



Only Murders In The Building

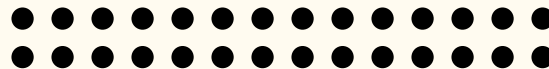
Season 3 Premier Immersive Experience
Hosted by Green Room Productions

Natalia Tapia, Ryan Wellington, Chloe Lourenco-Lang, Zachary Dietz, Khyla Jhoy Aguirre



Introduction





GREEN ROOM PRODUCTIONS

TEAM 7



The Team

Creative Committee

Ryan Wellington

Treasury Committee

Zachary Deitz

Team Captain

Natalia Tapia

Program Administrator

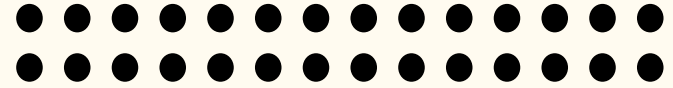
Chloe Lourenco-Lang

Operations Liaisons

Khyla Jhoy Aguirre



Overview



Green Room Productions will host an immersive event at The Bowery Hotel in New York City, offering an exclusive experience to celebrate the Season 3 Premiere of Only Murders in the Building. We will offer a murder mystery endeavor with food and beverages, music, mingling, and more.

November 11th 5:30pm-10:30pm





Event Concept

01

Mission

To conduct an immersive experience and promote 'Only Murders in the Building' while generating a memorable experience for both current and future fans of the show.

02

Vision

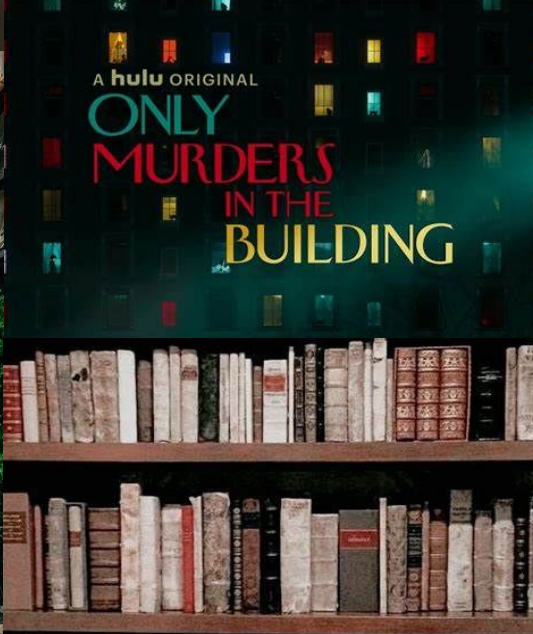
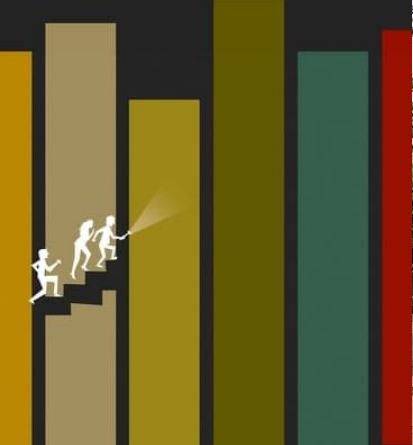
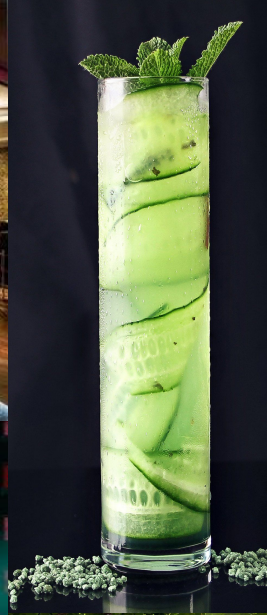
To bring murder mystery fans together with food, drinks, entertainment!

