

A SPECIAL INTRODUCTORY PRESENTATION  
SALES & AUDIENCE DATA



A handwritten signature in black ink, appearing to read "R. Asselstine".

Robert Asselstine



Hello!

My name is Robert (Rob) Asselstine and I am the Creator of "RETURN TO GRACE™ - The Concert of a Lifetime". Thank you for expressing interest in learning more about the show.

RTG was first produced in 2011 as a feature "Production Show" playing it's first 24 performances at Fallsview Casino Resort, Niagara Falls, Ontario, Canada. Since then the show has performed throughout major cities performance venues in Canada and we have even had the pleasure of playing 2 performances in Bangkok Thailand as part of their International Festival Of Dance & Music.

We look forward to connecting and hope you enjoy this brief presentation

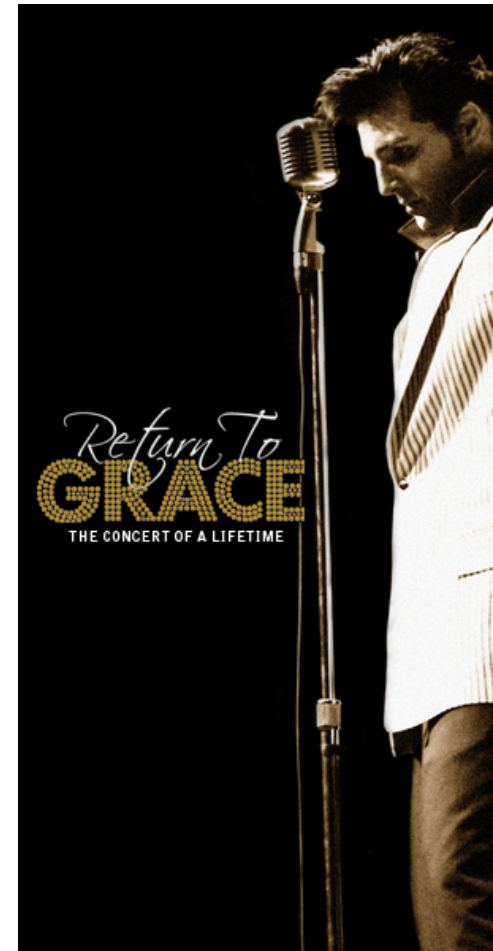


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## GETTING STRAIGHT TO THE POINT

We are thrilled to hear that you are interested in considering a working relationship with RGAMedia Inc. to bring "RETURN TO GRACE™ - The Concert Of A Lifetime" to stage. With your participation, we'll look forward to establishing the brand throughout the world.

"RETURN TO GRACE™ - The Concert Of A Lifetime" is a proven audience winner. To date, RTG has played over 200 performances both soft (Casino) as well as hard ticket venues. Hard ticket performances alone have grossed over \$4,400,000.00 (CAD).





## MARKETING



RG A



## Audience

The RTG ticket buyer is predominantly female. Purchases appear to be multi-generational with average tickets sold per transaction at 2.9 suggesting that one generation purchasing for another, hence the marketing tag *"Treat someone you love to The Concert OF A Lifetime"*



CONFIDENTIAL

### AUDIENCE / CUSTOMER PROFILES

FACEBOOK		
FACEBOOK "LIKE" PROFILE by AGE / GENDER		
AGE	FEMALE	MALE
TOTAL	67%	31%
ALL PERSONS 13-17	0.394%	0%
ALL PERSONS 18-24	3%	1%
ALL PERSONS 25-34	12%	6%
ALL PERSONS 35-44	12%	29%
ALL PERSONS 45-54	17%	9%
ALL PERSONS 55-64	14%	6%
ALL PERSONS 65+	9%	3%

FACEBOOK "LIKES" ANALYSIS BY GENERATION				
Child	18-24	3%	15%	7%
Parent	35-44	12%		
Child	25-44	24%	38%	21%
Parent	55-65+	14%		



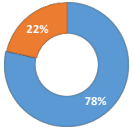
ACTUAL TICKET SALES - TORONTO			
2014 (TOREMT14*) PURCHASE PROFILE			
TORONTO		TORONTO	
% of purchase by AGE		% of Purchase by GENDER (TicketKing)	
0%		FEMALE     72%	MALE     28%
6%			
20%	35%		
15%			
28%			
24%	52%		
7%			
% of purchase by GENERATION			
6%		21%	
15%			
35%		66%	
31%			
AVERAGE # OF TICKETS PER CUSTOMER			
TOTAL Purchases		TOTAL Volume SOLD	
7,492		21,629	
AVERAGE # OF TICKETS SOLD PER TRANSACTION			2.9

