



# BLUEVISTA725

**MEDIA • MARKETING • PROMOTIONS**

**"The only way to discover the limits of the possible,  
is to go beyond them into the impossible."**

**-Arthur C. Clarke**



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MADISON SQUARE  
**GARDEN**™

**amc**



ANDREA BOCELLI  
*In Concert*



## WHO WE ARE

We are a media, marketing and promotional agency specializing in live entertainment, attractions, spirits, restaurants and other entertainment and leisure brands including consumer goods & products.

**BLUEVISTA725**

**LIVE NATION**  
ENTERTAINMENT®



**SATURDAY NIGHT LIVE** | THE EXHIBITION



# WHERE DO WE FIT IN WITH YOUR BUSINESS?



Are you looking to increase your **general awareness** in the marketplace?

Are you a start up seeking to **raise capital**? **Generate sales**?

Do you have **inventory** that you are **looking to sell**?

Are you looking to **cross pollinate** your product/service into **different markets**?

Looking to expand into **unchartered market areas** with **minimal financial** and **manpower resources**?

No matter **what business** you are in, we can **advance your goals** and **objectives** through our **affiliates** and partnerships spanning over **100 clients** since **2011**.

We are **connected** and function as **connectors in many ways**.

You will be pleasantly surprised about the amount and/or type of affiliations/partnerships that we can muster. We are confident that we can grow your business through introductions to our client network. We may be tapped into some sectors that you would never imagine. We've sold **180,000 pounds of hamburger meat** as part of a **NASCAR sponsorship**.

**True story.**

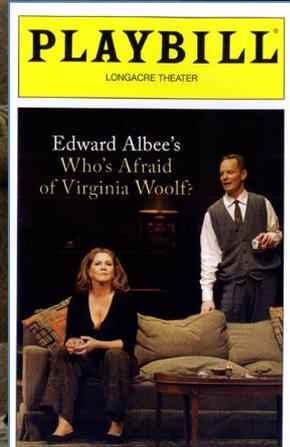
Contact us and we'll tell you how and why we did it.

# SPONSORS & BRAND ALLIANCES

We're connected. We forge partnerships and mutually beneficial relationships.

Marketing budgets are always challenged to get the most impact for the least cost. We pride ourselves on bringing together companies of similar equity with a shared target so they can trade channels of communication and distribution to common advantages.

Our focused team of 'alliance marketing specialists' is dedicated to finding the best partners for our clients, maximizing exposure while cutting the cost and responsibility for everyone. Using our time-tested process, some of our patented secret sauce, and lots of marketing creativity, we ensure that when the stars align, the results are magical.



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## 2. While you're hunting Demogorgons, why not hunt down some Sour Patch Kids?

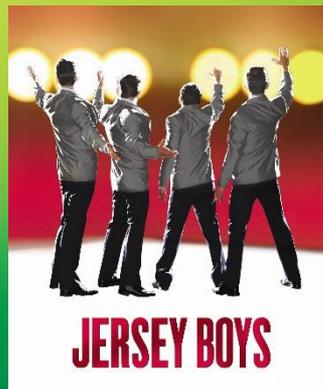


Turns out the Stranger Things crew aren't the only kids you've got to look out for down in Hawkins. You've also got to keep an eye out for Sour Patch Kids! **Sour then sweet** and mouthwateringly tasty, these delicious candy treats are the perfect snack to keep you going on your adventures into the strange(r) unknown. Sour Patch Kids candy will be available on the Starcourt Mall food menu and you'll be able to order them directly to your car. Get 'em before they're gone! Sponsored





# UGLY BETTY





**Next**  
MAGAZINE'S  
THIRD ANNUAL

**CHELSEA BOYS** **Steppin' Out!**

**BOOK SIGNING EVENT**  
THERAPY (348 West 52nd...)  
with hosts Frank DeCaro & Lady Bunny,  
and a special appearance by Fredrick Ford

**WEDNESDAY, JANUARY 31ST**  
6:30 PM to 9:30 PM

Creators and Illustrators **Clay Hansen** and **Alan Rozsain** will be on hand to sign their hysterical new "Steppin' Out!" comic book. Books can be purchased at the event courtesy of Oscar Wilde Book Store.

