original Sign stood tall on the Hollywood Hills from 1923 until 1978.

THE HOLLYWOOD H
The focal point of the touring show is the magical and spectacular “H” from the original Hollywood Sign as the centre-piece

★ 45 feet (13.7 metres) tall; 18 feet (5.5 metres) deep; 33.5 feet (10.2 metres) wide; and 95 tons in weight
★ Standing on a 5 feet (1.5 metres) tall stage
★ A viewing gallery for up to 200 visitors

Compared to a double decker London bus the sign on the stage is approximately 4 x London buses tall.

Visitors will have the opportunity to take photographs of the ‘H’ Sign with some Costume & Props including Marilyn Monroe’s Death Bed! as well as photo opportunities.

Professional photographers will be on hand to take photos of visitors on stage with the Hollywood Sign, which can purchased in various formats as a permanent memory of this exclusive visit.
COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

THE TOURING SHOW CONSISTS OF

THE HOLLYWOOD H SHOW

HOLLYWOOD PARTY NIGHTS - CORPORATE EVENINGS
Once the ‘H’ is absorbed into the darkness of the night, an enthralling light and sound show will begin, bringing the history of old Hollywood back to life.

These nightly shows will include a spectacular Hollywood themed 3D Mapping show and a live musical theatre tribute to the golden era of Hollywood musicals.

The organisers plan to host up to six exclusive evenings per week for guests at the Hollywood “H” Sign Tour. From 1900 – 2230. The evening will include:
- Drinks & Canapé Reception
- A Light Show and Movie Experience beamed onto the “H” Sign
- Live Musical Theatre Show
- Access to the Commissions & Editions

Ticket availability for the Hollywood Party Nights will be open to Sponsors and Corporates, including The Opening Night.

Special Hollywood Party Nights can also be arranged exclusively for one company.

PUBLIC DAYS
Tickets allow access to the Hollywood Sign and ‘H’ Show every 30 minutes.

The Shows will run throughout the day from 1000 to 1700.

During the day TVs will screen a 3D mapping light and musical show.

ORGANISED BY HEART OF HOLLYWOOD WORLD TOUR LIMITED
MARKETING SUPPORT BY PURPLE TANGERINE

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COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

THE MUST SEE SPECTACULAR SHOWCASE OF THE MAGIC & MYSTIQUE OF HOLLYWOOD

THE TOURING SHOW CONSISTS OF

HOLLYWOOD MEMORABILIA EXHIBITION

The touring show features a collection of important Hollywood Memorabilia. The artefacts are from the Hollywood Museum, Los Angeles, and other private collections. Many items have never been seen in public before, including:

★ The chair on which Marilyn Monroe posed for her last photoshoot
★ Elvis Presley Jump Suits
★ John Wayne Clothing
★ Charlie Chaplin Clothing
★ Clarke Gable Tuxedo from “Gone With The Wind”
★ Superman’s Costume
★ Michael Jackson’s Fedora Hat
★ And much more...

Subject to change

HOLLYWOOD ART GALLERY

The Hollywood Art Gallery consists of artwork from leading Hollywood artist Bill Mack.

Works include: original paintings on the Hollywood Sign; uniques; limited editions of 50 images painted on metal from the Hollywood Sign; and prints on board with a small piece of the Hollywood Sign.

HOLLYWOOD AND H GIFT SHOP

Where visitors can purchase art and gift items including - T-shirts, Brochures, Bill Mack Hollywood Books, Key Rings, Miniature H Statues, H Sign Documentary on DVD, Piece of The Sign in a Presentation Box, Framed Photographic Collage and Show Programmes.

Here visitors can purchase tickets to enter the Hollywood Art Gallery, Hollywood Museum and the Hollywood “H” section of the Show giving close access to the H Sign.

Commissions & Editions - Visitors can also purchase limited editions or commission original Bill Mack paintings.

ORGANISED BY HEART OF HOLLYWOOD WORLD TOUR LIMITED

MARKETING SUPPORT BY PURPLE TANGERINE
## INVENTORY OF RIGHTS

<table>
<thead>
<tr>
<th>CATEGORY EXCLUSIVITY &amp; TITLE RIGHTS</th>
<th>PARTNER LEVEL</th>
<th>TIER 1</th>
<th>TIER 2</th>
<th>TIER 3</th>
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<tbody>
<tr>
<td>Rights to title “THE HEART OF HOLLYWOOD WORLD TOUR – LONDON 2018” in association with [TITLE SPONSOR NAME] for PR and advertising use</td>
<td>TITLE SPONSOR</td>
<td>Yes</td>
<td></td>
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<tr>
<td>Rights to title [COMPANY NAME] Official Partner “THE HEART OF HOLLYWOOD WORLD TOUR – LONDON 2018” in association with [TITLE SPONSOR NAME] for PR and advertising use</td>
<td>TIER 1</td>
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<tr>
<td>Rights to title [COMPANY NAME] Official Supplier / Media Partner “THE HEART OF HOLLYWOOD WORLD TOUR – LONDON 2018” in association with [TITLE SPONSOR NAME] for PR and advertising use</td>
<td>TIER 2</td>
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<td>Rights to title [COMPANY NAME] Official Supporter “THE HEART OF HOLLYWOOD WORLD TOUR – LONDON 2018” in association with [TITLE SPONSOR NAME] for PR and advertising use</td>
<td>TIER 3</td>
<td>Yes</td>
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<tr>
<td>Company name incorporated in event logo</td>
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<th>BRANDING &amp; INTELLECTUAL PROPERTY RIGHTS</th>
<th>PARTNER LEVEL</th>
<th>TIER 1</th>
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<th>TIER 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo in main “H” event area at Host Venue</td>
<td>TITLE SPONSOR</td>
<td>Yes</td>
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<tr>
<td>Logo on main “H” stage</td>
<td>TIER 1</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Joint advertising boards (x 4) with Title, Host &amp; Main Partner logos outside Venue</td>
<td>TIER 2</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo at start and of Light Show</td>
<td>TIER 3</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo at Entrance and Exit of Hollywood Memorabilia Exhibition</td>
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<tr>
<td>Logo at Entrance and Exit of Hollywood Art Gallery</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo at Entrance and Exit of Hollywood Gift Shop</td>
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<tr>
<td>Logo in Bar area</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>Logo in any VIP Bar / Hospitality Areas</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Logo on photo frame of Commemorative H photo</td>
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<td>Yes</td>
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<td>Press Interview area backdrop branding</td>
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## MEDIA & PROMOTIONAL RIGHTS