## RETURN TO GRACE (Princess of Wales Theatre)

May 7th 2019 - May 12th 2019  
Series Wrap Report

### WEEKLY SUMMARY

Week	Perfs	Paid Gross \$	Open Gross \$	Paid Tix	Comps	Open Tix	%Sold
WEEK 01	8	\$681,061.00	\$454,044.00	9,331	341	6,110	61.3%
Grand Total	8	\$681,061.00	\$454,044.00	9,331	341	6,110	61.3%



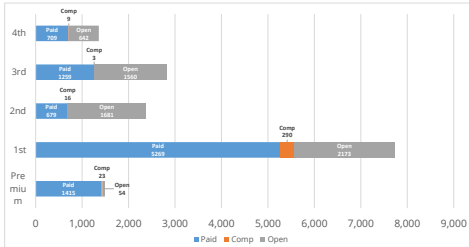
■ Returning Customer ■ New Customer

### AVERAGE ORDER VALUE

Returning Customer	\$178.03
New Customer	\$195.17

These stats are relative to our most recent 8-performance run at Toronto's Princess Of Wales Theatre, May 7-12, 2019

### PRICE ZONES SUMMARY



### AVERAGE TICKET VALUE

\$72.99

### AVERAGE ORDER VALUE

\$181.71

### AVERAGE TIX PER ORDER

2.5

### HIGHEST GROSSING WEEK

\$681,061.00

WEEK 01

### LOWEST GROSSING WEEK

\$681,061.00

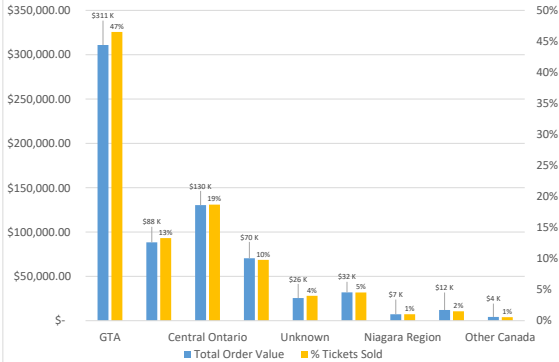
WEEK 01

### AVERAGE WEEKLY GROSS

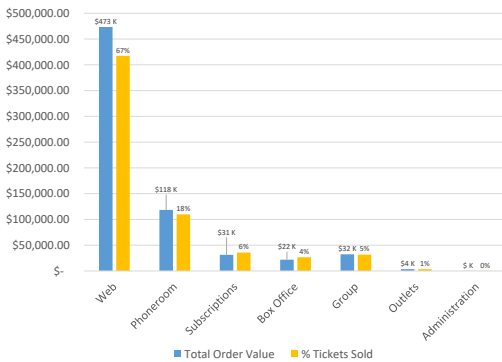
\$681,061.00

OUT OF 1 WEEKS

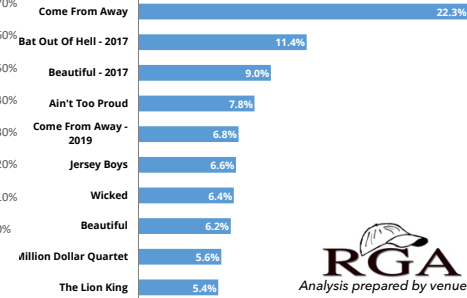
### GEOGRAPHIC SUMMARY



### SALES BY SOURCE



### CROSSOVER BOOKERS (EXCLUDING SUBSCRIBERS), TOP 10 SHOWS CROSSOVER BOOKERS



**RGA**  
Analysis prepared by venue staff

"THE CONCERT OF A LIFETIME"

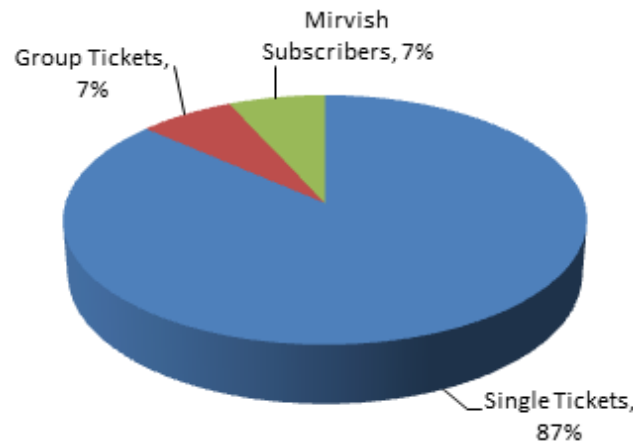
*Return To*  
**GRACE**

FEATURING STEVE MICHAELS  
RETURNS TO TORONTO  
**ONE WEEK ONLY**  
**MAY 7-12**  
PRINCESS OF WALES THEATRE  
**CLICK HERE FOR TICKETS**

