WRESTLEMELOMANIA

MA INTERNATIONAL MUSIC MARKETING

IEVA ALEKSANDROVICIUTE
2116252

ADAD7011

PORTFOLIO


WE ARE
12 HRS
OF
MUSIC
WRASTLING
AND OTHER
COOL
STUFF

OVERVIEW

WRESTLEMELOMANIA IS AN ANNUAL COLLABORATIVE EVENT THAT COMBINES TWO PASSIONS:



ALTERNATIVE MUSIC


PRO-WRESTLING

OVERVIEW

WRESTLEMELOMANIA
WMM

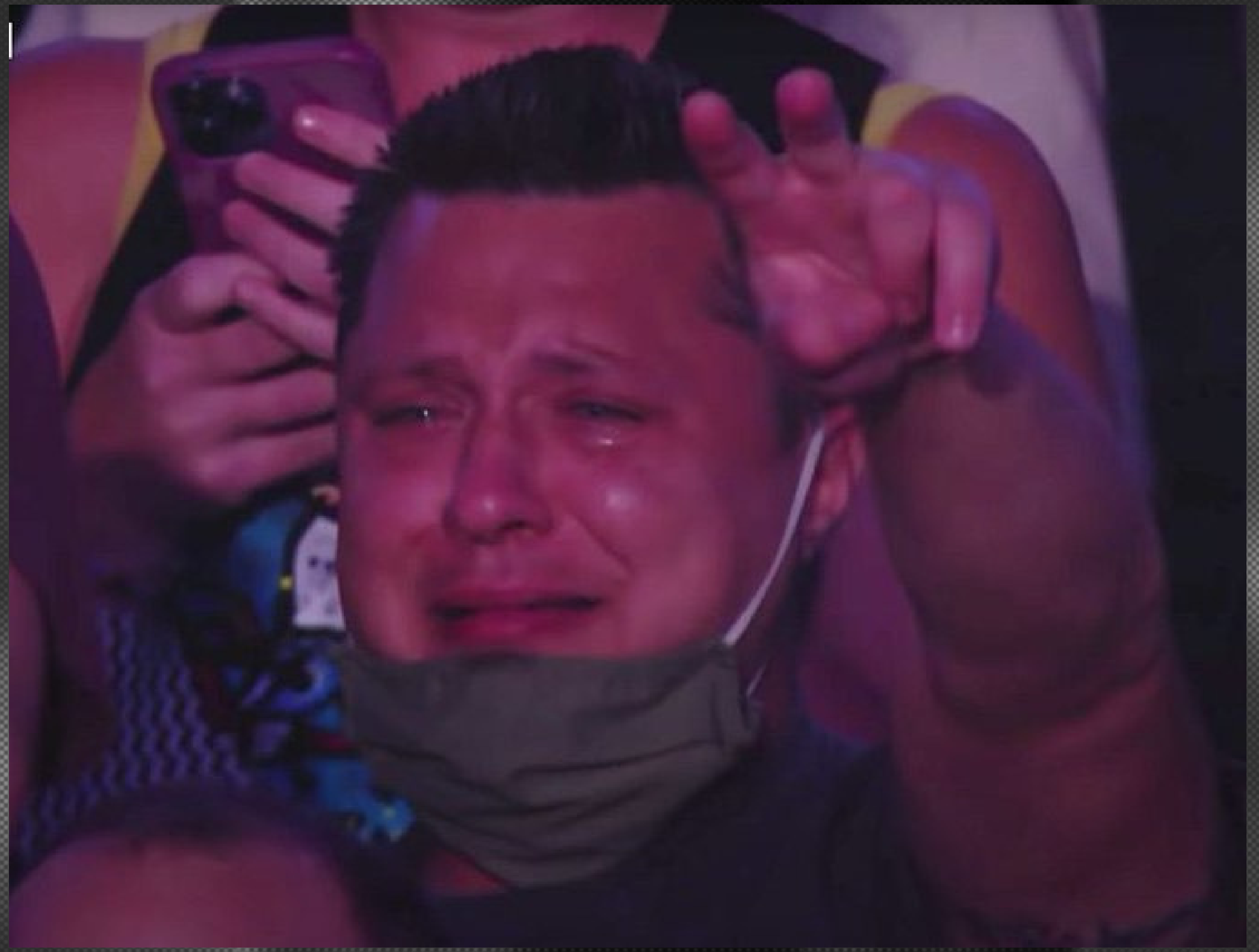
GATHERS DIFFERENT WRESTLING BRANDS AND BANDS FOR A ONE DAY CELEBRATION

OVERVIEW

OUR GOAL IS TO PUSH NEW TALENT WHILST GIVING AN UNFORGETTABLE EXPERIENCE TO THOSE PARTICIPATING AND ATTENDING

BRAND IDENTITY

OUR VALUES



1. PASSION



2. UNIQUENESS

Igorrr

March 11 at 5:07 PM ·

We'd like to inform you that we won't sell merch at our London show tonight:
The venue, O2 Forum Kentish Town is asking for a 25% cut on our merch sales
We could have raise-up the prices of our t-shirts and hoodies, but it doesn't seem fair to us to have our UK fans paying more than they should, especially because the venue is asking for a spectacular percentage for no particular reason.
We tried to negotiate with them, but they are not interested in helping us at all. For those of you who would like to purchase some merchandise online, our webshop will be updated with new designs after the tour. You can check our website www.igorrr.com for more infos. Thanks for your support.
IGORRR

