

NOSTALGIA: TRIBUTE CONCERT SERIES

EXECUTIVE PARTNERSHIP & SPONSORSHIP BRIEF



PILLAR I: STRATEGIC RATIONALE & EXECUTIVE PEDIGREE

Elevating the Tribute Experience: Nostalgia: The Concert Series is a premier live music residency in Lebanon’s top entertainment spots, launching on December 10, 2026. It features authentic musicianship with world-class tribute acts and legendary catalogs in classic rock, pop-rock, and timeless anthems.

Strategic Venue Alignment: In partnership with Music Hall, Nostalgia uses a dual-venue strategy for year-round events. Winter shows are at Beirut Music Hall in Starco, moving to Music Hall Waterfront for summer sessions.

Executive Pedigree: Produced by Live Waves and led by Anthony Younes, the company is known for founding the Dubai and Abu Dhabi Jazz Festivals and The Jazz Garden Series. With extensive experience in large-scale festivals, hospitality, and artist logistics, Live Waves ensures operational reliability and commercial excellence for corporate partners.

THE SERIES AT A GLANCE

SESSIONS: Monthly (10 to 11 events)

LAUNCH DATE: December 10, 2026

TARGET FOOTFALL: 650 to 750 per show

ENTRY TICKET: Starting at \$65

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PILLAR II: PRODUCTION FOOTPRINT, OPERATIONS & AUDIENCE REACH

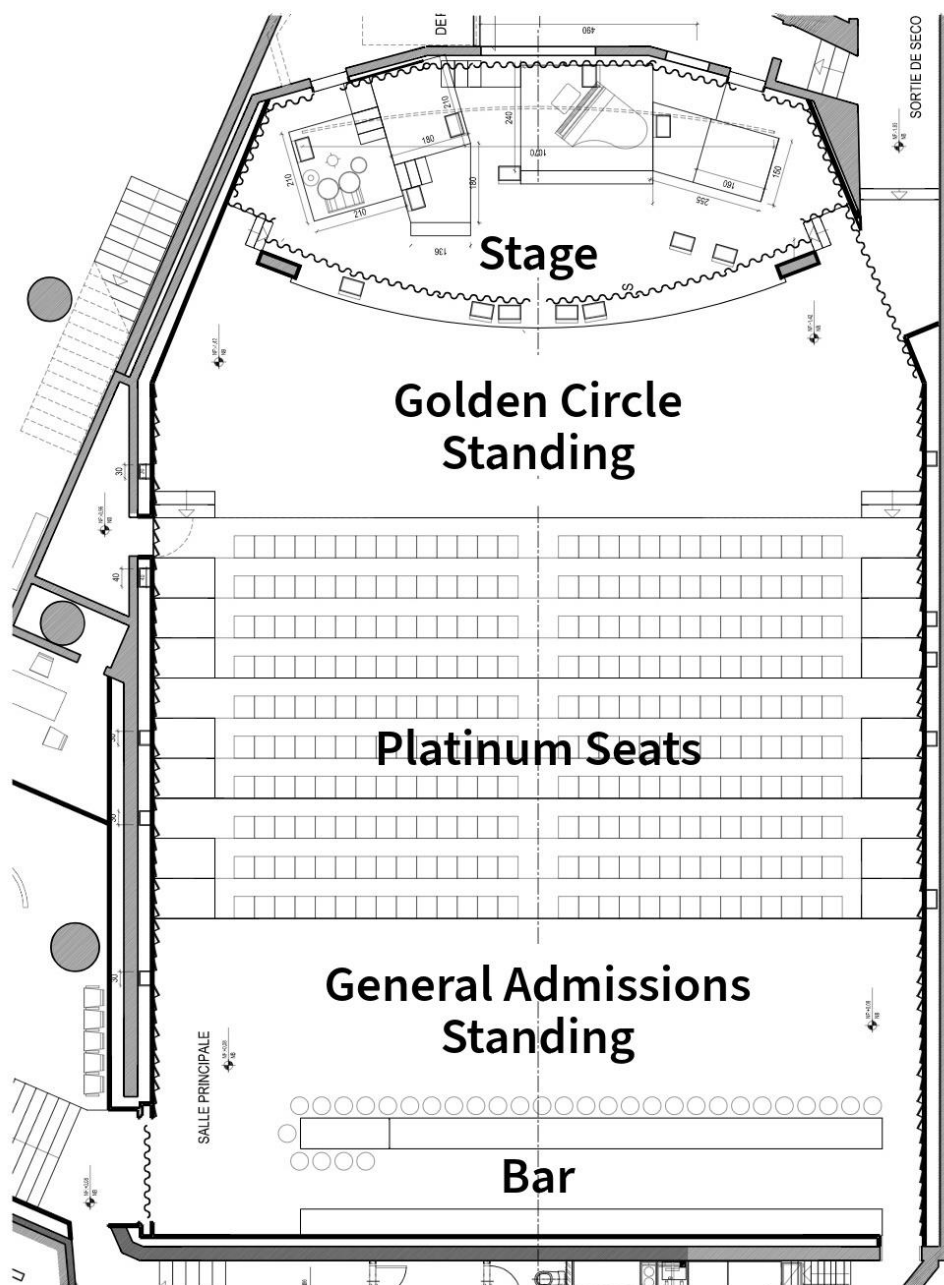
VENUE ZONING & CONFIGURATION

Platinum Seats: \$95 | 300 premium seats

Golden Circle: \$80 | 225 standing capacity just in front of the stage

General Admission / Bar Area: \$65 | 225 Standing capacity by the bar with a few dozen bar stools used as first-come, first-served seating.

Brand Activation Zones: Dedicated concourse and foyer spaces for high-touch brand sampling and experiential sponsor booths.



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OMNICHANNEL MARKETING & MEDIA CAMPAIGN ARCHITECTURE

Targeted Digital & Funnel Rollout: Retargeted acquisition funnels across Meta and search engines capturing high-affinity concertgoers, expatriate booking registries, and recurring high-net-worth ticket buyers.

Broadcast & Local Media: Coordinated monthly press releases, radio partnerships, and entertainment guide placements prior to each monthly session.

HIGH-AFFLUENCE AUDIENCE & PURCHASING POWER INDICATORS

Core Demographics (Ages 30–70): Affluent music lovers, urban tastemakers, creative professionals, and established corporate executives drawn to authentic classic hits and luxury nightlife.

Expatriates & Regional Visitors: Lebanese diaspora and regional vacationers seeking a sophisticated, seated live-music alternative to standard club environments.



