

Redline Productions

presents,

# Spring 365

Engagement Proposal

ASINARI  
BENTLEY

ml  
consulting X

**Mission:**

To deliver sustainable, remarkable and memorable **experiences, events and environments** that celebrates and promotes creativity at the intersection of art, culture and commerce.

Strategy & Development for Luxury, Lifestyle and Hospitality

Vision:

New York  
Los Angeles  
London  
Shanghai  
Dubai  
San Francisco  
Milan  
Tokyo  
Hong Kong  
Miami  
Tel Aviv  
Berlin  
Sao Paulo  
Madrid  
Buenos Aires



# Spring GLOBAL

Art  
Media  
Finance  
Business  
Entertainment  
Architecture  
Retail  
Fashion  
Beauty  
Hospitality  
Leisure  
Real Estate  
Sports  
Politics  
Technology.



**Ask the right questions.**




Have a story to tell.



ON AIR

Get it DONE.



Redline Productions  
presents,

Spring Place

Spring



Spring Place New York is the **flagship** property combining **signature** food and beverage, **best-in-class** amenities and **unique** programming for a curated membership with a passion for exchanging ideas, **inspiring** collaboration and participating in **socially impactful** and sustainable work/life experiences.





**WORK**



**HOST**



**CREATE**



**COLLABORATE**

To **GROW** and **DIVERSIFY** the membership and **ACTIVATE**  
the frequency of usage.

To be a **THOUGHT** and  
**INNOVATION LEADER.**

An originator, partner and patron.

# Brief:



- Capabilities
- Resources
- Partners
  
- Business Case
- Team
- Program
  
- Analyze
- Initiatives
- Prototype
  
- Optimize
- Logistics
- Execution

Create a compelling business case and creative proposition:

Define key core brand values

Encourage participation and sharing

Develop diverse product propositions

Differentiate and lead the competition

Create DESIRE within target demographics



# Creative Minds Workshop

## 1 Assemble diverse teams and perspectives.

- Define target audience and needs
- Undertake competitive landscape study
- Consider feasibility issues

## 2 Ask the right questions.

- Identify commercial opportunities
- World-class facilities and services
- One-of-a-kind experiences

## 3 What's the story ?

- Form a compelling narrative
- Ensure a sustainable business model
- Animate a memorable brand identity