**FREE PRIZES** - Kenneth Cole Costume Bags (while supplies last)

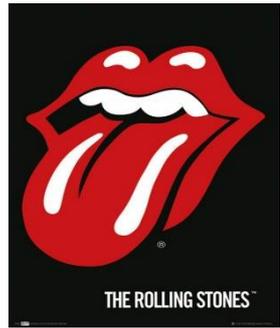
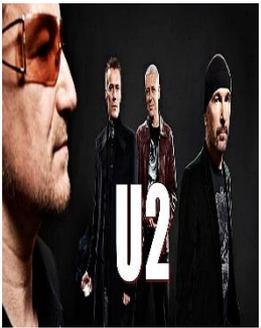
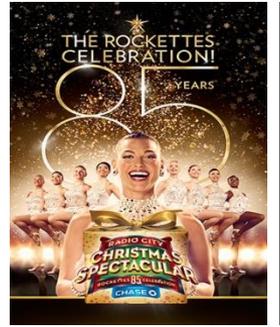
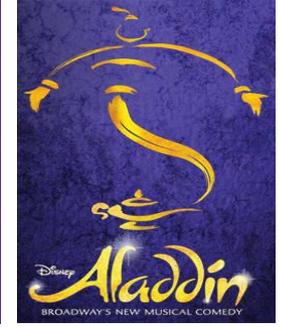
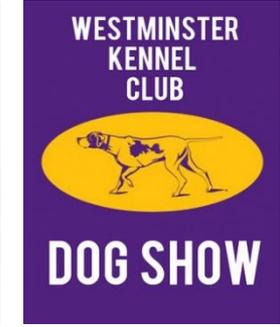
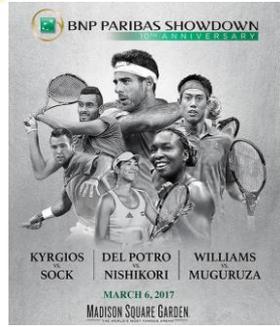
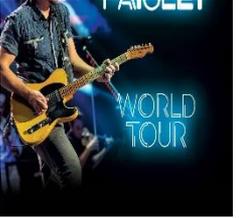
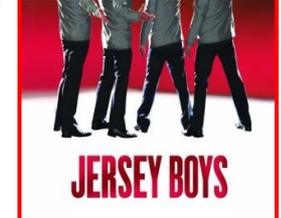
**RAFFLE PRIZES INCLUDE:**  
Phot Speaker System  
Kenneth Cole Gift Certificate  
Club M Fitness Gift Certificate  
Nickel Day Gift Certificate  
Original Chelsea Boys Artwork  
and many, many more...

**RSVP**  
at [ChelseaBoys2013@gmail.com](mailto:ChelseaBoys2013@gmail.com)  
For more information visit:  
[WWW.NEXTMAGAZINE.COM](http://WWW.NEXTMAGAZINE.COM)

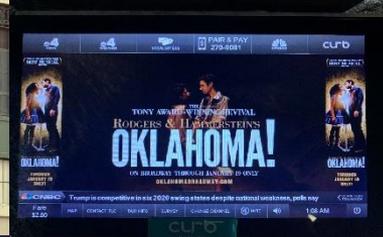
**NICKEL** **centaur** **the kargel group** **THERAPY** **FUZZE**



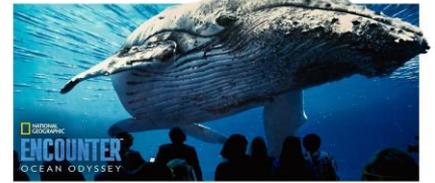
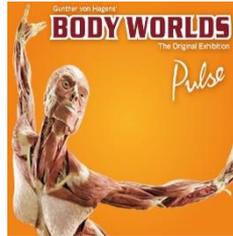
# SAMPLE CLIENTELE OF OURS



# SAMPLE AD CAMPAIGNS FOR OUR CLIENTS THROUGH OUR MEDIA NETWORK



# SAMPLE CLIENTS/ADVERTISERS OF OURS



# SAMPLE CLIENTS/MEDIA PARTNERS OF OURS

 Clear Channel Outdoor

 LAMAR

 SIMON<sup>®</sup>  
MALLS

 FOXPOINT  
MEDIA  
WE GET YOUR POINT ACROSS

 STRONG<sup>™</sup>  
OUTDOOR

 curb  
Taxi Media

 lightbox  
OOH VIDEO NETWORK

JCDecaux

 BRANDED  
CITIES

 SILVERCAST

 SHOUT  
OUT DOOR  
MEDIA

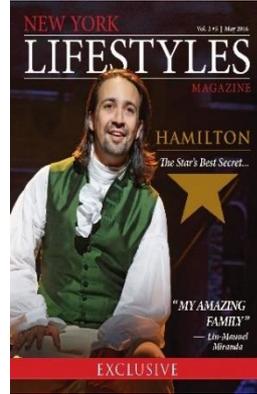
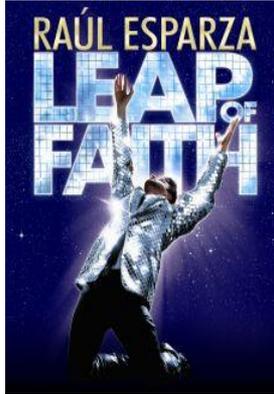
 VEC  
TOR

 NEW YORK  
LIFESTYLES  
MAGAZINE

 NCM<sup>SM</sup>  
AMERICA'S MOVIE NETWORK

 spoiled.  
NYC

# TESTIMONIALS



"Matt is incredibly valuable to any marketing team. With his non-stop energy, creative initiative, and his seemingly endless list of relationships in the industry, he can take any production or product to the next level of innovative promotions.