# Sales Volume & Revenue by Source

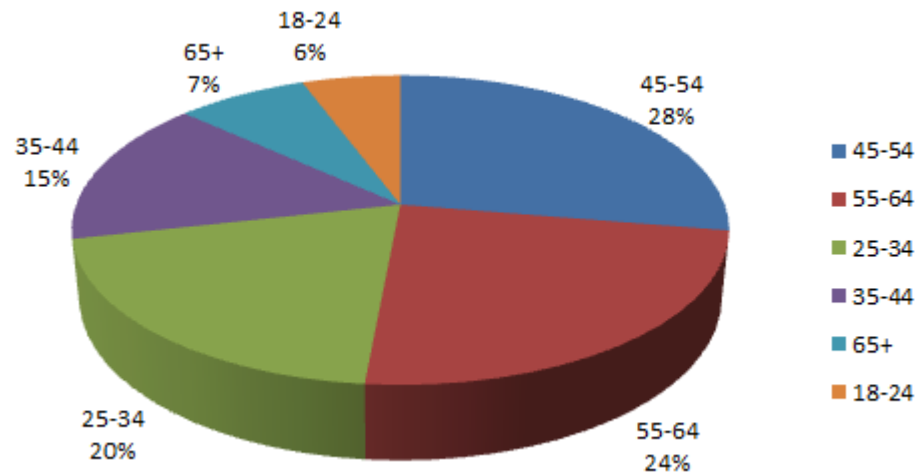


- 86.5% **Single tickets** accounting for \$1,117,958.73 of all gross
- 6.7% **Group tickets** accounting for \$76,398.10 of all gross
- 6.8% **Mirvish Subscribers** accounting for \$73,677.50 of all gross