DESIGN

FINANCE

STRATEGY

INFORMATION  
TECHNOLOGY

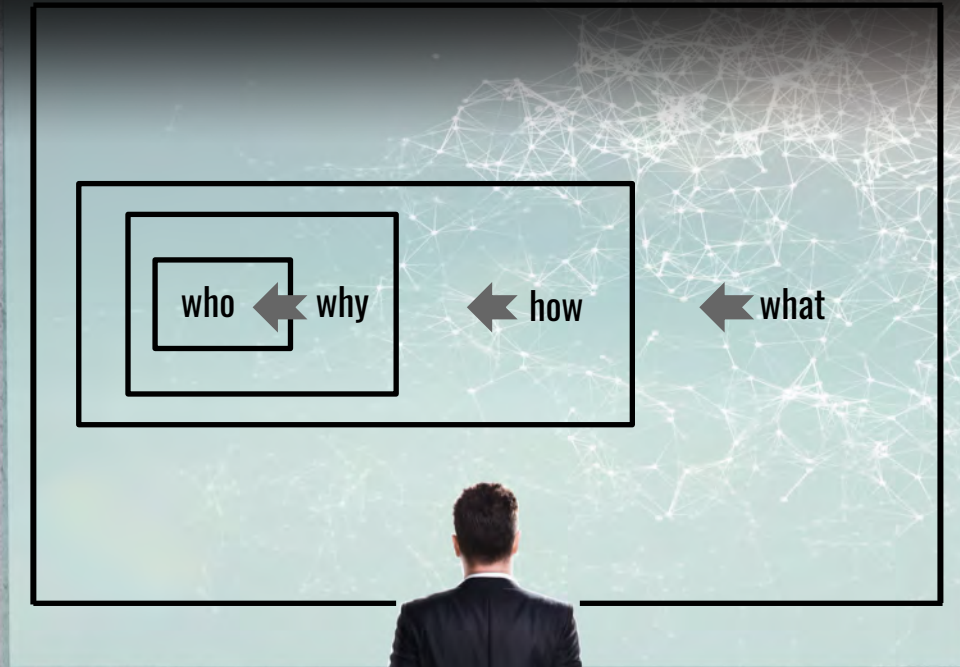
MARKETING

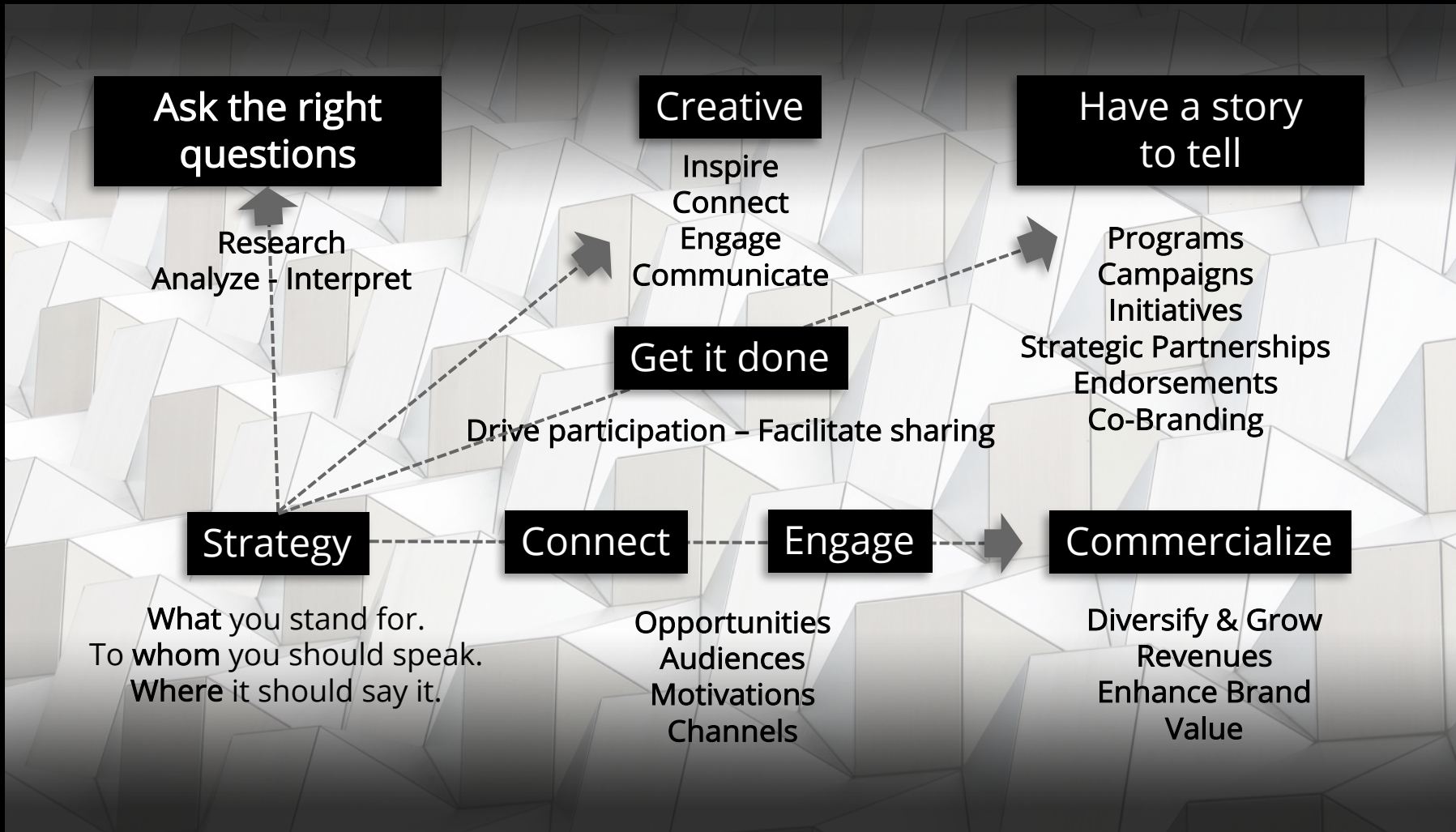
OPERATIONS

TECHNICAL SERVICES

PROGRAMS

EXECUTIVE