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PILLAR III: SPONSORSHIP PACKAGES, INVESTMENT & COMMERCIAL ROI

All sponsorship packages provide full partnership rights, visibility, and activation across *all seasonal events* (Dec to Dec).

Category	Type	Investment	Key Deliverables
Title Sponsor	Exclusive 1 Sponsor Only	Volume Rate \$50,000 Covering The Full Season Or \$7,500 Per Event	Naming rights: "[Brand Integration in the logo and the name of the series] Brand Nostalgia: The Tribute Concert Series".
			Tier 1 (Primary) branding on stage, entrance and around the venue.
			Special Tickets Activation logo placement across print/digital assets And more.
Key Sponsors	Sector-Exclusive Up To 4 Sponsors	Volume Rate \$20,000 Covering The Full Season Or \$3,500 Per Event	Key Sponsors Rights: "Nostalgia: The Tribute Concert Series (brought to you by multiple exclusive brands)".
			Sector Exclusivity (e.g., Official Bank, Official Telecom, Official Automotive, Official Airline).
			Tier 2 (Partner) branding at entrance and venue perimeter, special tickets, concourse activation space, logo placement across print/digital assets.
Brand Activation	Non-Exclusive Up To 5 Sponsors	Volume Rate \$8,000 Covering The Full Season Or \$1,250 Per Event	On-site Experiential Booth: Direct Sampling Rights with limited branding, special tickets.
In-Kind	Non-Exclusive	Variable Values	Exchanging Essential Event Goods & Services: (e.g., media, aviation, accommodation, technical production, etc.) for equivalent branding, special tickets and activation value.

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THE PARTNERSHIP CAPITAL MULTIPLIER & MEASURABLE COMMERCIAL ROI

Tier-1 Headliner Scale

Higher investment directly expands talent procurement budgets, securing globally renowned, world-touring tribute acts that sell out sessions and drive earned regional PR.

Multiplied Media Impressions

Sponsor funds directly scale OOH billboard buys, television broadcast slots, and targeted digital acquisition spend across Lebanon and the diaspora.

Signature Iconic Venues & Concert Configuration

The series transforms Beirut Music Hall in Starco for winter and Music Hall Waterfront for summer into lively music venues. It features a unique three-tiered design: a standing Golden Circle at the stage, a premium Platinum seating section, and a vibrant General Admission zone with a bar, enhancing audience energy and brand visibility.



NOSTALGIA
CONCERT SERIES
A TRIBUTE TO THE LEGENDS



BECOME A FOUNDING PARTNER
LET'S SHAPE THE FUTURE OF LIVE
ENTERTAINMENT IN LEBANON TOGETHER.

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