



the Monde Océ Ball

IMAGINE

Peace - Love - Sensuality

27 • 08 • 11

In association with: **evenko**TM

WHAT IS THE MONDE OSÉ BALL®?

The Monde Osé Ball® is Canada's largest sexy event, designed to celebrate love, sensuality and freedom of expression through the best Montreal has to offer in music, live performance art, and audience participation to create a truly unique multi-sensorial experience.

The theme of the 6th anniversary of the Monde Osé Ball® is: IMAGINE (as in Imagine a world ruled by Peace, Love and Sensuality). This year, we get back in touch with the spirit of the 1960's and 70's peace movement, while taking a modern twist on their core messaging, including promoting free love, a healthy take on sexuality, and promoting positive emotions such as peace and love to the people in our surroundings.

The Monde Osé Ball® creates an environment that appeals to the emotions of the attendees, with the emphasis on unity, joy and pleasure, through human companionship.

Monde Osé's new production and promotional partner is EVENKO:

On March 25, 2010 the Gillett Entertainment Group became **evenko**. Since its' creation in 2002, they have promoted and managed 4335 musical, sporting and family events throughout Canada and the United States and attracted close to 15 million spectators within only eight years of existence. In January 2010, Pollstar, the most respected industry source, ranked **evenko** 11th worldwide among international promoters. The **evenko** managed Bell Centre is ranked the 2nd best arena in North America and 7th at the international level. **evenko** presents shows throughout Quebec, the Atlantic Provinces and the northeastern United States.

Partnership Goal:

The goal of this new partnership is to grow the Monde Osé Ball® from a 1500 person lifestyle entertainment event, to at least 4000 people in the next 3 years in order to move this event to the Bell Centre, and make it a world class event and a premiere tourist destination in the realm of Sensual Entertainment.



OSER
L'AMOUR

Who attends Monde Osé Ball®?

People expected to participate in the Monde Osé Ball® are:

Men and Women between the ages of 25 – 50

Open minded, non-judgmental and have a flair for life

Curious & adventurous

Influencers

Upscale

People who spend on personal appearance, fashion and entertainment

Above average income

Straight, Bisexual and Gay

Multi Ethnic

80% reside in and around Montreal

10% from Eastern Canadian cities such as Quebec City Ottawa and Toronto.

10% from the United States: New York, Boston, California



The Monde Osé Ball® Season Event Schedule

The Monde Osé Ball® is more than just a one night event. This is lifestyle entertainment, where people have the opportunity to become central characters in the development of the event. From the day the event is announced (April 29, 2011) until the day of the event (August 27, 2011),

Monde Osé will host events and activities throughout the summer in order to get participants involved on a more regular basis and assimilated to the theme of this year's event. This is a great opportunity to include your product or brand into the lifestyle of our fans.

Below is a list of proposed events and activities:

- May 25th:
 - First press release from evenko to announce the partnership, theme and launch activities.
 - Announcement of Monde Osé's first promotional photo shoot which pays homage to John Lennon and Yoko Ono's Bed in for Peace in 1969 on the 42nd year anniversary.
- June 1st:
 - Fan and media launch event
 - Art exhibit of the Monde Osé Ball® Bed in for Love at the Queen Elizabeth hotel featuring visual artists: Nico Stinghe, Jerome Suard, Jo Gorsky and Stephen Portman.
- Every Friday:
 - Forbidden Love
Monthly Monde Osé event built to promote Imagine 2011
- Every Sunday
 - Free Love Sunday
Free event hosted on Mount Royal hosted by a collective of multi disciplinary artists with the goal of promoting Peace, Love and Sensuality to Montrealers and creating hype and visibility around the Monde Osé Ball®.
- July 21 or 22nd:
 - Monde Osé Ball® Fashion show to feature clothing inspiration for the main event.

Sponsors have the opportunity to promote their brand at each of the associated events throughout the Monde Osé Ball® Season.

More events will potentially be added to the schedule as we get closer to the event.

