

JUNE 1, 2023

JULY 25, 2023

BRUNO MARS

ALL ABOUT THE MUSIC
NATIONAL TOUR

Cara Orlich
Professor Susan Cosby
Touring Performing Arts Organizations
15 September 2022

CARA-VAN
TOURS,
INC.

VOL.
05



ALL ABOUT THE MUSIC

2023 NATIONAL TOUR

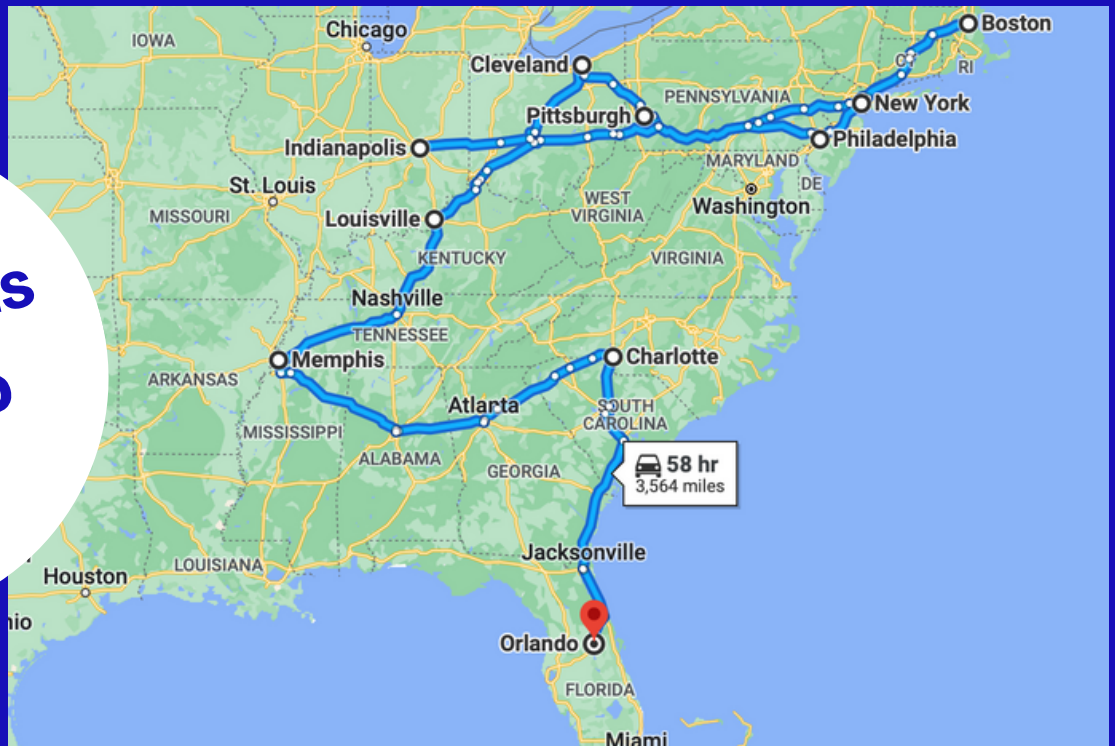
June 1 - Las Vegas, NV	T-Mobile Arena
June 3- Sacramento, CA	Golden 1 Center
June 5- Portland, OR	Moda Center
June 8- Fargo, ND	Fargodome
June 9- Saint Paul, MN	Xcel Energy Center
June 11- Lincoln, NE	Pinnacle Bank Arena
June 13- Kansas City, MO	Sprint Center
June 15- Auburn Hills, MI	The Palace of Auburn Hills
June 16- Chicago , IL	United Center
June 17- Chicago, IL	United Center
June 18- Indianapolis, IN	Bankers Life Field House
June 19- Cleveland, OH	Quicken Loans Arena
June 21- Pittsburgh, PA	PPG Paints Arena
June 23- New York City, NY	Madison Square Garden
June 24- Boston, MA	TD Garden
June 25- Philadelphia, PA	Wells Fargo Center
June 27- Louisville, KY	KFC Yum! Center
June 29- Memphis, TN	FedEx Forum
July 2- Charlotte, NC	Spectrum Center
July 5- Orlando, FL	Amway Center
July 7- Miami, FL	American Airlines Arena