His business savvy coupled with his great personality makes Matt the true definition of the whole package, and a real pleasure to work with."

- Deirdre Alby,  
Marketing Director

"Blue Vista 725 media is a leader in developing cutting edge customized advertising and branding campaigns.

They bring great passion and insight with their work and are experts in connecting clients with their audiences. Working with them brings your company to the next level and they make you feel like family."

- Bill Mason,  
Publisher

"We needed an agency that could deliver media, marketing and promotional campaigns with immediacy.

The scope of Blue Vista's relationships with media vendors and promotional partners made them a reliable and efficient partner for us.

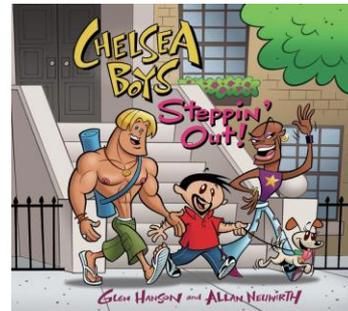
They consistently delivered impactful campaigns for us on time and within budget."

- Jeff Chrczon,  
Producer

"Matt jumped on board with energy and enthusiasm.

Although pressed for time, he was able to secure hotel rooms for our visiting filmmakers and delicious chocolates and treats for our audience!"

- Rebecca Linde,  
Sponsorship and  
Marketing Director for  
New York Int'l Children's  
Film Festival



"Matt is one hell of a publicist and all-around PR genius.

Incredibly energetic, smart as a whip, and remarkably intuitive, with great interpersonal/people skills.

And on top of his professional savvy, he's a great human being...which makes him a sheer joy to work with.

I'd recommend him without hesitation to anyone!"

- Allan Neuwirth,  
co-creator of Chelsea Boys

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# TESTIMONIALS



"I've had the pleasure to work with Blue Vista 725 over the past 4 years.

They are professional, responsive and very easy to work with. Experts in the arts and entertainment space, they have a thorough understanding of the media landscape, and bring a fresh, creative approach to their campaigns.

They work hard for their clients and bring tremendous value as a partner. I look forward to many more years with Blue Vista 725."

- Mike McDonald,  
*Overdrive/Strong Media*



"I've worked with Blue Vista 725 for several years now.

They're both personable, and professional. Through their positive attitude and work ethic, we've been able to successfully launch a number of billboard campaigns.

I am grateful to share a partnership with them."

- John Capolino, *Lamar*



"I've found Blue Vista to be an exceedingly reliable and trustworthy partner in the media, marketing, and promotion space. Their ability to increase brand exposure by leveraging impactful media placements both locally and nationally matched with an unparalleled level of customer service has always made working with Blue Vista incredibly pleasant. Matt's experience, passion, and positivity shine through in every interaction and for these reasons I highly recommend contacting Blue Vista for your next project!"

- Rick Coutu, *Clear Channel*



"It has been marketing treasure working with Blue Vista 725 and their wide array of media assets and resources.

In the past year working with them on ROCK OF AGES, THE ILLUSIONISTS and BAT OUT OF HELL I found them to be true partners of the productions with their ability to adapt quickly to changing promotion campaigns and a show's vicissitudes.

They have a passion for detail and their understanding of a show's needs are second to none. They are leaders in finding unique out-of-home opportunities and their ideas continue to grow. It's a joy to work with Matt and Remzije."

- Keith Hurd  
*Marketing Entertainment Group*



"Working with Blue Vista 725 is a great experience!

They have deep relationships and extensive knowledge of the entertainment industry.

By working together, I have had the opportunity to work on projects that I may have otherwise missed out on and we are able to execute valuable marketing efforts for their clients.

Looking forward to the next project together!"

- Richard Topalian  
*Curb Media*



"Our experience with Blue Vista has been an incredibly positive one.

Not only is the account support timely, professional, and personal, the offerings Blue Vista 725 provides us allow us to present our clients with exciting and comprehensive media opportunities.

Whether it is paid placements or trade, we know that Blue Vista 725 will be responsive, flexible, and reliable."

- Trevor Chauvin, *RPM*

While we take enormous pride in the solutions we deliver to our clients every day,  
we could not do this without being business people first.  
Very simply, we have learned that without understanding a client's needs and goals,  
it is very difficult to be effective for them.

In this overview we offer a very wide breadth of what a collaboration can look like.  
We're simply scratching the surface here, and would relish the opportunity to propose what  
we can do on a much deeper level bringing in our network of people, affiliations, etc., into  
comprehensive, practical solution for you.

