



LAS VEGAS - MIAMI

1987- 2011



LS Entertainment is a Marketing and Full Promotions Agency founded to provide :

- Special strategic marketing and event solutions to a myriad of corporations such as Beverage & Apparel Companies seeking brand building and sales.
- Destination Management Services such as Event Planning and Set Up, Travel Services , Hotel Stay, Convention Services, Transportation, Concierge and VIP Hosting,
- Nightlife and Entertainment: LS Entertainment built, in 20 years of services tendered, experience of Marketing/Sales management including contacts in the industry (sponsors, prospects, public relations, distribution channels, and media), familiarity with advertising and promotion, personal selling capabilities, general management skills in event planning, and a history of profit and loss responsibilities.
- Promotion: LS Entertainment managed to show its ability to generate good publicity as measured by past successes with Concerts and booking, contacts in the press, quality of promotional literature and market education capabilities.
- Beverage/Apparel: LS Entertainment was successful in Sales promotion techniques such as direct sales, special pricing, and points of sale with location outlets, contests with buyers, product sampling, brand building and promotional events.
- Publicity: LS Entertainment advertising capabilities included media relationships, advertising budget, past experience, production, direction, and research of how its clients should be advertised.





Background (1987 to 1997)

- Night Life: Entertainment, Promotion and Marketing Manager for the following Night Clubs: Latitude 3001, Marco Polo Pizza Bar, Cotton Club, Lamba Reggae, Limelight Industry Club, Hard Reggae, Pacha Brazil, Peckinpah, and Itinerary Disco-La Fiesta .
- Concerts: Booking, Pre Production and Promotion of Concerts: João Gilberto, Toquio, Nina Hagen, Paralamas do Sucesso, Radio Taxi, Plebe Rude, Marina Lima, Ed Motta, Emilio Santiago, Simone, Kid Abelha, Rita Lee, Ultrage a Rigor, Baby Consuelo e Pepeu Gomes, Cidade Negra, Gabriel Pensador, Milton Nascimento, Jota Quest, Legiao Urbana, Ze Ramalho, Djavan, Titans, Supla, RPM, Metro, Double You, Jimmy Cliff, Papa Winnie, Spy V. Spy, Bocato, Toquinho, Menudos com Ricky Martin, Snap, Freddie Huppert, Men At Work, KC and the Sunshine Band (More than 250 concerts produced between 1987 and 1997 in night clubs and concert halls)
- Marketing: National Sales Manager Turbo Air Company-Brazil: introducing the pioneer, and patented effect system CO2 (cooling jets), in more than 10 Brazilian night clubs. The Turbo Air System was first adopted by Night Clubs in Cancun, launched in Brazil by LS Associados and It's nowadays, a current success with Body English Nightclub in Las Vegas, at the Hard Rock Hotel and Casino.
- Event Planning:
 - Coca Cola (Coke Summer Point-Guaruja): a 40,000 square feet, Ocean Front Thematic Park, in one of the hottest destinations of the country, with capacity for 15,000 people.
 - Puma (Master Puma de Tennis - Summer Guaruja): Ocean Front Arena with capacity for 8,000 people featuring Icons and Tennis Champions competing for the National Title.
 - Pre Production and Production for; "Radio Joven Pan 2 FM - The Eighteenth Anniversary" at the Olympia's Music Hall, in San Paulo Brazil.
 - Moby Pagers in Concert - The Party; traveling to more than 10 night-clubs in San Paulo.
 - BMW Top Faces-Fashion Show: 1 year long and weekly contest developed to reveal and launch the most beautiful top model in the Country to Success. The Grand Final united more than 50 Top Models in the Palace Concert Hall in San Paulo. The Event Director and God-Mother, Gisele Fraga (Playboy Cover), introduced to the winner a contract with Elite Models and a Brand New BMW.
 - Playboy/Limelight Soccer Team : Playboy Cover Girls and Playmates in action traveling around the country to play in soccer games against Homecoming Top Models.





Background (1999 to 2009)

- **Power Radio Show**

USA/Power Radio Show : First bilingual (English & Portuguese) Radio Show ever aired in Brazil by a team of Radio Stations. More than 150 Shows produced and directed in Las Vegas and broadcasted by more than 10 radio stations overseas.

- **Terra Networks Summits /Las Vegas/ 100 Attendees.**

Pre Production, Management of Vendor Contracts, Staffing, Public Relations, On Site Management, Risk Management, Translation, Hotel Stay, Leisure and Transportation attendees.

- **Flamingo Summer Pool Parties @ Relapse.**

Promotion, Event Design, Media Buys with Radio Stations and Magazines, On Line Marketing and Promotion, Promo Models Staffing,

- **MGM Grand/Vida Latin Late Nights.**

Media Buys with Radio Stations and Magazines, Advertising, Promotion, On Line Marketing, and Sponsorships.

- **The Margarita King Incorporation (The World's Best Margarita)**

Las Vegas Regional Marketing Manager: On Premises and Off Premises Sales, Marketing and Brand Manager. Building the brand from 350 cases to almost 1,000 cases sold annually. Management of Sales, Promotions, Marketing, Publicity, Promo Models Staffing

- **Laughlin River Run 2008. The Largest Motorcycle Event in the West Coast (60,000 people)**

Promotion, On Line Marketing, Event Sponsorship

- **San Genaro Feast Las Vegas/2008. The Largest Italian Feast in the USA. (80,000 people)**

The Margarita King Bar featuring the Margaring King Girls

- **Planeta Terra Brazil**

Translation Services, Concierge and VIP Host.