3. FAIRNESS



4. TEAMWORK



5. QUALITY



6. DIVERSITY



7. RESPECT


The List
Jericho


CHRIS JERICHO'S
ROCK N' WRESTLING RAGER
AT SEA


AEW

8. FUN

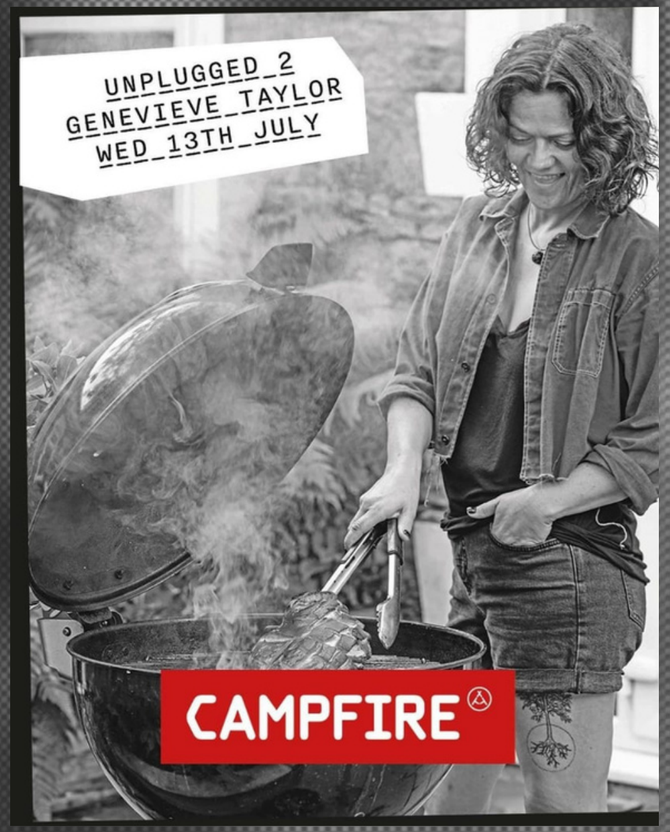
BRAND IDENTITY

WE ARE MERGING THE AESTHETICS OF DIFFERENT BRANDS INVOLVED TO FIT WHITHIN THEIR ESTABLISHED IMAGE AND CREATING A SENSE OF FAMILIARITY TO THE AUDIENCE

Two Tribes

CAMPFIRE




UNPLUGGED 2
GENEVIEVE TAYLOR
WED 13TH JULY
CAMPFIRE


BEER
+
MUSIC
+
ART


Fri
24th
June
SPECIAL GUEST DJ >
0:54
Roche FM
HIP-HOP
NEO-SOUL
ALT RNB
AFROBEAT
+ BEYOND
SUNSET DJ
SESSION
6-10pm
CAMPFIRE


TwoTribes
BEER
+
MUSIC
+
WRESTLING


PROGRESS
WRESTLING


PROGRESS
WRESTLING
CHAPTER 130
DODGE, DIP, DUCK, DIVE, DODGE.
TITLE VS TITLE MATCH
PROGRESS WORLD CHAMPION
CARA NOIR
VS
RING OF HONOR CHAMPION
JONATHAN GRESHAM
MARCH 20TH
THE ELECTRIC BALLROOM
CAMDEN, LONDON
PROGRESS WRESTLING .COM


PROGRESS
WRESTLING
PRESENTS
GENE MUNNY'S
DAFT LAD
EMPORIUM
A SHOW ABOUT A WRESTLING SHOW
TUESDAY
MARCH 7TH
THE DOME
TUFNELL PARK
7:00 PM
PROGRESSWRESTLING.COM