July 9- New Orleans, LA	Smoothie King Center
July 10- Little Rock, AR	Verizon Arena
July 11- Houston, TX	Toyota Center
July 13-San Antonio, TX	AT&T Center
July 15- Dallas, TX	American Airlines Center
July 18- Denver, CO	Pepsi Center
July 21- Phoenix, AZ	Talking Stick Resort Arena
July 24- Inglewood, CA	The Forum
July 25- Inglewood, CA	The Forum

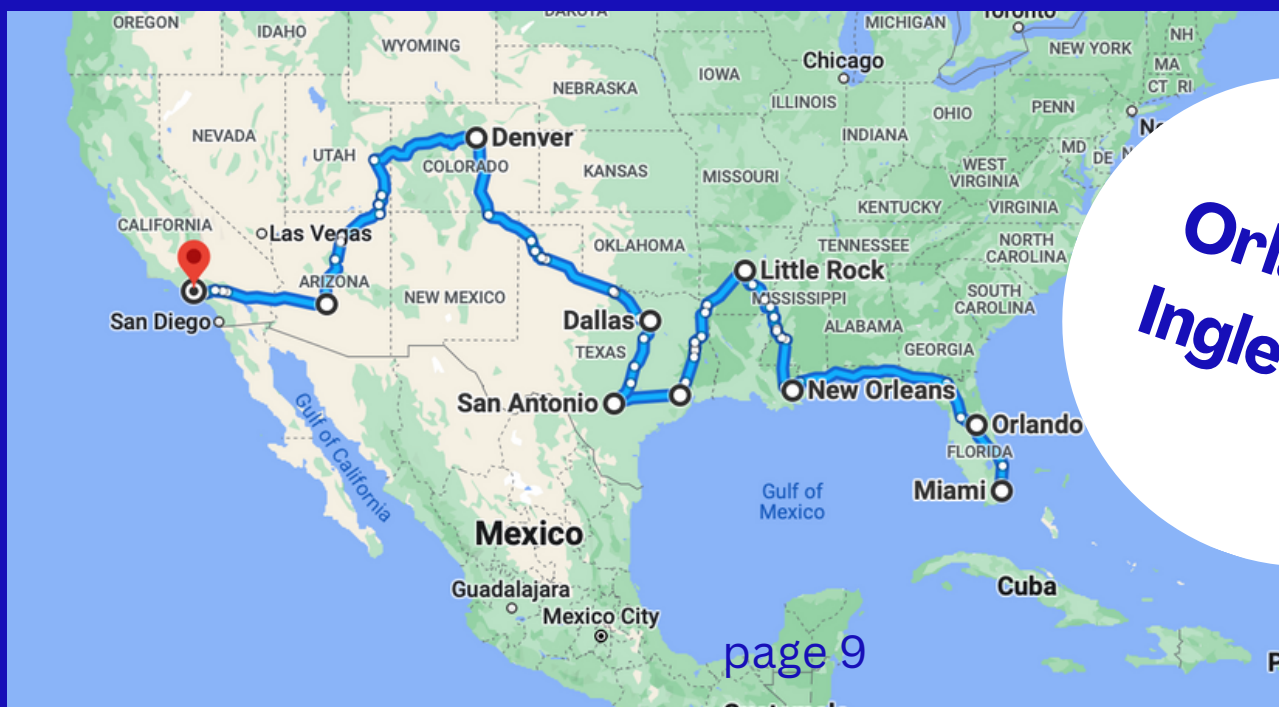
Our team reached out to a lot of the venues where we saw success on the World Tour back in 2017. They were happy to schedule Bruno Mars for the upcoming year as his shows brought in a lot of financial success through ticket sales. We back-scaled the amount of cities we went to since the tour is not promotional for a specific released album. However, these were the cities in which Mars and his team benefitted the most in fan feedback and financial success from the past tour.



**Las Vegas -
Indianapolis**



**Indianapolis
- Orlando**



**Orlando -
Inglewood**



Letter

To Whom It May Concern,

Thank you for your interest in presenting Bruno Mars' "All About the Music" Tour in your space. This packet includes any and all details about the performance itself as well as reviews, fees, and requirements. We are ready to get this show on the road...literally, so the company appreciates your communication and wants to provide all the information we can.

Please contact us with any additional questions. We look forward to hearing from you!

