



HOLLYWOOD HAT TRICK

FAN FESTIVAL & SPORTS, ENTERTAINMENT AND TECHNOLOGY EXPO
CELEBRITY CHARITY EVENTS

Global Yearly Destination Event



DESTINATION EVENT TO CONNECT THE GLOBAL AND SOUTHERN CALIFORNIA ENTERTAINMENT, FINANCIAL, SPORTS, AND TECHNOLOGY COMMUNITY TOGETHER TO STIMULATE ECONOMIC DEVELOPMENT, CREATE JOBS AND TO BENEFIT PROGRAMS FOCUSED ON SOLVING EDUCATION, HOMELESSNESS AND VETERANS ISSUES

Mission

Hollywood Hat Trick is a nonprofit public charity in Los Angeles, California whose mission is to have an impact on social good through sports, entertainment and technology diplomacy, programs and events.

BUSINESS MODEL

Hollywood Hat Trick is a non-profit that will produce the Hollywood Hat Trick Celebrity Sports Entertainment and Technology Fan Fest and Expo modeled after the SXSW event held in Austin every year.

Hollywood Hat Trick Fan Fest & Expo Los Angeles (2020)

www.hollywoodhattrick.com

The plan is to generate sales of Hat Trick Lifestyle products, sports travel package, sign up for Hollywood Hat Trick event that is planned to be a yearly event. The Hollywood Hat Trick event will be marketed and sold under a license to various other destinations in markets.

When and Where



City: Los Angeles, California

Venues:

- Los Angeles Convention Center
- Staples Center
- Banc of California Soccer Stadium
- LA Live
- ESPN Zone
- JW Marriott
- Microsoft Theater
- Regal Theaters

Sports & Activities

- Basketball
- Baseball
- eSports
- Football
- Hockey
- Running
- Soccer

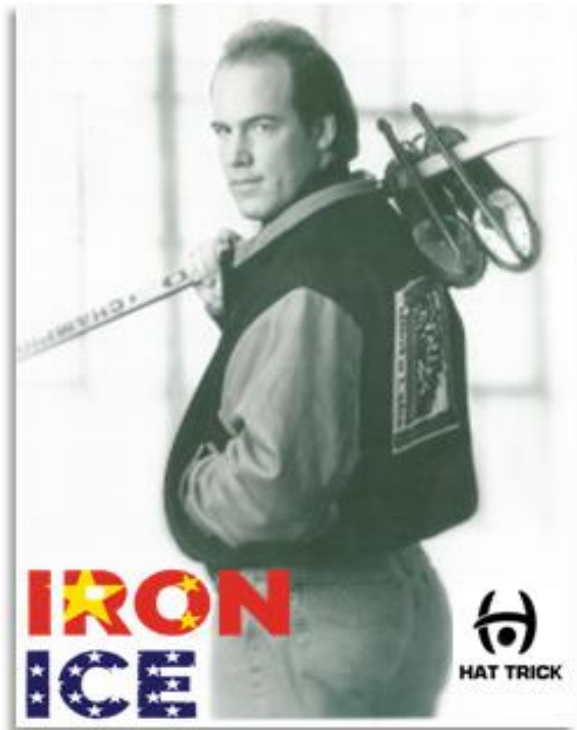
Activities		
➤ Awards Show	➤ Expo	➤ Film Festival
➤ Contests	➤ Hockey	➤ Tech Job Fair
➤ Food Trucks	Tournament	➤ Fan Festival
➤ Music	➤ 3ON3 Basketball	➤ Music
➤ Products	Tournament	➤ Hat Trick Awards
	➤ Soccer Tournament	Dinner
	➤ Flag Football	➤ Football Zone
		➤ Business Tracks

CELEBRITY TEAMS

**IRON
ICE**

vs.