CHAPTER 141

PROGRESS
WRESTLING

HANDSHAKES AND CHEESEBURGERS

SEPTEMBER 18TH

THE ELECTRIC BALLROOM
CAMDEN, LONDON

3:30 PM

PROGRESSWRESTLING.COM



COMBINING THESE TWO BRANDS, WE GET WRESTLEMELOMANIA

...BUT THERE ARE MORE BRANDS ON THE POSTER



BRAND IDENTITY





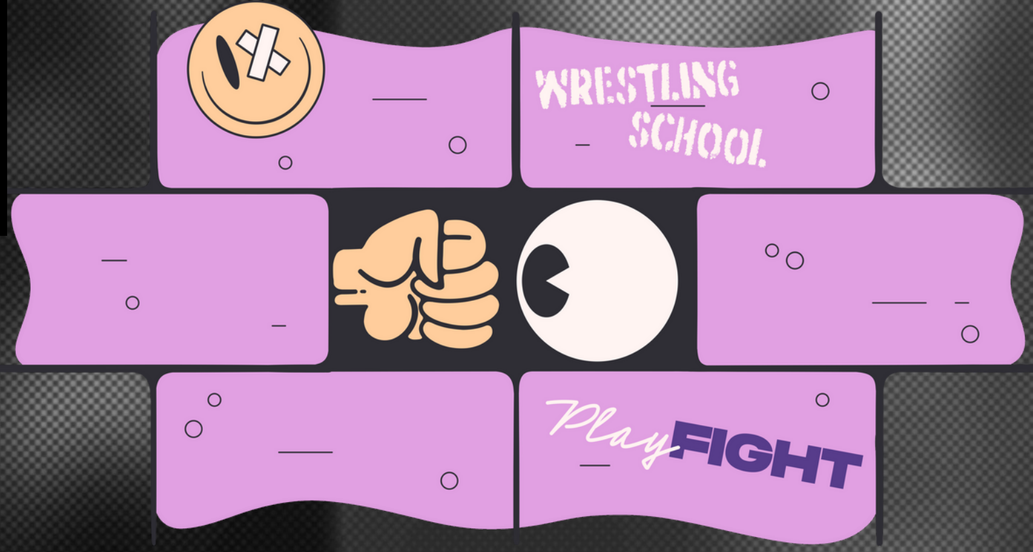
BRAND IDENTITY



HUSTLE

A PRO WRESTLING SUPERLATIVE

PlayFIGHT



BRAND IDENTITY

WHEN IT COMES TO THE MUSIC, WE WOULD SCOUT FOR UNSIGNED BANDS THAT WOULD MATCH THE ENERGY LEVELS OF THE SHOW. MOST WRESTLING FANS ARE INTO ROCK, METAL, PUNK OR HIP HOP,
SO WE HAVE TO GIVE PEOPLE WHAT THEY WANT


A BATTLE
OF THE
BANDS

BRAND IDENTITY



TILEYARD

TILEYARD IS THE MUSIC HUB OF LONDON, SO US HOLDING THE EVENT ON THEIR GROUNDS GIVES THE EVENT A DEEPER CONNECTION TO MUSIC


DREAM
METRO
AMPFIRE
HAZY PALE
POWER






UPBEAT RNB, HIP-HOP, CARNIVAL, + GLOBAL SOUNDS
HUNNI-SUCKLE VOICES RADIO
CAMPFIRE
DJ Melina
Fri 11th March


PROGRESS WRESTLING
CHAPTER 151
HEAVY METAL
PROGRESS WORLD CHAMPIONSHIP CAGE MATCH
SPIKE TRIVET
VS
CARA NOIR
SUNDAY
APRIL 23RD
THE ELECTRIC BALLROOM
CAMDEN, LONDON
3:00 PM
PROGRESS WRESTLING .COM


CHRIS JERICHO'S ROCK N' WRESTLING RAGER AT SE



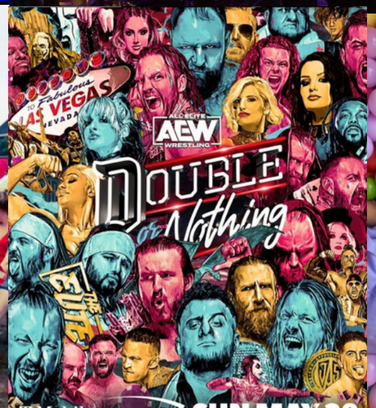





AWESOME!




FRIEZ


AEW
DOUBLE or Nothing



PROGRESS
WRESTLING

TENTH ANNIVERSARY 2013 HOOKED ON WRESTLING 2023 IT'S WRESTLING - ENJOY IT

TwoTribes

WRESTLEMELOMANIA



VS

SESSION MOTH

NINA SAMUELS

SATURDAY MAY 25TH

CAMPFIRE
KING'S CROSS

12 PM

TILEYARD LONDON

PlayFIGHT

HUSTLE A PRO WRESTLING SUPERLATIVE

PROGRESS
WRESTLING

TENTH ANNIVERSARY 2013 HOOKED ON WRESTLING 2023 IT'S WRESTLING - ENJOY IT

TwoTribes

WRESTLEMELOMANIA



WHY PATTERNS

VS

SPAR MARTA

SATURDAY MAY 25TH

CAMPFIRE
KING'S CROSS

12 PM

TILEYARD LONDON

PlayFIGHT

HUSTLE A PRO WRESTLING SUPERLATIVE

BRAND IDENTITY

WHAT'S THE OTHER COOL STUFF?