03

Demographic

Ages 21 and up, who have a love for murder mysteries

Vision Board



GHANNT Chart

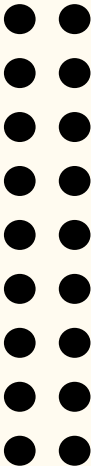
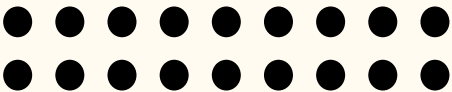




The Event



Event Details



Event Time Line	
Set Up	1:00PM-4:00PM
VIP Doors Open	5:15 PM
Meet and Greet	5:30PM-6:00PM
Premium Dinner Begins	6:00PM-7:30PM
Doors Open for GA	6:00 PM
Immersive Room Time Slots Begin	6:30 PM
Time Slot #1	6:30 PM
Time Slot #2	7:30 PM
Time Slot #3	8:30 PM
Time Slot #4	9:30 PM
Second Premium Dinner Begins	8:30 PM-10:00PM
Breakdown	11:00PM-1:00AM

Location



The Bowery Terrace

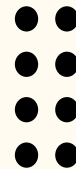
Show is filmed in NYC, it's a large and accessible city, a lot of our target market / age range of people live here

NYC public transportation



Venue Details I

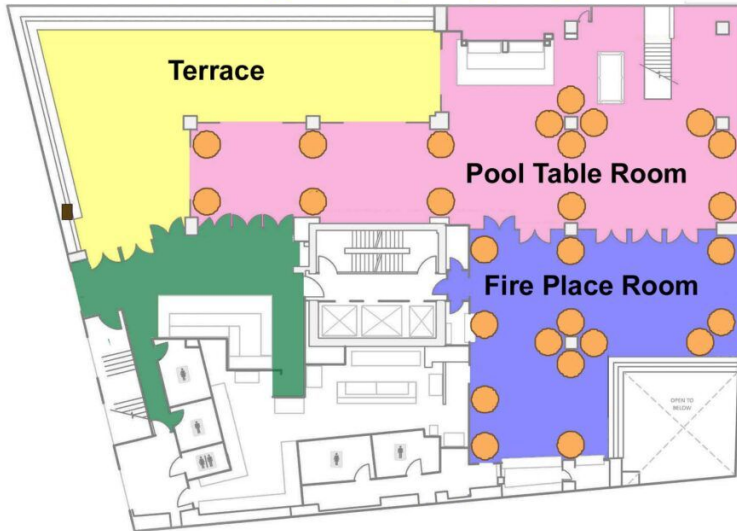
- Bowery Terrace - Bowery Hotel Noho
- Location: 335 Bowery New York, NY 10003
- Holds 200 Sitting and 500 Standing
- Terrace, Main Room/Terrace, Fireplace Room



Venue Details II

- Venue will be rented out from:
 - 1:00PM-1:00AM

Bowery Hotel Up-Lights



FOOD			
Qty.		Price	Total
500	Bar Snacks	\$8.00	\$4,000.00
100	Dinner Station	\$75.00	\$7,500.00

BEVERAGE			
Qty.		Price	Total
100	Standard Open Bar	\$50.00	\$5,000.00
400	Drink Vouchers: Some guests will receive a drink voucher, each drink voucher will account for a max of \$18.	\$18.00	\$7,200.00

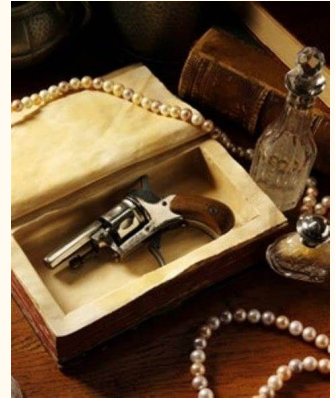
ROOM RENTAL			
Qty.		Price	Total
1	Room Rental	\$8,000.00	\$8,000.00