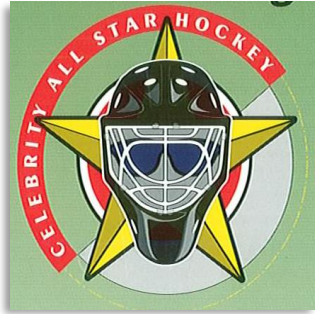

HAT TRICK



Iron Ice and Hat Trick Celebrity Hockey Teams

- Celebrity and Pro Hockey Team plays charity events
- Form Iron Ice and Hollywood Hat Trick Celebrity Teams
- Original entertainment utilizing celebrities and sports professional influencers
- Youth hockey groups raise money to play on team and win prizes
- To increase donations to charities, brand awareness and sales of products
- Model after:
 - NHL Celebrity Hockey Team
 - Globetrotters
- Cities
 - Los Angeles
 - China
 - Minnesota

Celebrity All Star Hockey Teams



Celebrity Hockey Players and Coaches – The first Celebrity Hockey Team played together for over 11 years. Teams over the years have current film, music and television celebrities and National Hockey League (NHL) stars, past and present play in the games. Many on the following list participated on the teams that played for the charity events Hockey for the Homeless at the Forum in Los Angeles and Hollywood Hat Trick at the Target Center in Minneapolis, Minnesota.

Kim Alexis
Glenn Anderson
Allan Bester
Dave Coulier
Mark DeCarlo
Ryan Dempster
Ron Duguay
Phil Esposito
Bobby Farrelly
Brendan Fehr
Matt Frewer
Rod Gilbert
Cuba Gooding, Jr.
Scott Grimes

Paul Guilfoyle
Chris Jericho
Jari Kurri
McG
Barry Melrose
Bernie Nicholls
Rene Robert
Michael Rosenbaum
Kiefer Sutherland
Dave Taylor
Alan Thicke
Alex Trebek

Mike Vallely
Llewellyn Wells
Stephen Baldwin
Rachel Blanchard
David Boreanaz
Mel Bridgman
Dino Ciccarelli
Patrick Flatley
Jerry Houser
Joshua Jackson
Pat LaFontaine
Denis Leary
Pete Mahovich

Lanny McDonald
Neal McDonough
Mark McGrath
Lochlyn Munro
Mike Murphy
Ken Olandt
Rob Paulsen
Pete Peeters
Larry Playfair
Jason Priestley
Chad Smith
Peter Šťastný
Colin Mochrie

D. B. Sweeney
Michael Vartan
Barry Watson
Scott Wolf
Enrico Colantoni
Alan Doyle
Frank Gehry
Michel Goulet
Sean McCann
Rogatien Vachon
Donnie Wahlberg
Brad Garrett
Jeremy Piven

Bill Goldberg
Patricia Heaton
Dulé Hill
Jane Seymour
Dan Moriarty
Michael J Fox
Avril Lavigne
Keanu Reeves
Scott Bakula
Kiefer Sutherland
Paris Hilton
Tom Glavine
Stephen Colbert

Hollywood Hat Trick Hockey Teams

Target Center December 8, 1996

Celebrity All Star Team verses Boys From Minnesota Team

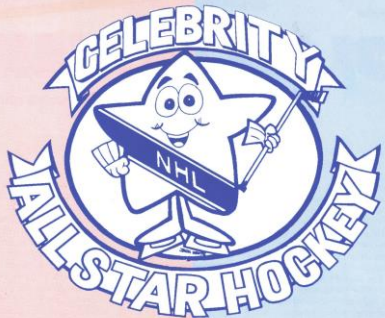
Benefiting: Toys For Tots, Mariucci Inner City Hockey Association, Minnesota Sports Association

