



Old School Saturday® (“OSS”) Events

OLD SCHOOL SATURDAY® (“OSS”) events have been entertaining thousands of guests on a monthly basis for eleven years (since 2003). We deliver the crowd-pleasing “OSS EXPERIENCE” to our **diverse**, urban audience. We have been market leaders in branding, organizing, marketing, and executing signature event productions. The **celebration** of **1980s** and **1990s** music, culture, and memories is the primary niche that our guests have grown to enjoy.

MORE EVENT INFO:

- ❑ **Description:** OSS is a large, private party/event hosted at upscale locations and venues. Guests enjoy a diverse party environment with music they love and remember from yesteryear. Event includes dancing, mingling, cash bars, VIP sections, birthday celebrations, and extensive sound, light, and video production. The OSS taglines are: “The Soundtrack Of Your Life” and “ALL Old School Music. ALL Night..”
- ❑ **Venues/Locations:** Patrons & attendees look forward to OSS being hosted at different locations every month. This variety is part of the OSS formula for success. Event locations have included *Hyatt Regency Atlanta, Westin Peachtree Plaza, Sheraton Atlanta Hotel, Woodruff Arts Center, Georgia International Convention Center, AmericasMart, Grand Hyatt Hotel, Ritz-Carlton Hotel, 755 Club at Turner Field*, and others.
- ❑ **Attendance:** Over 30,000 attendees per year. (2500 per event)
- ❑ **“Best Thing To Do On Saturday Night”:** *Atlanta Magazine*
- ❑ **Music:** The “old school” music is the **actual star attraction** of OSS events. The DJs cover a library of music from different eras (including 1970s, 1980s, and some early 1990s). The playlist at OSS is often described as “The Soundtrack of Your Life.”



DEMOGRAPHICS:

- ❑ **Supporters & Clientele:** Our patrons and followers are affectionately known as the “Old School Nation”
- ❑ **Database:** 29,000 registered subscribers (opt in) and
- ❑ **Facebook:** 35,000 Facebook Fan Page Likes.
- ❑ **Gender:** 60% female and 40% male.
- ❑ **Education:** 70% with college education or higher.
- ❑ **Age Ranges:** Ages 30 & under (38%), 31-40 (49%), 40 & over (13%).
- ❑ **Ethnicity/Nationality:** 82.4% Black/African-American, 5.5% Multi-Racial/Other, 3.5% White/European, 3.1% Caribbean/West Indian, 2.3% Hispanic/Latino, 2.0% Asian/Pacific-Islander, and 1.2% African (Non-American).

OUR COMPANY:

- ❑ Georgia Limited Liability Company (Organized in 2003).
- ❑ Phone: 404.255.3319
- ❑ oldschoolsaturday.com ||| @oldschoolsat
- ❑ ®“Old School Saturday” is a registered FEDERAL MARK