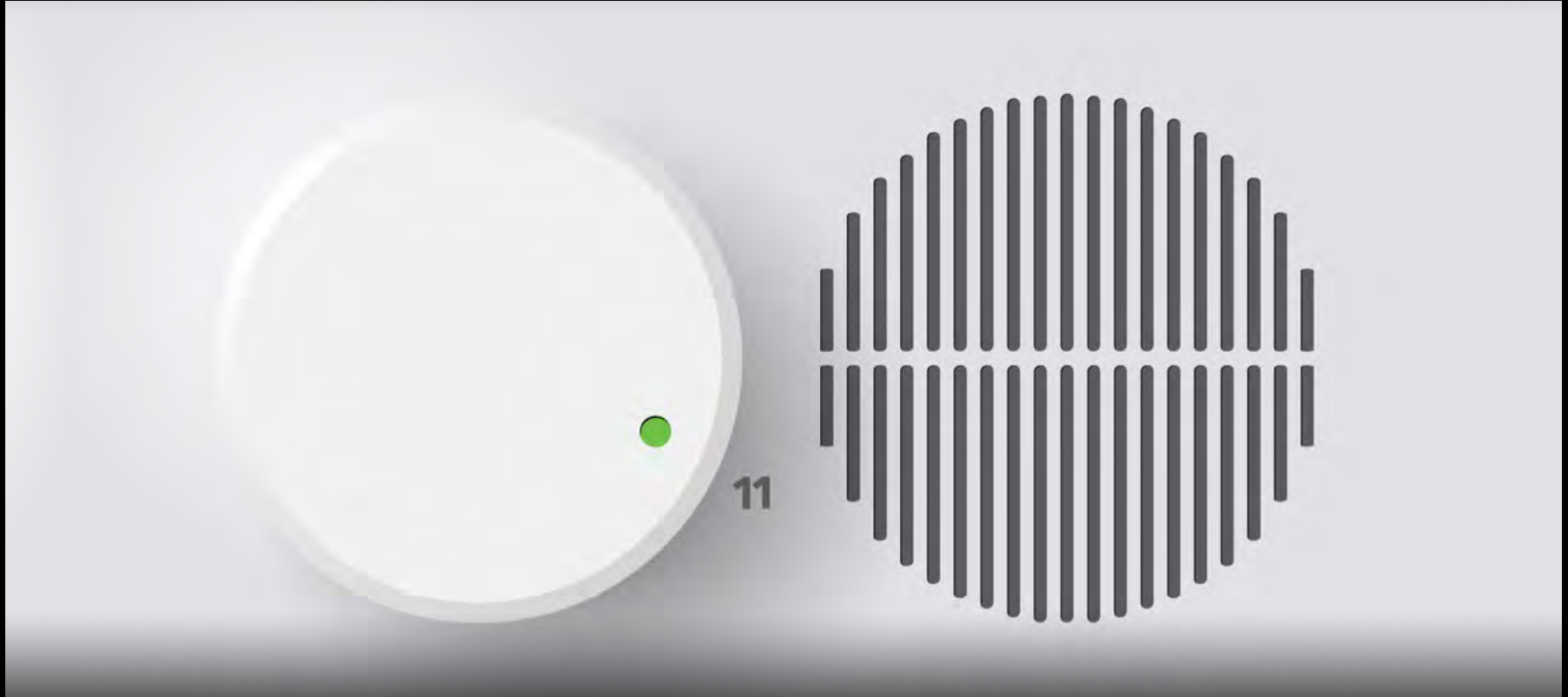


# Programs





# Initiatives



# Campaigns





Programs

Art and Innovation

Health & Wellness

Education

Thought Leadership

Happiness



CÉLINE



Initiatives

Themed Events