Sincerely,

Cara Orlich

Cara Orlich -Tour Manager, Bruno Mars All About the Music Tour



WHAT TO EXPECT

Bruno Mars has decided to go on tour with the hits that have impacted fans thus far in his career. No specific album, no limitations, just the music. Accompanied by dancers and other musicians, Mars' old and new hits will remind us why we fell in love and why we keep coming back for more.

Set List

★ ***LOCKED OUT OF HEAVEN***

★ ***MARRY YOU***

★ ***RUNAWAY BABY***

★ ***GRENADE***

★ ***TREASURE***

★ ***TALKING TO THE MOON***

★ ***WHEN I WAS YOUR MAN***

★ ***YOUNG GIRLS***

★ ***24K MAGIC***

★ ***WHAT I LIKE***

★ ***CHUNKY***

★ ***VERSACE ON THE FLOOR***

★ ***SMOKIN' OUT THE WINDOW***

★ ***FINESSE FT. CARDI B***

★ ***PLEASE ME FT. CARDI B***

★ ***LEAVE THE DOOR OPEN***

Requirements



Our team will be providing all necessary technical equipment needed for the show. Presenters are asked to provide at least 40 local stagehands to work as the crew for load-in and strike. We are looking to bring the show to venues that can seat at least 20,000 audience members.

Fees

Bruno Mars' All About the Music Tour will cost a flat rate of \$80,000 PER SHOW. The distribution of ticket sales will be negotiated with each presenter individually and contractually agreed upon.



PACKET DEBRIEF

This booking packet is important in reaching our desired audience of presenters. We begin with a personalized letter to potential presenters to set the scene for the integrity of the show. The packet also includes a break down of the set list and what to expect, a biography and history of Bruno Mars and his impact on the industry, my business card as the tour manager, requirements and fees, and the booking calendar. The booking brochure as well as a professional review are also included. Any additional questions or negotiations will be discussed in individual follow ups with potential presenters.

BOOKING CALENDAR

JUNE 2022

- Initial meeting with Producer and General Manager talk logistics of tour as well we budget.
- Marketing Meeting: discuss promotional marketing for tour
- Meeting to discuss when and where to take the show

JULY 2022

- Finalize budget
- Create, finalize and print booking brochure
- Create marketing materials for external media promotion
- Create presenter database
- Contact potential presenters in first 10 cities of tour

AUGUST 2022

- Send out booking packet to interested presenters
- Contact presenters in next 10 cities of tour
- Production meeting: discuss lighting, choreography, costumes, sound, etc. with technical designers

SEPTEMBER 2022

- Follow ups with presenters contacted thus far in the process
- Send next group of possible presenters the booking packet
- Update presenter database

OCTOBER 2022

- Contact any remaining or additional presenters
- Continue following up with presenters
- Continue to sending out the brochure and the packet at presenters' requests

NOVEMBER 2022

- Update presenter database
- Continue contacting presenters
- Confirmation meetings with presenters and send contracts
- Set audition dates for back up dancers

BOOKING CALENDAR

DECEMBER 2022

- Continue sending out brochures and packets
- Send contracts to additional confirmed presenters

JANUARY 2023

- Send contracts to presenters
- Continue following up with presenters
- Send brochures and packets
- Update presenter database
- Receive back contracts from presenters
- Dancer audition

FEBRUARY 2023

- Continue updating presenter database
- Continue following up with presenters
- Send contracts to confirmed presenters
- Receive signed contracts from presenters
- Check-in production meeting with technical designers

MARCH 2023

- Continue to follow up with presenters
- Update presenter database
- Send contracts to confirmed presenters
- Receive signed contracts
- Dancer rehearsals begin
- Additional musician rehearsals begin

APRIL 2023

- Continue following up with presenters
- Send contracts to confirmed presenters
- Receive signed contracts
- Marketing meeting to discuss promotional materials
- Meetings (if needed) to finalize contracts with presenters
- Create tour calendar

MAY 2023

- Send out promotional materials to presenters
- Production Meeting to finalize technical rider
- Meetings (if needed) to finalize contracts with presenters