Minnesota Celebrity Hockey Team		Hollywood Celebrity Hockey All-Stars	
Mike Ramsey	John McCally	Jim Martin	Mike Eruzione
Brian Lawton	Bo Tarkington	Neil McDonough	Rob Paulsen
Jeff Passolt	Steve Kristoff	Christian Oliver	Greg Collins
Stan E. Hubbard	Winn Brodt	Peter Markel	Jerry Houser
Bill Christian	Phil Verchota	Mark Decarlo	Mark Sheerer
Dave Jensen	Steve Ulseth	Matt Frewer	Dan Moriarty
Bill McIntosh	Gordy Roberts	Jack White	Phil Esposito
Eric Strobel	Reed Larson	Enrico Colantoni	Alan Thicke
Jim Johannson	Bob Mason	Chris Potter	Head Coach John Perry
Tom Kurvers	Mike Woodley	John Saunders	Executive Director Tony Loiacono
Lou Nanne	Adams Abrams	Richard Dean Anderson	General Manager Andy Abramson
Pat Micheletti	John Blackshear		Team Manager Dale Kohler
Dave Christian	Phil Esposito		

EVENT RESEARCH

Hockey for the Homeless


W. Graeme Rouston & Hockey For The Homeless present



CELEBRITY HOCKEY GAME AND GALA

WEDNESDAY, DECEMBER 14, 1994 7:30 P.M.

A
W. GRAEME ROUSTAN/BRAD TURNER PRODUCTION



HOCKEY FOR THE HOMELESS

Celebrity Hockey Game and Gala

Event Chairman	W. Graeme Rouston
Event Vice Chairman	Brad Turner
Event Vice Chairperson	Linda LaRe

We The Celebrity Hockey Game and Gala would like to give our special thanks to:

Celebrity Hockey Team	Andy Abramson, Jack White, Jim Martin, Tony Loiacono
Cities In Schools	Robert Arias, Stevie Elliso-Briles
Consulting Attorney	Kevin Quinn
Creativend (Creative Director)	Stacey Russakow
Director of Game Day Events	Marissa Coughlan
Eisaman, Johns & Laws	Dennis Coe, Ric Milti
Executive Assistant to Producer	Jenna M. DuFree
Feature Writer	Randy Schultz
Hockey For The Homeless	Wayne K. Rouston
Jack White Hockey Basics	Jack White
Lapin East/West (Public Relations)	Hope Diamond
Los Angeles Kings Youth Hockey Foundation	Jim Fox
Los Angeles Hockey Development	Roni White
Phoenix Partners	Theresa Stephens
M. Grant & Associates (Event Coordinator)	Marsha Grant, Stephanie Bloomberg
Women In Film	Joy McManigal

In addition to the people mentioned above, we would like to thank all organizations and individuals who have come together to make this event a success!

CELEBRITY ROSTER CELEBRITY ALL-STAR HOCKEY GAME & GALA December 14, 1994 Great Western Forum

BLACK TEAM

- JIM MARTIN (Goalie) — Beverly Hills, 90210; Lethal Weapon 3
- CHAD SMITH (Goalie) — Real Star Club Peppers
- DAVID GOLDSMITH — Models Inc.
- ROB PAULSEN — Teenage Mutant Ninja Turtles; Animaniacs
- CHRIS POTTER — Kang Fu, The Legend Continues
- RICHARD DEAN ANDERSON — MacGyver; Legend
- JIM FOX — Los Angeles Kings Alumni
- RYAN FRANCIS — Sirens
- JASON HERVEY — Wonder Years
- BOB WILSON — Head Coach, Mighty Ducks of Anaheim
- JASON PRIESTLEY — Beverly Hills, 90210; Calendar Girl
- DAVID KELLEY — Writer/Producer, Chicago Hope; Picket Fences
- RON DELGIAN — Los Angeles Kings Alumni
- MATTHEW L. PERRY — Chandler; Friends
- JERRY HASKER — Signpost; Summer of '42
- AL SIMS — Assistant Coach, Mighty Ducks of Anaheim
- TIM AEMY — Assistant Coach, Mighty Ducks of Anaheim
- MATT FREWER — Man Headliner; Doctor, Doctor
- DAN MORIARTY — Prime Ticket; ESPN2