COSPLAY COMPETITION



MUSIC/WRESTLING TRIVIA



PHOTOBOOTH



ART GALLERY



A BALL PIT FOR NO REASON



ARCADE GAMES (MAYBE AN UNOFFICIAL TOURNAMENT?)



S'MORES



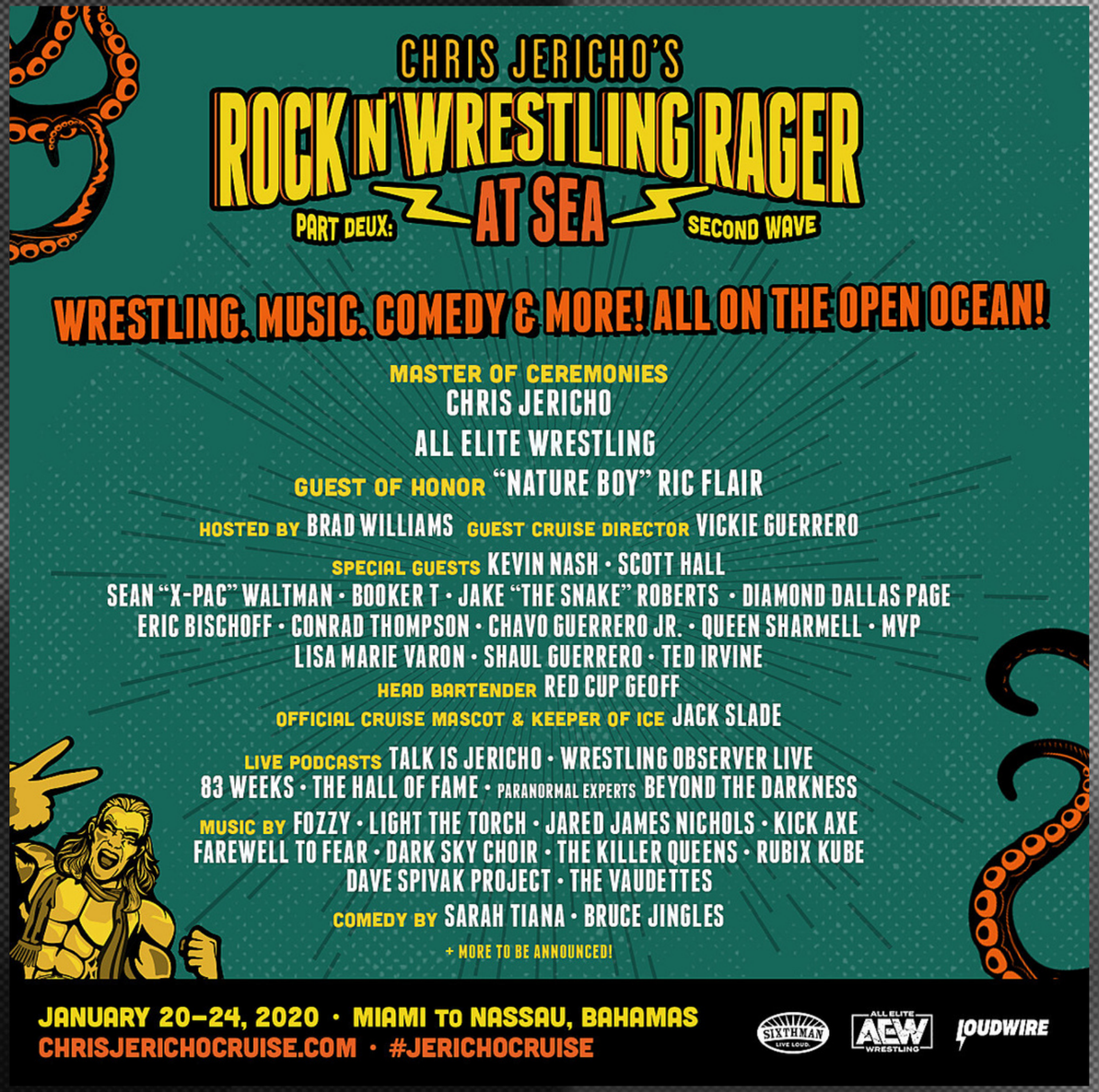
MiLO'S PIZZA



GREAT FOOD

SIMILAR EVENTS





SIMILAR EVENTS





MARKETING STRATEGY

NOTHING COULD BE WORSE THAN ORGANISING AN EVENT THIS SIZE AND HAVING NO OR VERY LITTLE PEOPLE SHOW UP. LUCKILY, HAVING MANY COLLABORATORS AND CHANELLING THEIR RESOURCES, WE ARE IN A GOOD POSITION TO SELL OUT.