PRESENTER DATABASE

VENUE	T-Mobile Arena	United Center	TD Garden
CITY	Las Vegas, NV	Chicago, IL	Boston, MA
ADDRESS	3780 S. Las Vegas Blvd. Las Vegas, NV 89109	1901 W. Madison St. Chicago, IL 60612	100 Legends Way Boston, MA 02114
CONTACT	Chris Engler	Jerry Goldman	Sean Becket
PHONE #	702-692-1515	312-455-4503	617-624-1000
EMAIL	chrisengler@tmoblearena.com	jerrygoldman@unitedcenter.com	sbecket@tdgarden.com
FACILITY	ARENA	ARENA	ARENA
CAPACITY	19,500 - 20,000	23,500	19,580
DIMENSIONS	65,000 sq ft	70,000 sq ft	55,000 sq ft
FEATURES	75,000 sq. ft. loading dock, staging, storage, etc.	Accessible and vast parking lots for trucks	Multiple rooms for VIP Experiences and Fan Meet-and-Greets
BOOKING STATUS	PENDING	YES	NO
NOTES	Arena policy: attendees under 16 have to accompanied by an adult	Well established handicap accessibility	Asking for more than 50% of ticket sale prices

PRESENTER DATABASE

VENUE	FTX Arena	The Palace of Auburn Hills	The Kia Forum
CITY	Miami, FL	Auburn Hills, MI	Inglewood, CA
ADDRESS	601 Biscayne Blvd. Miami, FL 33132	6 Championship Dr. Auburn Hills, MI 48326	3900 W. Manchester Blvd. Inglewood, CA 90305
CONTACT	Lance Simon	Tom Gores	Jeremy Epley
PHONE #	768-777-1464	248-377-0100	310-862-6200
EMAIL	booking@heat.com	tg@auburnhillspalace.com	Jeremy.epley@thekiaforum.com
FACILITY	ARENA	ARENA	ARENA
CAPACITY	21,000	24,276	17,505
DIMENSIONS	43,000 sq ft	55,000 sq ft	45,000 sq ft
FEATURES	Jumbo-tron and live-streaming equipment available	Typically 23,000 seats, will have to add seats for full capacity	Handicape accessiblty on all levels
BOOKING STATUS	YES	YES	PENDING
NOTES	Multiple surrounding hotels	Hotel booking directly through website for ticket sales	Less seating capacity than requested

Technical Questionnaire

general information

General Info	Answer
Contact Information?	
What is the best way to reach you?	
What dates do you have available for our tour to come to venue?	

house information

House Info	Answer
Do you have a ticket booth?	
Is there front of house security?	
What is the fee for this security?	
Are there additional security precautions such as metal detectors upon entry?	
Are there lobby monitors?	
Is there a lobby staff that will help with traffic control?	
How will they be paid?	
Do you have concessions?	
Do you have staff for the concessions?	
How will they be paid?	
Do you have an alcohol license?	
Do you have an available merchandise space?	
Where is this space in relationship to the entrances and the performance space?	
Do you have a potential staff to run the merchandise space?	
How will they be paid?	
Is there a requirement to have local crew present at all times while our team is in the rehearsal space?	
Is there parking available for audience members?	
If so, where is it in relationship to the venue itself?	
Where are the restrooms within the venue located?	

local information

Local Info	Answer
What is the public transit system?	
What hotels are near the venue and how many are within walking distance?	
What are typical traffic patterns for the area?	
What restaurants are near the venue?	
What local restaurants could cater during load-in and load-out for the crew?	
How would booking/paying for the catering work?	
Are there any grocery/convenient stores near the venue?	
Where are the nearest truck stops?	
What laundry/dry cleaning options are near the venue?	

emergency information

Emergency Info	Answer
Who are the best people to contact in case of emergency?	
What severe weather spaces are provided in the venue?	
Where are the emergency exits located?	
How many emergency exits are there in the venue?	
Nearest hospital?	
Is there in-house emergency medical team?	