OTHER			
Qty.		Price	Total
1	Security Fee	\$600.00	\$600.00

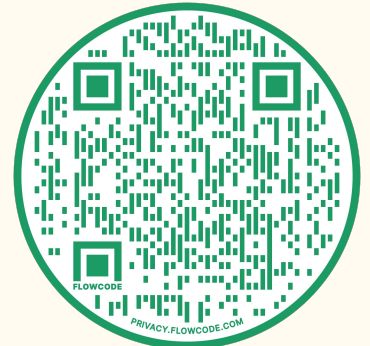
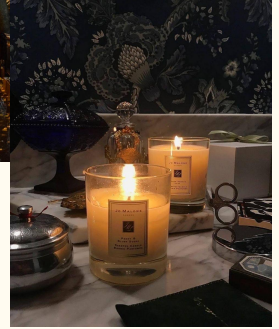
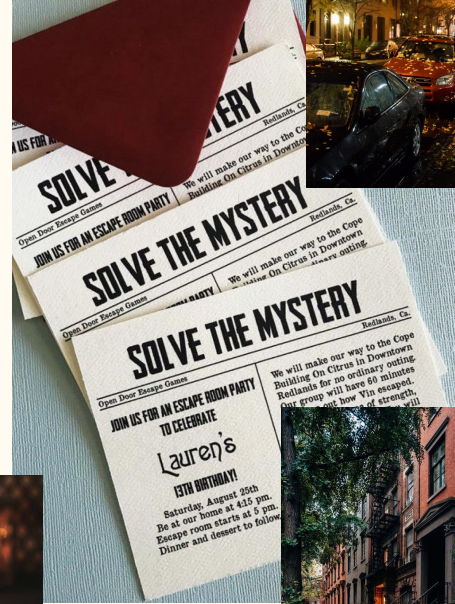
ESTIMATED BILLING			
			Total
Labor			\$600.00
Beverage			\$7,200.00
Room Rental			\$8,000.00
Food			\$16,500.00
Subtotal			\$32,300.00
Gratuity	20.0%		\$6,400.00
Admin Fee	20.0%		\$8,120.00
Tax	8.875%		\$4,323.90
Exclusivity Fee	\$40,000.00 Total		\$8,300.00
			-\$31,700.00 Met

Murder Mystery Examples

1. Each person gets a riddle with their ticket and they have to talk to one another and figure out the riddle? Riddle leads to where to start to find first clue
2. Throughout event find Hidden accessories of “clues” who the killer is
3. Clues lead to one of the actors being found as “murderer”- whoever guesses it first gets a free merch item of their choice?



5 Senses Mood Board



Operation

- We will have security to crowd control.
- Our staff/volunteers will help our guests throughout the event so things will run smoothly and efficiently.
- Our actors will fully immerse our audience into the event making them become apart of our vision.
- The time slots will take approximately 45 minutes to complete leaving 15 minutes to set up for the next group to come in.

Security

- Hiring security from BEST
- “We service events of many sizes and types. Here are some renown New York State customers that entrust their event management with BEST including major venues like Citi Field, Barclays Center, and UBS Arena.”