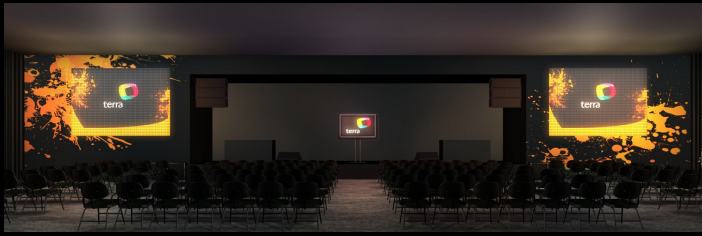
- **Johnson Brothers of Nevada**

Entertainment and Night Life Marketing Consultant. Sales and Promotions assistance to the Rep Force and Management team to the third largest liquor and wine distributor in Nevada. Also, assisting liquor suppliers with Brand Building.





TERRA SUMMIT – VENETIAN HOTEL





FLAMINGO SUMMER POOL PARTIES



GO POOL MONDAYS

THE MARGARITA KING
LAS VEGAS EXOTIC CLUB PARTIES

EVERY MONDAY
AT THE FLAMINGO LAS VEGAS
PRESENTED BY:
THE MARGARITA KING

- FREE ENTRY FOR LOCAL RESIDENTS
- DJS SPINNING ALL DAY LONG
- 2 FOR 1 MARGARITAS
- 2 FOR 1 BOTTLES OF MARGARITA IN THE CABANAS

SPECIAL GUEST DJS
R.S.V.P AND RESERVATION CABANAS:
ELIZABETH 702 335 3727

MUST BE 21 OR OLDER TO GAMBLE. KNOW WHEN TO STOP BEFORE YOU START. (R) GAMBLING PROBLEM? CALL 1-800-522-4700 (G) 2008, HARRAH'S LICENSE COMPANY, LLC.



MONDAY, JUNE 16TH

COME COOL OFF AT THE HOTTEST INDUSTRY POOL PARTY IN LAS VEGAS

RELAPSE
AT THE FLAMINGO HOTEL GO POOL.

PRESENTED BY
THE MARGARITA KING.

- FREE ENTRY FOR LOCAL RESIDENTS.
- RED CARPET, MEDIA COVERAGE.
- GUEST DJ'S SPINNING ALL DAY LONG.
- 2 FOR 1 MARGARITAS
- 2 FOR 1 BOTTLES OF MARGARITA IN THE CABANAS.

SPECIAL GUESTS:

- DJ BLING CROSBY
- TMK GIRLS.
- LOCAL VIP'S

R.S.V.P AND RESERVATION CABANAS :
ELIZABETH 702 335 3727

BROUGHT YOU BY: **going** **MOJO** **REPUBLIC.**

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MGM GRAND – VIDA LATIN LATE NIGHTS



vida!

VIP TABLE RESERVATIONS AND BOTTLE SERVICE AVAILABLE. CALL 702.891.3200.

AGES TO IMPRESS - MUST BE AT LEAST 21. ALL NIGHTS RESERVED - MYSPACE.COM/VIDALATN



FRI & SAT · JULY 4 & 5

Enter for a chance to win a **MARGARITA KING** VIP PACKAGE

SHAKE IT UP WITH OUR MARGARITA KING MODELS AND ENJOY AN OPEN MARGARITA BAR FROM 11:30 PM TO 12:30 AM ON JULY 4 & 5, 2008 ONLY.

LIVIN' LA VIDA MARGARITA
BEATS BY DJ GIL BARBA



maximumVegas. MGM GRAND



myspace.com/vidal



myspace.com/vidal



myspace.com/vidal





THE MARGARITA KING INC.



THE MARGARITA KING
WORLD'S BEST MARGARITA

JOIN THE MARGARITA KING AT 2008 LAUGHLIN RIVER RUN
THE WEST'S LARGEST MOTORCYCLE EVENT.

At the new Aquarius Casino Resort
April 23th to the 27th from 10am - 10pm.

DIRECTIONS: SHAKE IT WITH LOVE & SERVE WITH PASSION!

THE NEW AQUARIUS CASINO RESORT
LAUGHLIN, NV

As seen on Oprah, the Oscars, Golden Globes, VH1, etc.



CONTEUDO NOS EUA



**Serviços VIP Hosting
(Receptivo)
Logística corporativa para
viagens de grupos empresariais**

**Reservas de passagens aéreas
hotéis - teatros - restaurantes
tickets p/ shows e eventos esportivos
NBA - NFL - BASEBALL**



**Conteúdo de entretenimento geral
Acessoria em eventos proprietários
para prospecção
de new businesses no exterior**

**Consultoria na concepção
planejamento - produção - direção
de eventos de lançamento
convenções - congressos - workshop
ações de relacionamento**



BRASIL - USA

**Tradução de contratos propostas
comerciais e websites**

Informações ou reservas:

**São Paulo 55-11-9158-0113
management@lserntertain.com
www.lserntertain.com/miami**



CARNAVEGAS
THE FESTIVAL

Coming Soon...



LS Entertainment Services:

- Translation Services.
- Consulting Services in Marketing, Promotion, Brand Building, and International Performances (booking).
- Management of Sales including Logistics and Strategies.
- Event Planning, Production, Audio and Visual, and Props.
- Risk Management.
- Promo Models Staffing and Supervision.
- Destination Management Services : Air Fare, Hotel Stay, Transportation (Limousine, Buses, Shuttles), Meeting Room Reservations, Concierge and Vip Hosting Services.

- LS Entertainment in Las Vegas:
 - Phone: 702.301.7145
 - Fax: 1.702.666.9185
 - Contact: promotion@LSentertain.com

- LS Entertainment in Miami:
 - Phone: 305.803.0338
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