Technical Info	Answer
What are the stage dimensions?	
What are the dimensions for backstage?	
How many floors/levels does the venue have?	
Can you seat at least 17,000 audience members?	
What handicap accessibility do you have?	
Do you have a loading dock?	
Where is the loading dock in relationship to the performance space?	
Do you have a parking lot near the loading dock?	
Is there a parking lot in general that could accommodate semi-trucks and tour buses?	
What are your rigging capabilities?	
Do you have a fly system?	
What lighting equipment can your space provide without additional equipment from my team?	
What is the experience and capabilities of the local crew?	
What type of flooring is on the performance space?	
Should anything be damaged or need repairing on stage, who would be the right person to contact?	
Do you have access to any lifts that my crew or local crew could operate?	
Do you have someone that is certified to operate equipment?	
Do you have monitors or jumbotrons that could be used for the show?	
Do you have the capability to livestream on these monitors?	
Do you have a crew member that could operate the monitors?	
What power sources does the space offer?	
Do you have adaptors for the outlets and plugs?	
What are the acoustics of the performance space?	
Where are they located in relationship to the performance space?	
How will local crew/ specialized crew be paid?	
Is there a fee to use local crew provided by the presenters?	
Is there an available rehearsal space?	
What is the flooring/dimensions of this rehearsal space?	
Do you have available dressing rooms?	
Where are these dressing rooms in relationship to the performance space?	
Do the dressing rooms have mirrors, chairs, sinks, etc?	
Do the dressing rooms have racks for costumes?	
Are there restrooms in the backstage/dressing room area?	
Do you have back-of-stage security?	
How many?	
What is the fee to have the security?	
What are your previous bookings?	
Do you have filming/photography policies?	
What green rooms/arena suites could be used for a VIP experience?	
What is the fee to use these spaces?	
Does the arena have an age limit or age restriction?	

Presenter Contracts

Cara-Van Tours, INC.
897 N Treasure Ln
Nashville, TN 37221
615.516.2097

Agreement entered into on the 4th of January 2022
between Cara-Van Tours, Inc. and

Jerry Goldman - Managing Director
United Center
1901 W Madison St
Chicago, IL 60612

I. SERVICES

The UNITED CENTER agrees to commission the services of Cara-Van Tours, Inc. - the representational party for Bruno Mars and his 2023 national tour - and agrees to the following:

Bruno Mars and the additional company will perform on the night of **June 15, 2023.**

Bruno Mars and the additional company will perform on the night of **June 16, 2023.**

The company will also provide a VIP experience prior to both night's performances.

II. COMPENSATION

The UNITED CENTER agrees to pay the company the amount of eighty thousand dollars (\$80,000) for both nights equaling a total of a hundred and sixty thousand dollars (\$160,000). This amount will be presented to Cara Orlich, the Tour Manager, upon the company's arrival to the venue. Separate payments will be made for both nights of the concert to ensure trust between parties. These payments must be made by a certified or cashier's check only. Failure to complete this clause will lead to a cancellation of the performance and VIP experience on the night of June 15, 2023 as well as the night of June 16, 2023.

Ticket sales will be split between the company and the UNITED CENTER. The company will keep 55% of ticket sales and the remaining 45% will be kept by the venue.

III. PROMOTION

Cara-Van Tours, Inc. will provide all necessary promotional materials to the UNITED CENTER, who is then responsible for printing, distributing and promoting the performance. All promotional materials will be provided within a week of the final contract agreement. The company reserves the right to change any of the promotional materials as seen necessary. Any mention of the company and the performances by the UNITED CENTER must be approved by Cara Orlich, the Tour Manager.

IV. FORCE MAJEURE

Failure to perform due to events beyond the company's or the UNITED CENTER's reasonable control will not result in a penalty for breach of contract on either side. Such events constituting this clause include, but are not limited to: illness, injury to a member of the company or damage to the UNITED CENTER, accident, fire, civil disorder, strike, lockout, any other form of labor difficulties; an act, rule or regulation of any public authority or court; an act of God; absence of electrical power; failure of technical facilities; failure or delay of transportation outside of company's control; any similar issue outside of Cara-Van Tours, Inc.'s reasonable control.

V. TECHNICAL RIDER

The UNITED CENTER agrees to provide all of the technical requirements and additional elements detailed in the attached Technical Rider.

VI. SUBCONTRACTING

The UNITED CENTER agrees that no other performances or artists will be booked in the venue on the days of June 15, 2023 and June 16, 2023

VII. CANCELLATION

Cara-Van Tours, Inc. reserves the right to terminate this agreement and any and all of the company's obligations hereunder without liability of any kind to the Presenter, by giving written notice to the presenter no later than thirty (30) days in advance to the first performance of the Bruno Mars All About the Music National Tour. Any cancellations that fall within the 30 days prior to the first performance by either party will be a breach of contract and will thus require compensation by the responsible party.