THE BEST EVENT SECURITY SERVICES AND NOTHING LESS

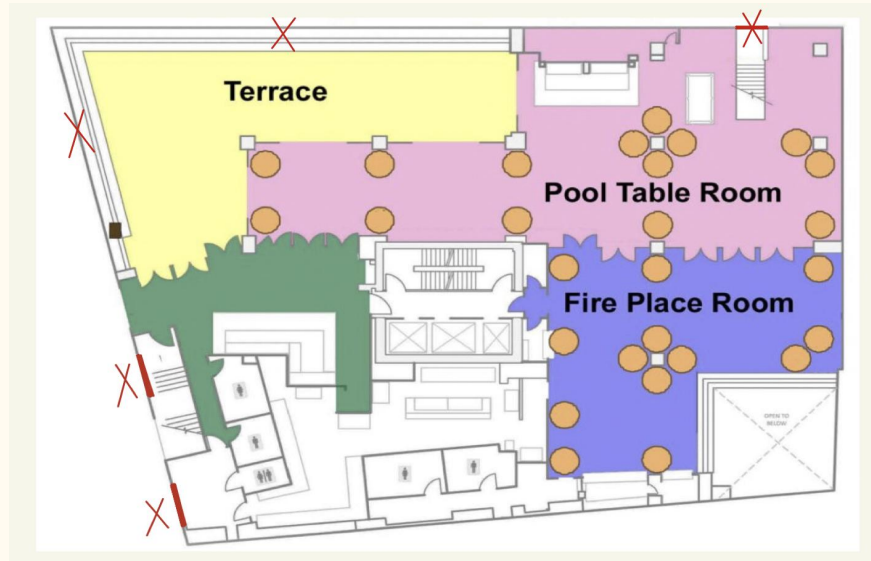
As one of the largest providers of security services for events of all sizes across the U.S., BEST Crowd Management specializes in putting the right talent in the right places.

From game day to concert night, we're able to help make your event in New York a total success.



Safety/Crises Plans

- Fire Escapes/Evacuation Plan Exits are marked with an **X**
- All staff/employees are trained and briefed on evacuation plans
- Audiences are briefed of **exits** and fire escape/evacuation plans before events



Covid-19 Guidelines

- *Green Room Productions* abides by each events perspective venue guidelines for COVID-19 protocol
- The Bowery Hotel follows CDC Guidelines and trains staff to follow protocol to ensure safety and health for employees and guests

COVID-19

THE BOWERY HOTEL HEALTH & SAFETY PROTOCOL

The Bowery Hotel has been and will continue to closely monitor the Centers for Disease Control and Prevention (CDC) and the World Health Organization's statements regarding COVID-19 precautions. It is our intention and commitment to offer our guests the highest level of service and hospitality as we navigate the Covid-19 pandemic. The health and safety of both employees and guests are our number one priority.

Guest Experience:

All guest rooms will be cleaned every day using EPA-certified disinfectants effective against COVID-19.

A public space sanitation team will frequently clean public spaces and high touch point areas. Cleaning throughout the hotel is in accordance with all government guidelines.

Wearing a mask is a personal choice for both our staff and guests in all public spaces. Hand sanitizer and masks are available at the front desk upon request.

Strict protocols are in place for the staff in our kitchens, restaurants, bars, room service, and event spaces. All staff is required to regularly sanitize their hands.

Volunteer/Actor Sign Up



- Actors who will be working the event are **non paid volunteers**
 - Actors may receive footage for demo reels and/or credit for school (if applicable)
- Volunteers may opt to be on call recurring actors for future events with *Green Room Productions*
- Selection process for high demand events will be through first come first serve google forms posted on our social media accounts.

Volunteer/Actor Sign Up Cont.