MARKETING STRATEGY

OUR TARGET AUDIENCE IS


THE WRESTLING FAN



THE ROCK FAN



CRAFT BEER LOVER



HIP YOUNG PEOPLE







TILEYARD LOCALS

SOCIAL MEDIA

Two Tribes Brewing Co

2.9K likes • 3.5K followers

PROGRESS Wrestling

44K likes • 46K followers

Hooked On Wrestling

2.5K followers • 6 following

Hustle Wrestling Training

1.3K followers • 9 following

Tileyard London

5.1K likes • 5.5K followers

SOCIAL MEDIA



twotribesbrew Following Message

1,958 posts 13.8K followers 5,496 following

Two Tribes
GB London Flavour > Beer + Music + Art
🔥 @twotribescampfire Events, Taproom + Fire Kitchen
🍻 Independent brewery in King's Cross
sked.link/twotribesbrew



7,175 posts 57K followers 479 following

PROGRESS Wrestling
Sports
In London & beyond since 2012. Follow for news, merch drops &
PROGRESS@progresswrestling.com
👉 Chapter 151: April 23rd
linktr.ee/thisisPROGRESS



nowrestlinguk Following Message

1,931 posts 2,821 followers 1,297 following

Hooked On Wrestling
The UK's leading live WWE and AEW PPV viewing parties. Co
Run for wrestling fans, by wrestling fans.
www.hookedontickets.co.uk



tileyardlondon Follow Message

880 posts 8,183 followers 1,887 following

Tileyard London
Community
A thriving creative community with over 130 state-of-the-art mu
creative office spaces #behere #tileyardlondon
linktr.ee/tileyard



hustlewresgym Following Messag

1,088 posts 2,536 followers 723 followi

Hustle Wrestling Training
Pro Wrestling Training in North London. Online Coachin
link.dice.fm/xc291684e4ef



playfightlondon Following Messag

188 posts 1,104 followers 656 following

PlayFight Professional Wrestling School
Community
https://playfightlondon.com/merch
playfightlondon.com

SOCIAL MEDIA

Two Tribes
@TwoTribesBrew

BEER + MUSIC + ART
Join the Tribe - Contact sales@twotri
Tileyard Studios, Tileyard Rd, King's C

London, England sked.link/tv

2,450 Following **5,276** Followers

PROGRESS Wrestling
@ThisIs_Progress

London & beyond since 2012! Have a
PROGRESS@PROGRESSwrestling.cc

Sports, Fitness & Recreation
Joined July 2011

984 Following **69.4K** Followers

Hooked On Wrestling
@HOWrestlingUK

The UK's number one in Live wrestlir
available from the link ⬇️

England, United Kingdom ho

2,853 Following **3,298** Followers

Tileyard London
@TileyardLondon

A thriving creative hub with over 10
than 100 creative office spaces #b

London, England tileyard.c

891 Following **4,004** Followers

PlayFight
@PlayFightLondon

The UK's biggest Pro-Wrestling

London, England playfi

48 Following **695** Followers



Hustle Wrestling Gym
@HustleWresGym

CURRENTLY ONLINE Pro Wre

HustleWrestling.com Jo

352 Following **711** Followers

SOCIAL MEDIA

progresswrestling

PROGRESS Wrestling

Follow

85 Following **14.6K** Followers **121.3K** Likes

twotribesbrew

TwoTribesBrew

Follow

89 Following **112** Followers **446** Likes

hooked_on_wrestling

Hooked_On_Wrestling

Follow

0 Following **4** Followers **0** Likes

tileyardlondon

TileyardLondon

Follow

67 Following **118** Followers **0** Likes



May 25 _2024

NEWS

Will Hustle Gym get their revenge against Playfight? New announcements!

– Read more >

Who's right?

Frontman of Why Patterns wasn't too happy about Spar Marta barricading themselves in his living room. But they were drunk...

- Poll results >

ADVERTISING

GOOD AD TELLS A STORY AND A GOOD WRESTLING MATCH NEEDS TO ONE TOO. STORYTELLING IS OUR KEY APPROACH. TALENT, BOTH BANDS AND WRESTLERS WILL HAVE FEUDS TO BUILD ON SOCIAL MEDIA PRIOR OFFICIAL ANNOUNCEMENTS



Chris Jericho ✓
@IAmJericho

Wow a Dad joke AND a @HotTopic joke already? It looks like The Future needs some new material, pronto! But I appreciate the effort Mr F & good luck in your match against...um...well whomever you face in the preshow. If u carry my bags in, I'll let u sit in the big boy lockeroom!