Agreed to by:

Cara-Van Tours, Inc. Signature

United Centers Signature

Date

Date

Technical Rider

Cara-Van Tours, INC.
897 N Treasure Ln
Nashville, TN 37221
615.516.2097

Jerry Goldman - Managing Director
United Center
1901 W Madison St
Chicago, IL 60612

The Presenter agrees to provide, at its own expense and obligation, the following items required by Cara-Van Tours, Inc. for the Bruno Mars All About the Music National Tour.

I. SPACE

The Presenter will supply an arena with the capacity to seat a minimum of 17,000 audience members. The Presenter will also supply a space with the ability to set up a 35'x25'x10' stage. The arena space must be cleaned, cleared and ready for the company's equipment prior to the arrival. Any performance space provided by the Presenter must also be cleared and cleaned prior to the company's arrival. Any damages done to the space during load-in and load-out will be covered by Cara-Van Tours, Inc.

II. LIGHTING

All necessary lighting equipment, such as lighting instruments, light board, gobos, etc. will be provided by Cara-Van Tours, Inc. The Presenter must provide a safe way for the truss to be hung above the stage. A clean and private space must be provided by the Presenter for the Technical Director and crew to run the lighting for the concert

III. SOUND

Any sound equipment, such as microphones, cables, sound board, etc. will be provided by Cara-Van Tours, Inc. A clean and private space must be provided by the Presenter for the Technical Director and crew to run the sound for the concert. Sound checks will happen at least one hour before the performance. The Presenter will ensure that these sound checks will be able to happen at the desired time in a space that is closed to the public with only essential staff, crew, and company members present.

IV. DRESSING ROOMS

The Presenter will provide four (4) that can comfortably fit six (6) adults. These dressing rooms must come equipped with mirrors, lights, wardrobe space, counters, chairs, and outlets. The dressing must also be cleared and cleaned prior to the arrival of the company.

V. VIP EXPERIENCE

The Presenter will provide at least four (4) green rooms or suites that will be suitable for VIP meet and greets with Bruno Mars. These spaces will be cleaned and cleared prior to the company's arrival. The spaces will also have security at the entrance to ensure safety for the fans as well as Mars, himself.

VI. CREW

The Presenter will provide a minimum of forty (40) local crew members that can help with load-in and load-out as well as sound, lighting and wardrobe.

VII. FRONT OF HOUSE

The Presenter agrees to provide security at all entrances of the venue as well as all of the entrances to the performance space sections. Additional staff will be placed around the venue to help with traffic and ushering. Staff members will also be provided to help with the merchandise and the box-office. The Presenter will also provide a space for merchandise. This space will include five (5) tables as well as seven (7) chairs.

Agreed to by:

Cara-Van Tours, Inc. Signature

Date

Presenter Signature

Date

PROMOTIONAL CALENDAR

8 MONTHS OUT

- Determine feel and aesthetic of the tour
- Photoshoot with Bruno Mars, musicians and dancers

7 MONTHS OUT

- Receive proofs and choose which ones are best for marketing materials
- Begin creating marketing materials

6 MONTHS

- Finish promotional materials
- Send materials to presenters along with instructions
- Ask presenters for contact information regarding local media

3 MONTHS OUT

- Communicate expectation that presenters should begin advertising by this point
- Reach out to local media contacts

1 MONTHS OUT

- Check in with presenters regarding promotional progress and ticket sales
- Schedule virtual interviews

PROMOTIONAL CALENDAR

3 WEEKS OUT

- Conduct virtual interviews
- Presenter check in
- Send Press Release material to local media

2 WEEKS OUT

- Continue with virtual interviews
- Follow up with local media
- Presenter check in

1 WEEK OUT

- Final check ins with presenters and local media

WHEN ON TOUR:

- Conduct in-person interviews with local media (keep in mind the fast turn over and schedule interviews for cities tour is stationed for more than one day)
- Stay in touch with local media in all cities for in-town publicity opportunities
- Gather promotional materials from presenters

PRESS RELEASE

THE ROLLING STONE REVIEW

"Who says you need to drop an album in order to tour? Not Bruno Mars. The artist who has been making waves in the industry since the beginning is going on tour, no new album necessary. Mars is choosing to go on tour with a line up that is solely his biggest hits. From "Locked Out of Heaven" to "Smokin' Out the Window", Mars is bringing crowd favorites to the stage once again. Audiences will get to see the versatility of the artist, yet his inherent ability to keep the same suave and energetic style that made us fall in love."