Section 1 of 7

Actor Info Form

Form description

Name

Short answer

Short answer text

Required

Date of Birth *

Month, day, year

Email *

Volunteer Interest Form

* Required

What is your name? *

Your answer

What is your student's name? *

Your answer

What days would you be available to volunteer? *

☐ Monday

☐ Tuesday

☐ Wednesday

☐ Thursday

☐ Friday

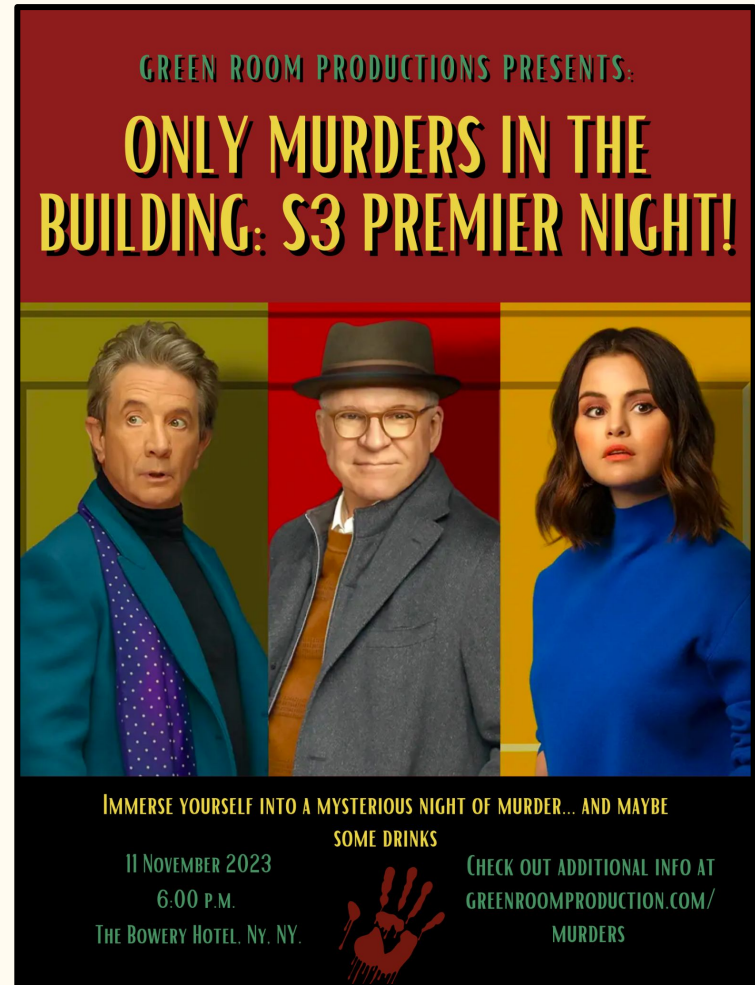
What times would you be available? (Note: this is just a time range) *

Volunteer/Actor Sign Up Cont.

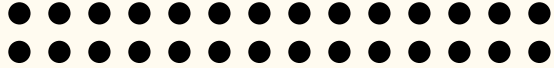
- We will also recruit actors, and photographers/videographers through job listings
 - Backstage- online casting platform
 - Indeed- online job recruiting site
 - Handshake- online job recruiting site (catered towards students)

The Indeed logo is displayed in white text on a solid blue rectangular background. It features a small circular icon with a curved line above the letter 'i'.The Backstage logo consists of the word "backstage" in a bold, black, sans-serif font, followed by a small red five-pointed star.The Handshake logo is shown in a bold, italicized, lime green font against a dark teal rectangular background.

Event Poster Design



Merchandise



\$15



Food and Beverage Options

The menu

- **PROTEIN (2)**
 - Roasted Lemon-Garlic Chicken
 - Glazed Scottish Salmon Fillet
 - Coconut Curry Shrimp
 - Curry Style Tofu
- **SALAD (1)**
 - Buffalo Mozzarella Caprese
 - Roasted Beet Salad
 - Market Green Salad with Avocado
- **PASTAS (1)**
 - Penne Pomodoro
 - Butternut Squash Risotto
 - Lasagna Bolognese
- **SIDES (2)**
 - Roasted Brussel Sprouts
 - Mixed Wild Rice
 - Crushed Fingerling Potatoes
 - Roasted Rainbow Carrots



DRINKS Menu

"RED HANDED"
CHERRY COSMO

\$12



\$13

THE KIWI-LIME
KILLER

MANSLAUGHTER
MANGO MARG

\$13



Sustainability

- *Green Room Productions* has a privately owned tech/production team.
- Our in house team recycles props and sets from previous events.



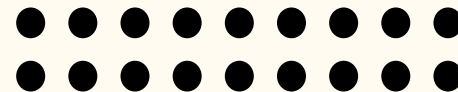
Sustainability Cont.

