



307 S Broadway St. Los Angeles

Ca.90013

Marketing Departement (909)544-8205

09/09/11

## ***EL TEATRO MILION DOLLAR***

### ***RE ABRE EL TELON***

*The Million Dollar Theatre has been the platform for International Latin American Entertainment Idols for the past 50 years, which has come to symbolize not just generations but also an entire way of life.*

Finally The Million Dollar Theater is back. After a long and exhaustive renovation it will once again become the palace for artists featuring Cinema, Theatre, Music and Arts Awards in the Latino Community.

The Million Dollar Theatre was the first *Movie Palace* built in Los Angeles and the first to feature Latin American films and International Latin American artists such as Pedro Infante, Libertad Lamarque, Jorge Negrete, Pedro Vargas, Cantinflas, Jose Alfredo Jimenez, Juan Gabriel, José José, Vicente Fernández, Maria Felix, Angelica Maria, Lola Beltran, Don Pedro Vargas, Gerardo Reyes, La Tariahuri, Veronica Castro, Hermanas Huerta, Cornelio Reina, Chabela Vargas, Rigo Tovar. and among others artists who were featured at The Million Dollar Theater during the 1950's through the 1990s.

That's why Million Dollar Theater has *MILLIONS AND MILLIONS OF CAUTIVE PUBLIC CUSTOMER AND FANS* that just need to be advised that it is *OPEN AGAIN AND THEY WILL COME TO BE PART* of all the events that will be present.

*FOR THIS AND MORE REASONS YOUR PRODUCTS AND SERVICES WILL BE SUCCES IN OWER THEATER.*



## *History*

This theatre opened as THE MILLION DOLLAR by Sid Grauman in 1918. The style is Spanish baroque, Drenched in the Churrigueresque ornamentation common to 18th-century Mexican cathedrals, the Million Dollar Theater gives the impression of an elaborate house of worship. Thickly sculpted, oversized terra cotta medallions, swags, columns and a huge scalloped arch characterize the façade. Where saints and cherubs would reign on churches, sit whimsical images of the Wild West, like Bison heads, Texas longhorn skulls, allegorical figures of the arts and a frolicking girl who dangles her leg over the doorway. Within, a dark richly carved coffered ceiling, magnificent and intricate organ grilles and dramatic proscenium engulf the auditorium and arouse awe.

Impresario Sid Grauman's famed chain of movie theaters began with the operation of the Million Dollar, reputedly named for the combined value of its land, theatre and office building. Opened in 1918, Grauman offered



movie-goers an innovation called the prologue—a live costumed stage review presented prior to the feature film. Often the prologues centered on a theme similar to the film or included live appearances by film stars, such as Gloria Swanson, Rudolph Valentino and the young Judy Garland. In the 40s, the live entertainment evolved to include famous jazz and big band acts such as Billie Holiday, Artie Shaw, and Lionel Hampton. As early as the 1950s, the Million Dollar became the first theater on Broadway to feature Spanish-language variety shows, including headline acts from Mexico City and all of Latin America.

**Description**

The resurgence of The Million Dollar Theatre represents a unique opportunity to revive its movie palace history as well as present the best talent possessed by the Latin Culture to the community and to Latin America. The city’s central location, demographics, and lack of direct competition are major advantages to this project. The Million Dollar Theatre will provide a new and innovative channel by which young and adult audiences will experience once again the magical and astonishing experiences the theatre was known for. The re-opening of the Million Dollar theatre will be a major catalyst in bringing the Latino community to the Downtown Los Angeles night life. The Million Dollar Theatre will specialize in Cinema, Theatre, Music, & Arts with a state of the art sound system and a spectacular quality light show, and will expose some of the most representative and up and coming talent of the Latin American Arts & Entertainment industry.

**Theater Design**

<b>Coordinates:</b>	<a href="#">34°3'2.98"N,</a> <a href="#">118°14'53.29"W</a>
<b>Built/Founded</b> :	1917
<b>Architect:</b>	A.C. Martin
<b>Architectural style(s):</b>	Early Commercial, Mission/Spanish Revival

The theatre accommodates a maximum of 2,200 seats and features high ceilings with rich and fine architecture restored to it’s original design of 1918 when it first opened. Gigant screen (40"x 20") with State-of-the-art sound and lighting will round off the theatre’s spectacle and enchanting environment. Stage size 40" x 35", 14 Dressing rooms, Internet access , LCD screens on house TV circuit, phone lines , fiber optic and Individual AC.

**Demographics**

The immediate geographic target market for The Million Dollar theatre is Los Angeles County, including live radio broadcast, live pre-taped television coverage and internet streaming to other countries. Current population of LA County is over 8.4 million. 44.6% of whom are Hispanic, of course this number is expected to rise significantly over the next decade.

## Location Analysis

The location of the venue is at 307 South Broadway, Los Angeles, CA 90013 (corner of 3<sup>rd</sup> & Broadway). Broadway Avenue is the downtown area's primary commercial business street, and has excellent freeway and back street access. Additionally, the Million Dollar resides in one of downtown's busiest intersections with access to the city's major interstate freeways such as the Hollywood 101 Freeway, Harbor 110 Freeway, and the Golden State 5 Freeway and immediate access to public transportation.

## Competition

The Million Dollar Theatre will meet a demand in the entertainment industry that is not currently being served. We will provide a high quality, energetic entertainment while maintaining a safe, secure atmosphere for guests to enjoy themselves and the surroundings. Providing a safe environment is essential to maintaining customer loyalty and growth, therefore, security at The Million Dollar Theater will be top priority. At night time competition in the area is limited to mostly English speaking clientele and bar/tavern/art galleries, but it's central location offers immediate access to LA Philharmonic, Walt Disney Concert Hall, Staples Center, California Plaza, Museum of Contemporary Art, Cathedral of our Lady of the Angels, Pershin Square, Westin Bonaventure Hotel, and Olvera Street. Downtown Los Angeles provides a very narrow night time competition to the Million Dollar and it's Hispanic market target audience.



## Promotional Plan

The market will be targeted and reached via the following primary vehicles: advertisements in local print media, strategically broadcast radio spots, and Internet web sites. Advertisements printed in newspapers, as well as broadcasts over the local radio stations will provide exciting club information on current promotions and specials. A more "grass roots" marketing campaign also will be employed this includes Million Dollar representatives and spokespersons attending industry events.

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## Sponsorship Contract

Name of Company/Organization: \_\_\_\_\_

The above name will be used in all publicity material specified by their sponsorship.

### **Platinum Package**

( ) TV, Radio, Internet, Newspaper

( ) Logo in Big Screen (Stage)

( ) Logo in posters inside lobby

( ) Center Stage Banner

( ) Logo in tickets and Flyers

( ) 1 promotion booth

( ) Commercial Logo without voice running often throughout show

**Total: \$**

### **Gold Package**

( ) Stage banners (low front)

( ) Host mentions company

( ) Logo in Flyers

( ) 1 promotion booth

( ) Logo in Stage Screen

( ) Commercial Logo without voice running constantly throughout show

**Total: \$**

## ***Silver Package***

- ( ) Host mentions company
- ( ) Logo in Flyers
- ( ) 1 promotion booth in lobby
- ( ) Commercial Logo without voice running constantly throughout show

**Total: \$**

By filling in the following fields, the appropriate company representative indicates that he or she has read, understands and agrees to the costs.

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

To be effective on:

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Million Dollar Theater Repres

Title

Name

Date