

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		LIVE CASE STUDY: LINCOLN'S BEARD	
MPC develops recurring nights for bars, breweries, lounges, restaurants, entertainment spaces, and nightlife concepts. We shape the concept around the business instead of forcing the business into a preset format.		+275% REVENUE INCREASE over a 3-week event installation	
CONCEPT Identity, theme, offer, audience strategy.	ENTERTAINMENT Curated DJs, hosts, performers, karaoke, mixed programming.	MARKETING Flyers, social content, targeted promotion, partner amplification.	ACTIVATION Food, vendors, brand partners, experiences, community tie-ins.

HOW IT WORKS

ASSESS the room, audience, traffic and goals. **DESIGN** the concept and entertainment mix. **LAUNCH** with programming and promotion. **OPTIMIZE** using sales, attendance, dwell time and crowd response.

1. COMPLIMENTARY SHOWCASE	2. CONTINUE WITH THE MODEL THAT FITS
One complimentary showcase night for the DJ/concept being introduced at the venue. MPC uses the night to observe guest flow, crowd response, service touchpoints, promotion, and food and beverage sales behavior.	\$120 per performance hour 17% of net bar sales Compensation option selected before the engagement.

THE GOAL

Give customers a specific reason to choose your venue on a slow day, then turn that response into a repeatable revenue program.

A DJ BOOKING ANSWERS: WHO IS PLAYING TONIGHT?
MPC ANSWERS: WHY SHOULD CUSTOMERS CHOOSE YOUR VENUE TONIGHT?

WE PUT THE PULSE BACK IN A SLOW NIGHT.
 Recurring traffic. Stronger identity. Measurable growth.