Maxwell Jacob Friedman @The_MJF · 36m
Replying to @IAmJericho

Awwww so proud of you for figuring out how to use Twitter dad! How about you focus on your match with seabiscuit... maybe you can use the winners purse to buy another leather jacket at hot topic 😊 #Betterthanyou #talentovertenure



Sebastian Bach ✓ @sebastianbach · 7h

That's great is there a clip of you actually singing live? Because all I have seen are clips of you miming to a tape. Congrats on the radio hits and your hair is certainly looking good these days 👍



Chris Jericho ✓ @IAmJericho · 7h

Hi... I'm Chris "Milli Vanilli" Jericho. I have 5 top 30 singles in the last five years w my band @FOZZYROCK. I'm a huge fan of @sebastianbach ... who had 3 top 30 singles 30 years ago. I always admired him as a singer and a friend! And I still do. twitter.com/sebastianbach/...



PROGRESS
WRESTLING

TENTH ANNIVERSARY 2013 HOOKED ON WRESTLING 2023 IT'S WRESTLING - ENJOY IT

TwoTribes

WRESTLEMELOMANIA

PERFORMANCES BY

ARTISTS

DAS KEY
BEYOND THE MOON
TWILIGHT OF THE GODS
KING FAILURE
SPAR MARTA
WHY PATTERNS

WRESTLERS

KENELM NOEL
MADOLINE JOURNEE
DEANNE MCKENNA
JACQUELYN HEADLEY
HAROLD TRIX
LETTICE ELLERY
RETHA CARLYLE
TEL MAXTON
GRANT HARLEY
SEVYN WILKIE
ALPHONSO MARVA
ANNIE KIMBERLYN
...AND MORE

TRIVIA
COSPLAY
FOOD
BEER
ART

SATURDAY MAY 25TH

CAMPFIRE
KING'S CROSS

12 PM

TILEYARD LONDON

PlayFIGHT

HUSTLE A PRO WRESTLING SUPERSTATIVE

PROGRESS
WRESTLING

TENTH ANNIVERSARY 2013 HOOKED ON WRESTLING 2023 IT'S WRESTLING - ENJOY IT

TwoTribes

WRESTLEMELOMANIA

12 YEARS OF
MUSIC
WRASTLING
AND OTHER
COOL
STUFF
ANNOUNCEMENT

SATURDAY MAY 25TH

CAMPFIRE
KING'S CROSS

12 PM

TILEYARD LONDON

PlayFIGHT

HUSTLE A PRO WRESTLING SUPERSTATIVE

ADVERTISING

TO MAKE THESE ANOUNCEMENTS, WE WILL HAVE OUR OWN MASCOTS, IN THE STYLE OF


BILL AND TED
Metro Goldwyn Mayer
TRADE
MARK



FREE SCREENING!

WAYNE'S WORLD 2

CAPITOL ARTS CENTER

AUGUST 10TH, 2019 7PM

ADVERTISING

GOOFY KIDS, OR GROWN MEN IN WIGS. PROGRESS ANNOUNCERS MIGHT LOOK GREAT IN THOSE.





ADVERTISING

WE WILL RUN AN AD ON OTHER LIVE WRESTLING EVENTS, SOCIAL MEDIA AND YOUTUBE.



ADVERTISING

Scene 1 Slowmo/BW

A man is lost in a sea of balls, running short of breath, screaming for help, but then he drowns, his body is dragged into the deep sea, we only see his fingers and in a second they're gone.

Scene 2

The man is underwater (underballs) but he sees a light and swims towards it. He sees the neck of a guitar and grabs onto it.

Scene 3 (Drowning person POV)

He holds onto the guitar neck and someone pulls him out, the colours come back, the band get closer to the man and the saviour guitarist says: "Yo dude, we thought we lost you!". He then strums his guitar loudly when the man tries to say "thank you" but here comes the luchador splashing from the third rope onto him and the balls go everywhere!

Scene 4 BW

Shot from above to reveal the action is happening in a ring, and the text comes up:

"Don't be lost.

You know where you belong

on the 25th of May.

Logo of Wrestlemelomania 2024 fades in"

<Partner Logos>

Scene 5 (optional) - extended cut

Montage of wrestlers and bands that will be performing with the words "12 hours of music, wrastling and other cool stuff" in between shots, partner logos, get your tickets now> link.