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<tbody>
<tr>
<td>Logo on literature pre / post event, website, stationery, poster, postcards</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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<tr>
<td>Short company / product profile &amp; logo on official website sponsors page</td>
<td></td>
<td>Yes</td>
<td>Yes</td>
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<td>Advertisement in THE HEART OF HOLLYWOOD WORLD TOUR – LONDON 2018 Official Programme</td>
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<td>Full Page</td>
<td></td>
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<td>Inclusion in any THE HEART OF HOLLYWOOD WORLD TOUR – LONDON 2018 advertisements produced</td>
<td></td>
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## EXPERIENTIAL / PRESENCE MARKETING RIGHTS

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<tr>
<td>Optional promotional / trade booth for sampling in Gift Shop area with promotional staff</td>
<td>Yes</td>
<td>Yes</td>
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## DIGITAL & SOCIAL RIGHTS

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<tbody>
<tr>
<td>Official social and digital media opportunities. Including Facebook, Twitter, Instagram, YouTube and other digital channels</td>
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## HOSPITALITY & NETWORKING RIGHTS

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<tr>
<td>Priority booking for Opening Night Party tickets</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>First refusal to hire venue exclusively for Hollywood Party Night</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
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Subject to change
COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

ORGANISED BY HEART OF HOLLYWOOD WORLD TOUR LIMITED

MARKETING SUPPORT BY PURPLE TANGERINE

PARTNERS

THE HEART OF HOLLYWOOD WORLD TOUR - LONDON 2018 venue will be open each evening between 1900 and 2230 for a Hollywood Party Night

Guests will enjoy:
★ Drinks & Canapé Reception
★ Access to the Hollywood Museum & Hollywood Art Gallery
★ A Light Show and Movie Experience beamed onto the H Sign
★ Live Musical Theatre Show
★ Access to the Commissions & Editions

Opportunity to book an exclusive night will be open to all Tier 1, 2 and 3 Partners

The Pre Show, Opening Night & Closing Night will be non-exclusive

FEATURED IN A COLLECTION OF IMPORTANT HOLLYWOOD MEMORABILIA

ORGANISED BY HEART OF HOLLYWOOD WORLD TOUR LIMITED
MARKETING SUPPORT BY PURPLE TANGERINE
SIGN SPEC

SIZE SPECIFICATIONS
- Built to exact size as the H in the original 1923 Hollywood Sign
- 45 feet high - overall height 50 feet including 5 feet base
- 33.5 feet wide
- 18 feet x 33.5 feet base footprint
- 20 feet x 40 feet stage

WEIGHT SPECIFICATION
- Overall structure weight including ballast approx. 95 tons
- Overall weight without ballast 56,000 lbs
- H and vertical support structure weight approx. 33,000 lbs
- Steel base weighs approx. 23,000 lbs
- Overall with concrete ballast blocks approx. 160,000 lbs

MATERIAL SPECIFICATIONS
- 54 galvanised steel panels from original Hollywood sign that stood from 1923 - 1978
- Over 1,100 square feet of original Hollywood sign metal
- Approximately 1,200 1-inch holes in the panels originally added to decrease the effect of wind loads
- 55 years of original enamel and latex paint with layers of paint over graffiti
- 22 gallons of epoxy used to bind the original Hollywood Sign panels to new frame structure
- 7-10 coats (10 Gallons) of matte finish polyurethane to seal and preserve the finished panels
- Superstructure made of galvanized steel

CONSTRUCTION SPECIFICATION
- Over 5,000 man hours to restore and construct the H
- Design & construction completed over the course of 3 months
- 11 pages of engineered construction plans
- Designed and constructed to be taken apart and toured via a 53 feet flatbed truck and 30 feet enclosed trunk
- Constructed to withstand winds of approximately 100 mph
- Erected with a 30 ton crane, 60 feet man lift, forklift, 2 flat bed trucks, picker truck and other heavy equipment
- Can be shipped worldwide in 2 x shipping containers

FEATURING A COLLECTION OF IMPORTANT HOLLYWOOD MEMORABILIA
COMMERCIAL SPONSORSHIP AND PARTNERSHIP OPPORTUNITIES

THE HEART OF HOLLYWOOD WORLD TOUR – LONDON 2018 is organised by Heart of Hollywood UK Limited whose directors include: contemporary sculptor and painter Bill Mack and entrepreneur Keith Douglas.

www.heartofhollywoodtour.com
www.billmack.com

ORGANISERS

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CONTACT

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