ALTERNATES

CHIP FOSTER — NBC Saturday Morning; Brand F Active Wear
PEPPER FOSTER — NBC Saturday Morning; Brand F Active Wear
GREG COLLINS — Home Improvement
DEAN DEVLIN — Producer/Writer, Universal Soldier; Stargate

COACHING STAFF

BARRY MELROSE — Head Coach, Los Angeles Kings
PATRICIA ARQUETTE — True Romance

WHITE TEAM


- CAPRAIDER (Goalie) — Assistant Coach, Los Angeles Kings
- MIKE VITAR — SanDiego; Mighty Ducks 2
- CHAD LOWE — Life Goes On
- BILL CHRISTIAN — 1960 U.S. Olympic Team
- CLUB GORDING JR. — Menace II Society; Gladiator
- PETER MARKEL — Director, Youngblood; Wagons East
- YK VENASKY — Los Angeles Kings Alumni
- JACK WHITE — Mighty Ducks; Mighty Ducks 2
- ALAN THORKE — Growing Pains
- D.B. SWEENEY — Eight Men Out; Cutting Edge
- LOCHLYN MENDO — Lingerie; Hockey
- CHARLIE SMELER — Los Angeles Kings Alumni
- KEN ORLANDI — Summer School; Super Force
- JOHN BONNETT PERRY — 240 Robert; Silk Stockings
- JOHN SAUNDERS — ESPN; ABC Sports
- DAVE COLLIER — Full House; America's Funniest People
- JOHN PERPICH — Assistant Coach, Los Angeles Kings
- DAVE TAYLOR — Los Angeles Kings Alumni
- BRIAN ENGBLOW — Los Angeles Kings Alumni
- AL CLELAND — Touch 'N Go; Running Man

ALTERNATES

MIKE BUTTERS — Anaheim Bullfrogs; Roller Hockey International
NEIL McDONOUGH — Angels In The Outfield
MIKE KELLY — Touch 'N Go; The Last Boy Scout

COACHING STAFF

TONY DANZA — Who's The Boss; Taxi
KELSEY GRANMER — Frasier; Cheers



HOCKEY FOR THE HOMELESS

We want to express our sincere gratitude to the Celebrity All-Star Hockey Team, the sponsors of tonight's game and gala, and to all who made tonight happen.

BOARD OF DIRECTORS W. Graeme Rouston, Chairman Wayne K. Rouston, WINZ Radio John K. Bruce, Jr., CellularOne John Landry, American Airlines Anthony Magrino, Metro Dade Police Stephen G. Anthony, Producer Ted J. Kellar, Medview, Inc.	SPECIAL THANKS TO: Celebrity All Star Hockey Team Andy Abramson Tony Loiacono Jack White Jimmy Morfin Los Angeles Kings Youth Hockey Foundation Jim Fox Lapin East/West Great Western Forum Claire Rothman Gerrald B. Wasserman Giorgio Beverly Hills Linda Lalle Marissa Coughlan M. Grant & Associates Stephanie Bloomberg Theresa Stephens Women In Film Harriet Silverman Cities In Schools Stevie Elliso-Briles Robert Arias Florida Panthers Rob Niedermayer Michael Barnett Dallas Stars Bobbie Goiny Mark Tinordi The Hockey News
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Hockey For The Homeless • 1901 Avenue of the Stars, Century City, 90067 • TEL: (310)286-6784 FAX: (310) 286-0234

EVENT RESEARCH

SXSW 2016

In 2016 alone, SXSW's economic impact on the Austin economy totaled \$325.3 million.

SXSW promises to propel the event's convergence of entertainment, culture, and technology to new heights in 2017.