You will also find us to be an extremely professional, efficient and candid organization.

We look forward to that meeting.



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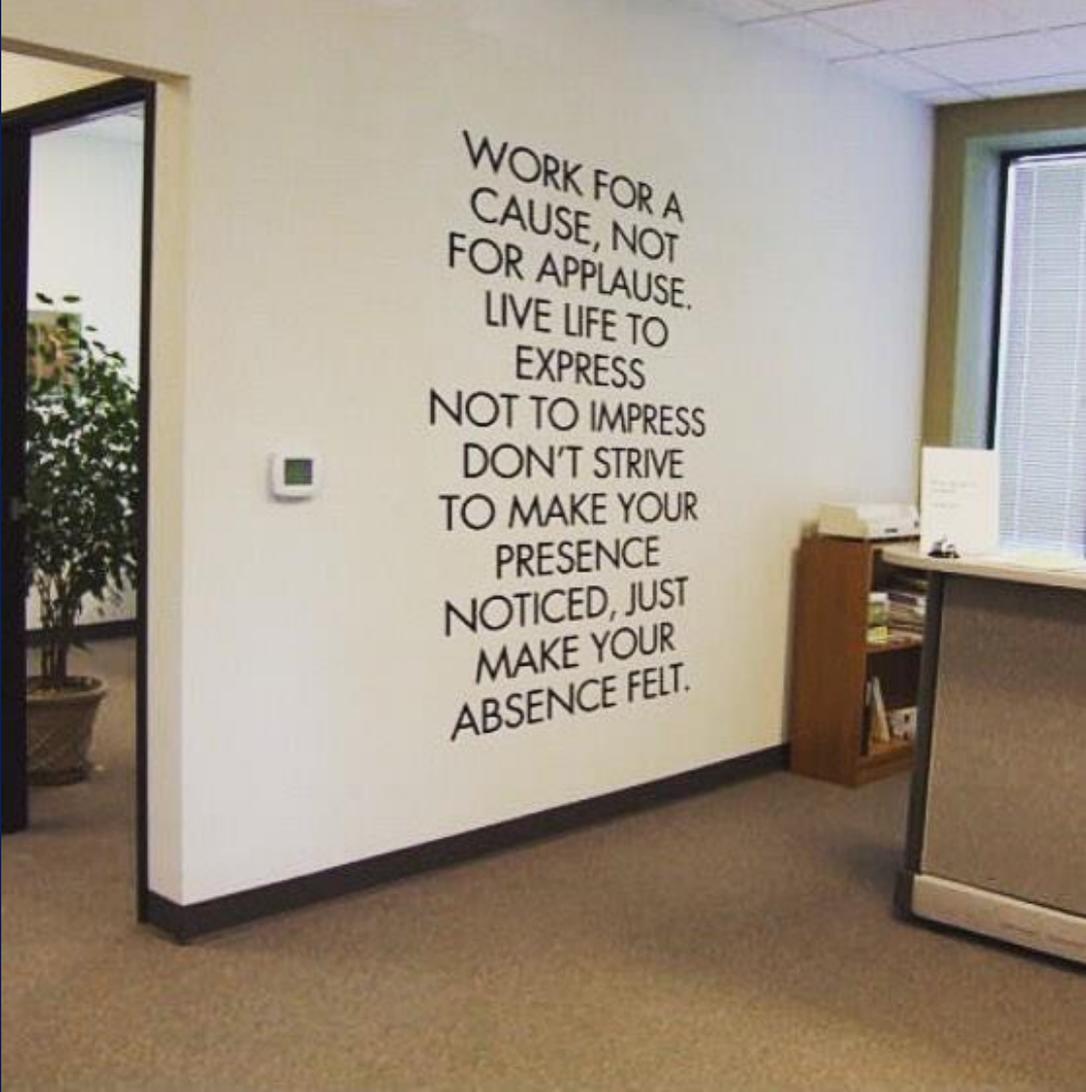
10 East 39<sup>th</sup> Street, Suite 907  
New York, NY 10016

We welcome potential clients, partners  
and media vendors to contact us today  
for more information:

646.661.5546

[info@bluevista725.com](mailto:info@bluevista725.com)

[bluevista725.com](http://bluevista725.com)

A photograph of an office interior. On the right wall, there is a large, black, hand-drawn style motivational quote. The quote reads: "WORK FOR A CAUSE, NOT FOR APPLAUSE. LIVE LIFE TO EXPRESS NOT TO IMPRESS. DON'T STRIVE TO MAKE YOUR PRESENCE NOTICED, JUST MAKE YOUR ABSENCE FELT." The office has a carpeted floor, a window with blinds on the right, and a desk area with a chair. A potted plant is visible in the background through a doorway on the left.

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