Tiffany Tench

VARIETY REVIEW

"No one doubts Mars' ability to pull this style of tour off, but some credit needs to be given to the team that Mars has chosen to join him on stage and throughout the process. Sneak peaks into the show proves that Bruno is well matched when it comes to the musicians joining him on stage. It would be a cruel understatement to say that the backup dancers do the choreography justice. The creativity of Mars, Artistic Director, Alyssa Maddox and Choreographer, Tosha Marie come together to create a show that no Mars fan will want to miss."

Kathryn Shire

MONTHLY TIMETABLE

JANUARY '22

- Initial meeting to pitch tour
- Discuss budget with Gen. Manager and Producer
- Discuss branding and marketing with Mars' marketing team
- Map out timeline and cities

FEBRUARY '22

- Production meeting: discuss technical requirements of show
- Finalize production budget, submit to producers
- Marketing meeting: discuss booking brochure and media posters
- Continued discussion of timeline and roadmap

MARCH '22

- Finalize booking brochure
- Continued marketing meeting
- Begin creating presenter database
- Begin reaching out to possible presenters in first 6 cities chosen for tour and send brochure

APRIL '22

- Costume design meeting with Wardrobe head
- Contact presenters in next 6 cities and send brochure

MAY '22

- Send technical questionnaire to potential presenters
- Update presenter database
- Follow up costume design meeting - finalize costumes
- Contact presenters in next 6 cities and send brochure

JUNE '22

- Measurements for Bruno Mars
- Mars' costume construction begins
- Send technical questionnaire to interested presenters
- Continue to follow up with presenters and update presenter database
- Contact presenters in next 6 cities and send brochure

MONTHLY TIMETABLE

JULY '22

- First costume fitting for Bruno Mars
- Send technical questionnaire to interested presenters
- Continue following up with presenters and update the presenter database
- Contact presenters in the final cities of tour

AUGUST '22

- Second costume fitting for Bruno Mars
- Send technical questionnaire to interested presenters
- Begin sending contracts to confirmed presenters
- Continue to follow up with and send materials to potential presenters and update the presenter database

SEPTEMBER '22

- Final costume fittings for Bruno Mars
- Begin sending contracts to confirmed presenters
- Continue to follow up with and send materials to potential presenters and update the presenter database

OCTOBER '22

- Send contracts to confirmed presenters
- Continue to follow up and send materials to potential presenters
- Update presenter database
- Receive signed contracts from confirmed presenters

NOVEMBER '22

- Send contracts to confirmed presenters
- Continue to follow up and send materials to potential presenters
- Update presenter database
- Receive signed contracts from confirmed presenters
- Costume design meeting with Wardrobe head to discuss costumes for additional cast
- Schedule promotional photoshoot with Bruno Mars

DECEMBER '22

- Send contracts to confirmed presenters
- Receive signed contracts
- Photoshoot with Bruno Mars
- Hold auditions/discuss contracts for additional musicians

MONTHLY TIMETABLE

JANUARY '23

- Send contracts to confirmed presenters
- Receive signed contracts
- Continue updating presenter database
- Costume construction for additional musicians begins
- Receive proofs from photo shoot
- Marketing meeting to decide which photos will be used
- Tour announced!
- Create official tour calendar

FEBRUARY '23

- Send contracts to confirmed presenters
- Receive signed contracts
- Continue following up with presenters and updating the database
- Costume fittings begin for musicians
- Marketing meeting to discuss promo materials being sent to presenters
- Social media posts start
- Create Press Kit
- Send promotional materials to presenters
- Tickets go on sale

MARCH '23

- Auditions for dancers held
- Book hotels for first 10 cities
- Social media posts
- Contracts for dance cast
- Presenters continue advertising
- Bus/Truck rental

APRIL '23

- Dance Rehearsals begin
- Costume construction for dancers begins
- Social media posts
- Continue reaching out to local media contacts
- Check in on presenters
- Book next 10 hotels

MAY '23

- Costume fittings for dancers
- Tech rehearsals
- Continue checking in with presenters
- Book final hotels
- Social media push
- Organize confirmation materials for all hotels

JUNE '23

TOUR BEGINS