- Our location is based in New York City which allows customers/participants to utilize the transportation system to reduce carbon footprint.
 - The Bowery Terrace is accessible through many lines, with the 6, M, and F trains taking you within a short walk of the venue. The L, J, and R/W lines also can get you close enough to The Bowery for a reasonable walk.
 - Bus lines such as the M103 and M15 also can get you within a short walking distance.
-

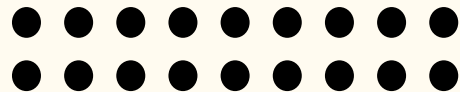
Sustainability Cont.

- To mitigate waste buildup for the event, we will be utilizing The Bowery Terrace's cloth napkins and reusable dinnerware, so as not to use plastic and/or paper that would potentially wind up in the garbage if not recycled properly.
- All of our menus for food items and specialty drinks will be displayed through a digital menu, accessible through a QR code.
- Leftover food that would otherwise be thrown away will be Donated to the NY Common Pantry through a post-event pickup and given to those who need it.





Campaign



Paid Media (Social Media):



Instagram
CPM: \$6.70



YouTube
CPV: \$.20



Twitter
CPM: \$6.46



TikTok
CPM: \$10.00

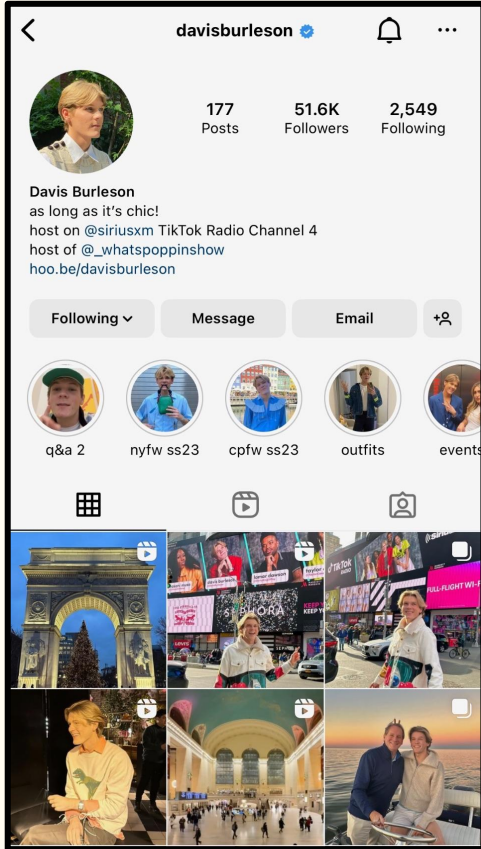


Facebook
CPM: \$7.19

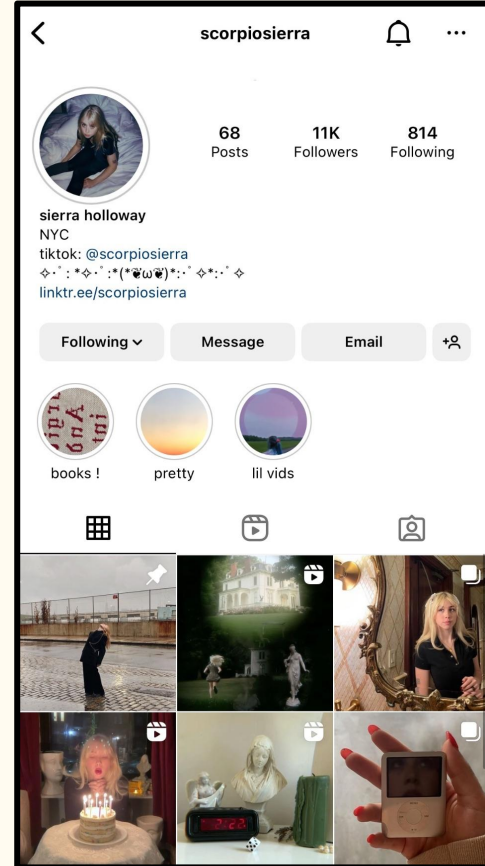
* CPM is the cost per 1,000 impressions on the platform.