SXSWeek encompasses a multitude of diverse elements and engages three distinct types of participants—official Credentialed & Official Participants, Single Admission Participants and Guest Pass Holders. All SXSWeek Participants – Credentialed & Official Participants, Single Ticket Holders and Guest Passes – introduce and circulate money in the local economy

SXSW BY THE NUMBERS

- SXSW 2016 included 13 days of industry conferences, a 4-day trade show, 8 exhibitions, a 6-night music festival featuring more than 2,200 bands, and a 9-day film festival with more than 460 screenings.
- In 2016, SXSW directly booked 14,415 individual hotel reservations totaling over 59,000 room nights for SXSW registrants.
- Direct bookings by SXSW alone generated \$1.8 million in hotel occupancy tax revenues for the City of Austin.
- In 2016, the SXSW registrant hotel stay averaged 5.2 nights each, an increase from 4.9 nights in 2015.
- SXSW Conference and Festivals participants, defined below to include Registrants and Single Admission Ticket Holders, totaled nearly 140,000.

EVENT RESEARCH

X Games 2010

Economic Impact of the 2010 X Games 16 on Los Angeles County

Micronomics was asked to determine the economic impact of the 2010 X Games 16 on Los Angeles County. Based on our analysis, we have concluded that X Games 16 produced up to \$50 million in identifiable benefits to Los Angeles. This figure includes increased expenditures and economic activity for the Los Angeles market, as well as significant benefits associated with exposure of the Los Angeles market through ESPN's broadcast of the X Games to millions of homes throughout the world. The benefits quantified in this report include approximately \$12 million associated with increased tourism (reflecting as many as 58,000 additional visitor days spent in Los Angeles), around \$6 million associated with the setting up, staging and television broadcast production of X Games events, and roughly \$12 million in multiplier effects flowing from direct spending associated with the X Games. In addition, the value to Los Angeles of having 27.5 original hours of X Games broadcast live and in HD to all 50 states, 175 countries and more than 380 million homes is approximately \$20 million.

EVENT RESEARCH

2015 ASICS Marathon

The total economic impact was \$23.9 million in business sales, supporting 169 full-time equivalent jobs, and generating \$9.2 million in labor income, including indirect and induced impacts.

A total of 27,675 visitors came to L.A. County to participate in the race or as a spectator to support a specific runner.

Total direct spending amounted to \$14.4 million, including \$7.6 million in visitor spending.

Tax benefits included \$1.0 million in local revenue and \$0.8 million in state revenue

EVENT RESEARCH

2015 Special Olympics World Summer Games

Economic Impact of the 2015 Special Olympics World Summer Games on Los Angeles County Micronomics was asked to ascertain the economic impact of the 2015 Special Olympics World Summer Games (“Games”) on Los Angeles County. Based on our analysis, we have concluded that this event will produce at least

- \$415 million in identifiable benefits to Los Angeles County, including \$128 million generated from visiting attendees,
- \$23 million associated with athlete and delegate accommodations,
- \$34 million from the hiring of staff,
- \$28 million associated with the production of the Games, and
- \$202 million in multiplier effects, including \$15.1 million in state tax revenue, \$5.2 million in Transient Occupancy Tax (“TOT”) revenue,
- \$559 thousand in Tourism Market District (“TMD”) tax revenue, and \$6.6 million in other local tax revenue.

EVENT RESEARCH

Nike Basketball 3ON3 Tournament and Fan Fest is one of the biggest and best outdoor basketball tournaments held on the streets of L.A. LIVE, the premiere entertainment and sports district that surrounds STAPLES Center and Microsoft Theater!

Build your brand with a captive audience of tens of thousands of people lining the streets of L.A. LIVE. You are sure to get noticed by potential clients, customers, and sports fans with disposable income.

As a sponsor or Fan Fest exhibitor, you will be contributing to an event that brings fans, families and friends together for two incredible days of basketball and festival activities and entertainment!!!

For information on becoming a sponsor of the Nike Basketball 3ON3 Tournament, please contact:

[Matt Kurzweil](#)

AEG Global Partnerships

mkurzweil@aegworldwide.com

Transportation & Parking