ADVERTISING



ADVERTISING

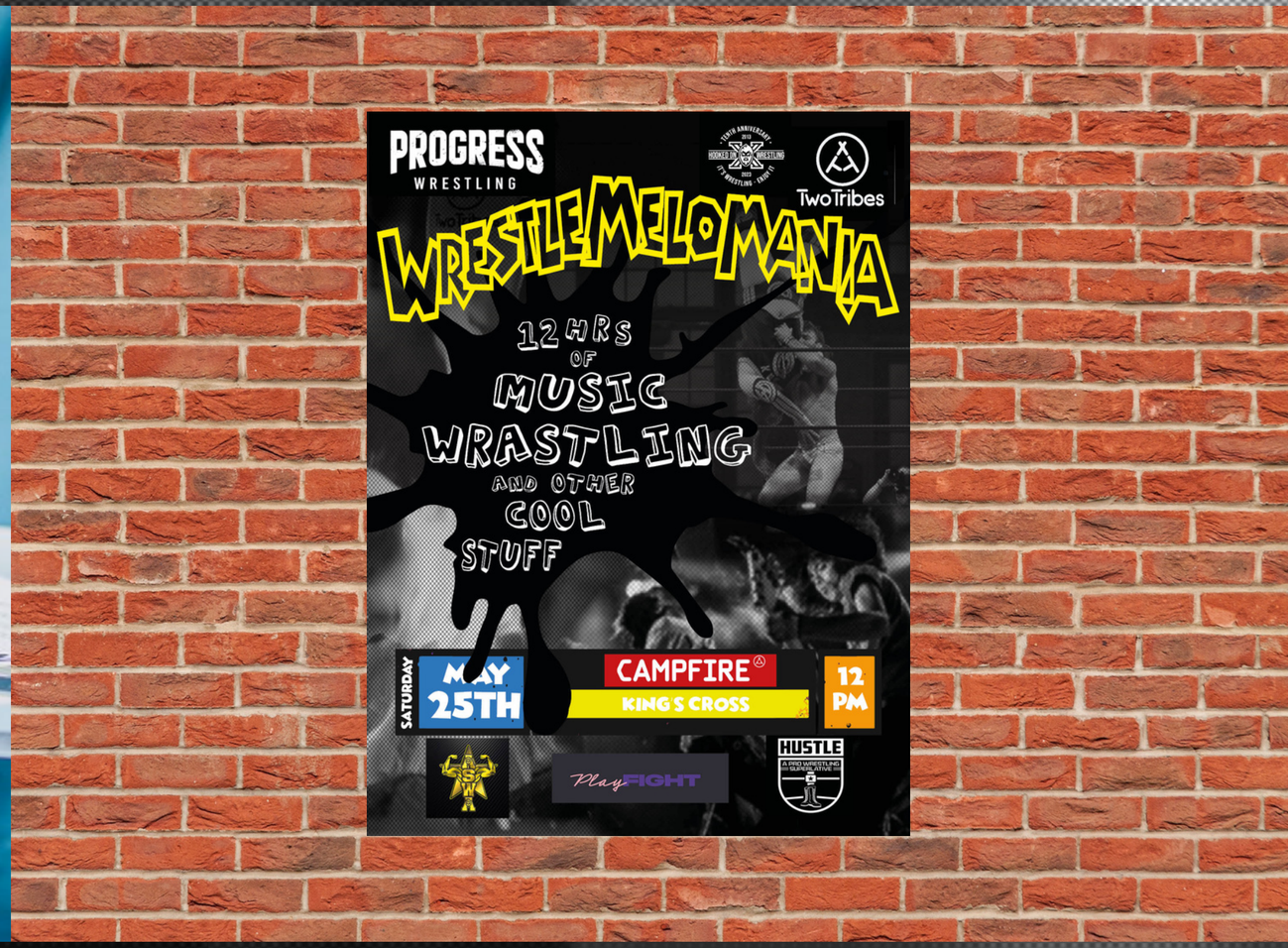






ADVERTISING





LIMITED EARLY BIRD TICKETS

LIKE & SHARE COMPETITIONS

CHEEKY LIMITED DISCOUNTS

BUDGET

USUAL TICKETS TO A PROGRESS HOUSE SHOW RANGE FROM 25 TO 45 GBP. IF OUR TICKETS AVERAGE AT 30GBP, THAT MEANS THE EVENT COULD EARN ~15K AT A SOLD OUT 500 PEOPLE CAPACITY



SUPER STRONG STYLE - Day 1 - wXw ONLY

Sat, May 27, 8:00 PM

The Dome

Front Row
£44.19 WAITING LIST

Rows 2-3
£35.30

This ticket guarantees a ticket on the second or third row for PROGRESS.