* CVM is the cost per view on the platform.

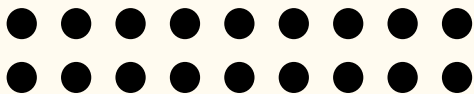
Micro Influencers



@DavisBurleson
Instagram &
TikTok video
Content Creator



@ScorpioSierra
Instagram &
TikTok video
Content Creator

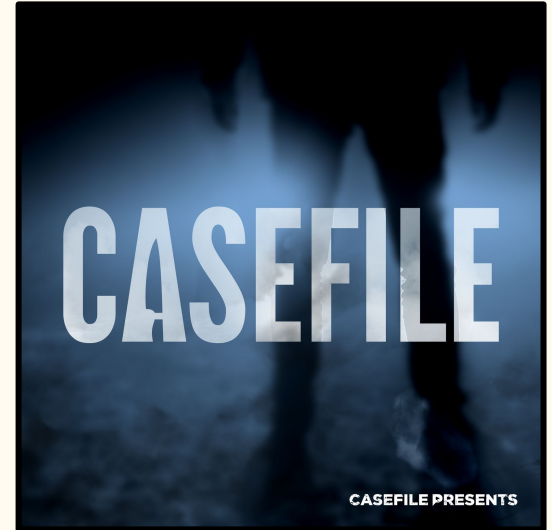


An Instagram rate sheet for posts in 2022

Type of Influencers	Rate
Nano (1-10k followers)	\$10-100
Micro (10-100k followers)	\$100-500
Mid (100-500k followers)	\$500-\$5k
Macro (500k-1m followers)	\$5-\$10k
Mega (1m+ followers)	\$10k+

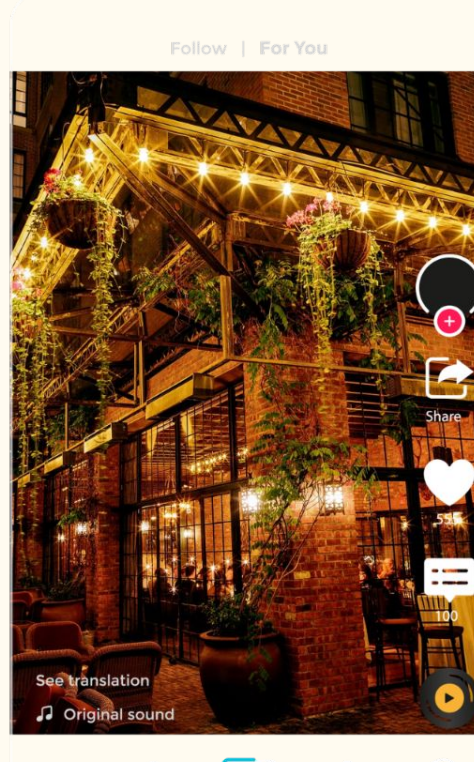
Source: [AndrewMcCarty.com](https://andrewmccarty.com)

Podcast Advertisements



\$30 for a 60-second ad

Social Media @OMITB.nyc (Owned Media)

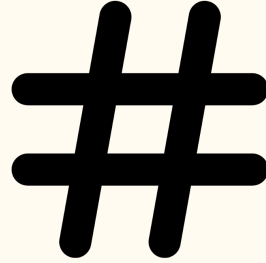


Join us for a night
of drinks, food,
fun, and mystery!



Earned Media

- Event photographers
- Local media coverage
- Attendees post and tag
- Press releases about event



Our Ambassadors



Selena Gomez



Ghost Files - Shane and Ryan

Partnerships|Sponsorships|Licenses



\$1,500 Worth of Product
from 19 Crimes Wine.

* **SECRET NYC**

Media Sponsorship with SecretNYC.

hulu

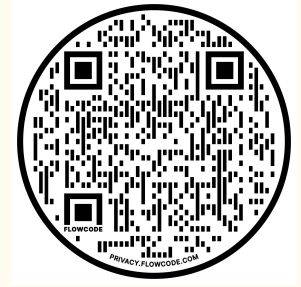
Approval from Hulu to license their series, *Only Murders in the Building*. Run sponsored ads on platform.