# Online Buyer Profiles - Age

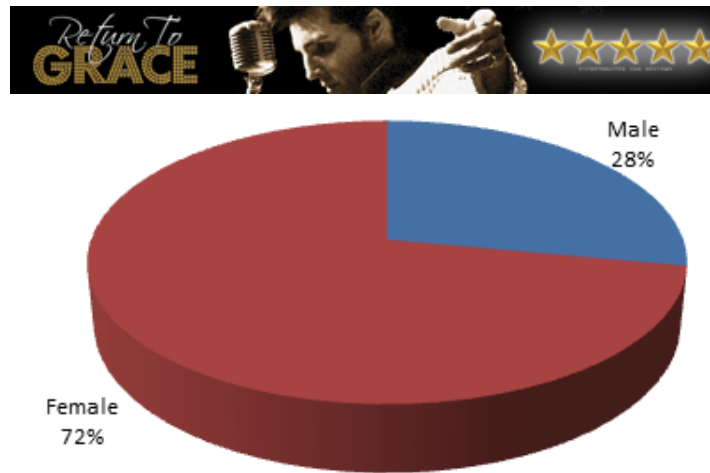
- Over 50% of purchasers are above 45





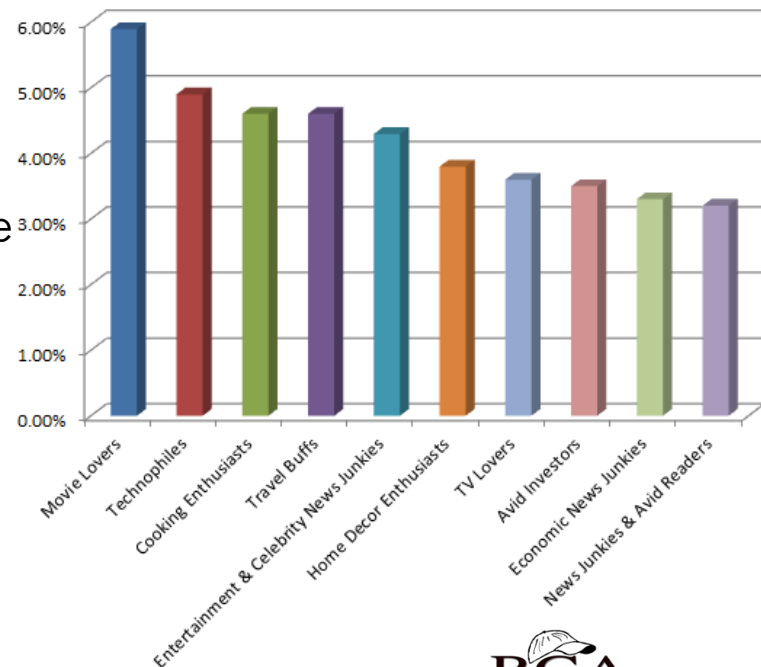
# Online Buyer Profiles - Gender

- Male 28% / Female 72%



# Online Buyer Profiles – Affinity Categories

- Those who purchased Return To Grace have expressed an affinity for a number of other subjects including these top ones:
  - Movie Lovers
  - Technophiles
  - Cooking Enthusiasts
  - Travel Buffs
  - Entertainment & Celebrity News Junkie
  - Home Decor Enthusiasts
  - TV Lovers
  - Avid Investors
  - Economic News Junkies
  - News Junkies & Avid Readers



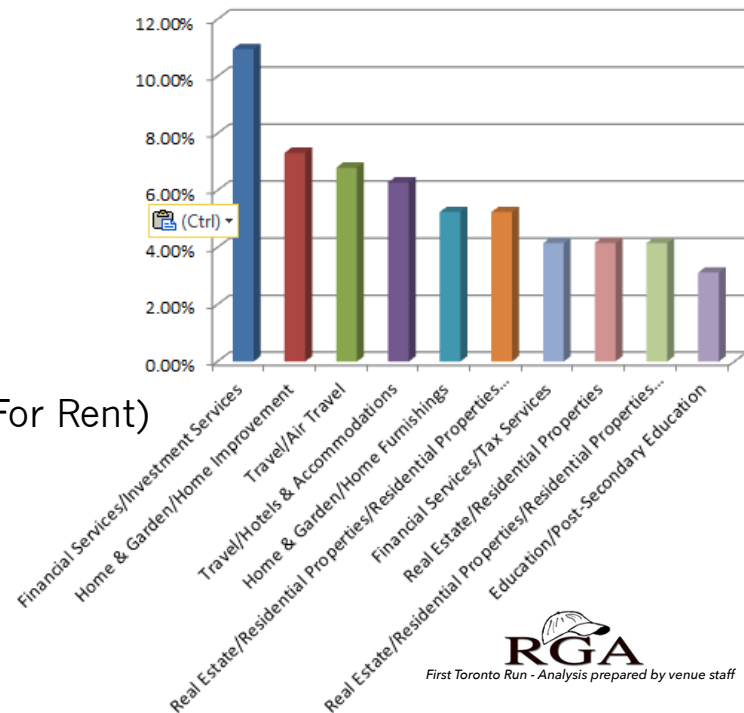
# Online Buyer Profiles – In-Market Segments

- Those who purchased Return To Grace have exhibited web-browsing behaviour that is indicative of being in the market for the following items:

- Financial Services/Investment Services
- Home & Garden/Home Improvement
- Travel/Air Travel
- Travel/Hotels & Accommodations
- Home & Garden/Home Furnishings
- Real Estate/Residential Properties (For Rent)
- Financial Services/Tax Services
- Real Estate/Residential Properties
- Real Estate/Residential Properties/Houses (For Rent)
- Education/Post-Secondary Education



[WEBSITE - CLICK HERE](#)



**RGAA**  
First Toronto Run - Analysis prepared by venue staff

# Online Buyer Profiles – Source



- Organic Search and email were the top sources driving sales for Return to Grace
- Paid Search had a significantly higher average ticket price

Channel	Quantity	Unique Purchases	Product Revenue	Average Price	Average QTY
Organic Search	3,274	1,341	\$ 264,950.75	\$ 77.94	2.49
Email	2,832	1,177	\$ 184,347.50	\$ 64.45	2.41
Referral	1,752	695	\$ 109,783.00	\$ 60.34	2.52
Paid Search	1,194	474	\$ 101,157.50	\$ 82.01	2.59
Direct	1,368	577	\$ 98,321.50	\$ 67.75	2.38
Display	31	14	\$ 2,134.00	\$ 58.26	3.04
Social	8	3	\$ 608.00	\$ 76.00	2.67



Thank you for your time and interest  
we'll look forward to connecting

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