Seating is unreserved and on a 'first come, first serv
Read more

1

CHECKOUT - £35.30

Regular Seated
£30.73

Standing
£26.16


LIVE
FDC
WE WILL GET SUPPORT
FROM A BUSINESS ANGEL
ALL ELITE
AEW
WRESTLING
tbs

BUDGET

BECAUSE THE EVENT HAS SO MANY EXPENSES, WE WOULD RELY ON ALREADY BUILT FAN BASES THAT COULD BE REACHED ON SOCIAL MEDIA WITHOUT MUCH COST

BUDGET

WE ARE DEALING WITH ALREADY ESTABISHED BRANDS, IT'S MOST LIKELY THEY WOULD WANT TO USE THEIR OWN IN HOUSE DESIGNERS AND MARKETING DEPARTMENTS

ELEMENT	COST	
MERCHANDISE	500GBP	
PAID ADVERTISING	1000GBP	
POSTERS/FLYERS	30GBP	
WEBSITE	200GBP	
BAND PAYOUT	150GBP+10GBP per post = ~1000GBP	
WRESTLER PAYOUT	500GBP per wrestling school, 300GBP pro performers +10GBP per post = ~3000GBP	
STAFF PAYOUT	2000GBP	
OTHER FEES	2000GBP	9730GBP

TIMELINE

OUR AIM IS TO TURN THIS INTO AN ANNUAL EVENT THAT WOULD ATTRACT PEOPLE AND TALENT FROM ALL OVER UK AND EUROPE. MAIN FOCUS IS ON THE FIRST YEAR: WE NEED TO CREATE A FORMULA THAT WILL WORK EVERY YEAR.



YEAR 1, 2



YEAR 3-

WRESTLEMELOMANIA

YEARLY CYCLE

STAGES:

1. **FORMATION - APRIL-JUNE**
2. **DEVELOPEMENT - JULY-DECEMBER**
3. **PROMOTION - JANUARY-APRIL**
4. **ESTABLISHMENT - MAY**
5. **AFTERMATH - JUNE**

WRESTLEMELOMANIA

HOW WILL WE EXPAND?

1. **BIGGER VENUE - PARK**
2. **INVITE OTHER PROMOTIONS**
3. **GET MORE BANDS**
4. **MORE ACTIVITIES**
5. **PROMOTE IN EUROPE, GET INTERNATIONAL TALENT**

N.E.W

NORDIC ELITE WRESTLING







3-YEAR MARKETING GANTT

START DATE

April 03, 2023

PROJECT NAMES + TASK TITLES	START DATE	END DATE	# of Days
YEAR 1	**03/04/23**	**15/07/24**	**336**
FORMATION	03/04/23	02/09/23	110
DEVELOPMENT	03/09/23	03/01/24	88
Artefact design and website creation	03/09/23	03/12/23	65
PROMOTION	03/11/23	21/05/24	143
Online feuds	03/11/23	01/02/24	65
Talent promos	02/01/24	03/03/24	44
Announcements	02/01/24	01/05/24	87
Social media/Google/Youtube ads (London)	05/01/24	15/05/24	94
Merchandise creation	03/02/24	20/04/24	55
ESTABLISHMENT	03/04/24	25/05/24	38
Promotion at events	15/01/24	05/05/24	80
Giveaways/competitions	01/04/24	21/05/24	37
AFTERMATH	26/05/24	15/07/24	36
Interviews, footage, articles, on-demand	26/05/24	15/07/24	36
YEAR 2	**26/05/24**	**15/07/25**	**297**
FORMATION	03/06/24	02/09/24	66
DEVELOPMENT	03/09/24	03/01/25	89
PROMOTION	27/05/24	21/05/25	258
Website news, merch store	26/05/24	26/05/25	261
Feuds	03/06/24	01/02/25	175
Talent promos	03/09/24	03/03/25	130
WMM Social media interaction, throwbacks	26/05/24	26/05/25	261
Announcements	02/12/24	01/05/25	109
Social media/Google/Youtube ads, radio (UK	05/01/25	15/05/25	94
ESTABLISHMENT	03/11/24	21/05/25	143
Promotion at events	03/11/24	05/05/25	131
Giveaways/competitions	01/04/25	21/05/25	37
AFTERMATH	26/05/25	15/07/25	37
Interviews, footage, articles on-demand	26/05/25	15/07/25	37
YEAR 3	**26/05/25**	**26/05/26**	**262**
FORMATION/EXPANSION	03/06/25	02/11/25	109
New venue, new (international) partners	03/06/25	02/11/25	109
DEVELOPMENT	03/09/25	03/01/26	88
PROMOTION	27/05/25	21/05/26	258
Website news, merch store	26/05/25	26/05/26	262
Feuds	03/06/25	01/02/26	174
Talent promos	03/09/25	03/03/26	130
WMM Social media interaction, throwbacks	26/05/25	26/05/26	262
Announcements	02/12/25	01/05/26	109
Social media/Google/Youtube ads (EU)	05/01/26	15/05/26	95
ESTABLISHMENT	03/11/25	21/05/26	144
Promotion at events	03/11/25	05/05/26	132
Giveaways/competitions	01/02/26	21/05/26	79
AFTERMATH	26/05/26	15/07/26	37