Technology Used

- We will be using QR Codes on our advertisements leading people to our ticket page.
- QR codes will also be used for the menu.
- Actors will have microphones on so everyone can hear and understand what is going on.
- Production crew will be using walkie talkies to ensure the event is running smoothly.
- SafePass for Covid-19 protocol

Ticketing

TicketLeap:



"I'VE FALLEN IN LOVE WITH SO MANY DEAD PEOPLE." - \$28 *General Admission*

"I'D RATHER BE DEAD THAN BORING" - \$58 *Includes two drink vouchers*

"WE BLEND IN BY STANDING OUT" - \$134 *Includes a 3 course dinner prix fixe menu followed by an open bar*

Ticketing Insurance Offered - \$5 Cancellation 24 hours in advance with full refund (refunds are not accepted without insurance)

Timeslots (45 minute - 1 hour for grace period)

Emotional engagement: Sign up for a first look at our next event

Financials



Cost	Expense Cost
General Expenses	
Venue (w/ Food/Bev and Staff)	\$32,900
Additional Fee's	\$27,144
Additional Staff	\$2,000
Decor	\$4,000
Lighting and Sound Equip.	\$6,500
Set Up Crew	\$750
Clean Up Crew	\$750
Security	\$600
Insurance	\$1,000
Contingency Budget	\$9,307

Marketing Expenses

		Reach
Instagram	\$3,350.00	500,000.00
Twitter	\$3,230.00	500,000.00
TikTok	\$5,000.00	500,000.00
YouTube	\$100,000.00	500,000.00
Facebook	\$3,595.00	500,000.00
Podcasts	\$7,500.00	500,000.00

Merchandise

Shirts	\$2,100.00
Bags	\$2,264.00
Pins	\$572
Gift Bags	\$1,000.00
Total	\$213,562.00

Legal Issues

- Contracts
- Liability insurance
- Licensing and permits
- Food / Alcohol control
- We will follow Dram Shop Law
- Safety & Security procedures in place

Premier Immersive Experience (Secret NYC)

New ~~York~~ ~~NY~~

zdeitz@immerseveexperience.org

To Whom It May Concern,

My name is Zachary ~~Deitz~~ and I am a part of the team at Premier Immersive Experience partnered with Hulu. This November we are hosting an immersive event to promote Season 2 of the hit show on Hulu "Only Murders In the Building." The event will take place at Bowery Terrace and will run from ____ to ____.

We are expecting this event to be huge with _____ number of attendees so far, and possibly many more with the rise of ticket sales each day.

This event will link you with one of the most popular shows out right now, and we expect it to be a must see event in New York City. We here at Premiere Immersive Experience greatly admire the work your team does in highlighting the best New York City has to offer! Would you be willing to sponsor our event or run write-ups/make posts about the event? We will promote your logo throughout our event and send personal thanks on all our social media platforms.

We are dedicated to providing consumers with the best experience possible, and we would love for you to be a part of that.

Thank you for your time and consideration. We hope to hear back from you soon and please feel free to email or call me with any questions!

Best,

Zachary ~~Deitz~~

Treasury Department for Premier Immersive Experience

142 Beekman St New York, NY 10028

Office: 914-692-0048

Works Cited

Ailion, Jess. “4 Types of Influencers - the Full List.” MOBURST, June 19, 2022.
<https://www.moburst.com/blog/types-of-influencers/>.

“Influencer Marketing Costs.” Business of Apps, December 9, 2022.
<https://www.businessofapps.com/marketplace/influencer-marketing/research/influencer-marketing-costs/>.

“Food Rescue.” *NY Common Pantry*, 27 June 2022, <https://nycommonpantry.org/food-rescue/>.

