

VENUE ENTERTAINMENT & GROWTH PARTNERSHIP

TURN A SLOW NIGHT INTO A DESTINATION

Recurring entertainment concepts built around your venue, your audience, and your revenue goals.

WE DO MORE THAN BOOK A DJ.

We build the night people come back for.

Concept. Talent. Promotion. Activation. Optimization.

THE PARTNERSHIP MODEL

BUILT FOR ANY VENUE

Bars, breweries, lounges, restaurants, entertainment spaces, and nightlife concepts.

Miami Pulse Collective develops recurring nights that give customers a specific reason to choose your venue. We shape the concept around the business instead of forcing the business into a preset event format.

CONCEPT

Event identity, theme, offer, and audience strategy.

ENTERTAINMENT

Curated DJs, hosts, performers, karaoke, or mixed programming.

MARKETING

Flyers, social content, targeted promotion, and partner amplification.

ACTIVATION

Food, vendors, brand partners, experiences, and community tie-ins.

LIVE CASE STUDY

LINCOLN'S BEARD BREWING

Recurring programming installed and optimized in a live venue environment.

+275%

REVENUE INCREASE

over a 3-week event installation

WHAT MPC INSTALLED

- Recurring Thursday event identity
- Curated DJ programming
- Food + drink promotion integration
- Weekly marketing and social promotion
- Live optimization based on crowd response

THE RESULT WAS NOT JUST A BUSIER NIGHT.

It proved that a recurring concept can change how customers use the venue.

THE INSTALLATION PROCESS

FROM SLOW NIGHT TO RECURRING PROPERTY

We build, test, measure, and improve rather than guessing once.

- 01 ASSESS** Audience, current traffic, slower nights, food and beverage strategy, capacity, and venue goals.
- 02 DESIGN** Build the event concept, entertainment mix, promotional hook, and operating plan.
- 03 LAUNCH** Activate the night with programming, marketing, partners, and on-site execution.
- 04 OPTIMIZE** Track response, sales, dwell time, attendance, and what keeps customers staying longer.

THE OFFER

START WITH A FREE SHOWCASE NIGHT

No long-term commitment before we understand the room, the audience, and the existing marketing.

FREE SHOWCASE NIGHT

MPC will produce one complimentary showcase night to experience the venue in real time and audit the marketing already in place. We use that night to observe guest flow, crowd response, promotion, service touchpoints, and how the current experience supports food and beverage sales.

THEN WE SIT DOWN WITH MANAGEMENT.

Together, we identify the best opportunities to optimize the guest experience, improve customer retention, and make the strongest practical effort to increase bar and food sales.

FLEXIBLE REVENUE STRUCTURE

A MODEL THAT FITS THE VENUE

After the showcase and management review, we choose the structure that makes sense.

FLAT FEE

An agreed rate for programming, talent, and event support.

REVENUE SHARE

An agreed percentage of bar, food, ticket, or event revenue.

PERFORMANCE

Compensation tied to sales, attendance, or agreed growth benchmarks.

HYBRID

A base production fee plus performance incentives after revenue targets are reached.

SPONSORED

Outside brand partnerships help offset entertainment or production costs.

WHY MIAMI PULSE COLLECTIVE

A DJ BOOKING ANSWERS:

WHO IS PLAYING TONIGHT?

WE ANSWER THE BIGGER QUESTION:

WHY SHOULD CUSTOMERS CHOOSE YOUR VENUE TONIGHT?

WE PUT THE PULSE BACK IN A SLOW NIGHT.

Recurring traffic. Stronger identity. Measurable growth.