Conference & Awards

Collaboration & Co-Branding

Intelligent Cool

Corporate Membership



Campaigns

FASHION WEEK

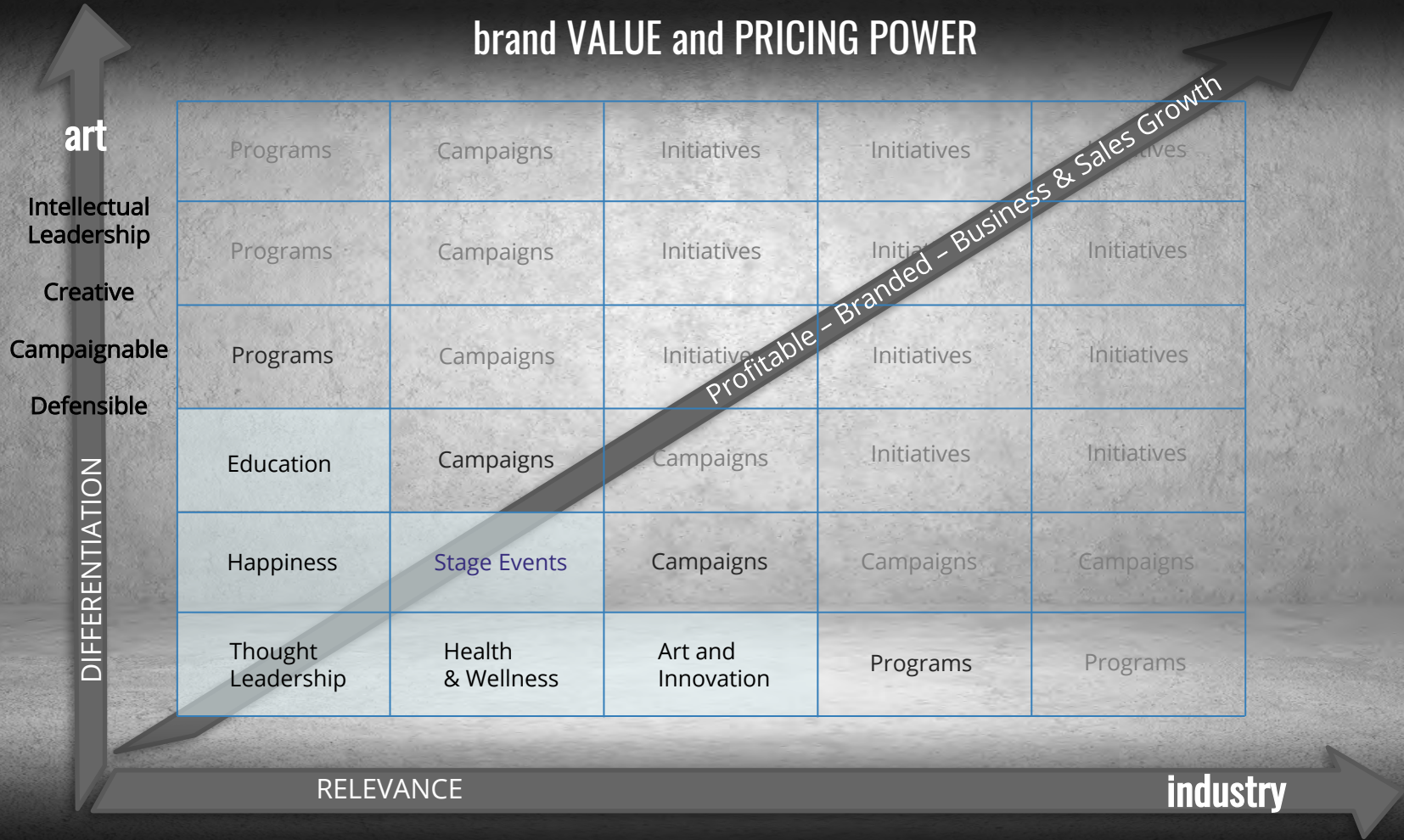
TRIBECA FILM FESTIVAL

SPRING STUDIO

SHANGHAI AUTOSHOW

RESTAURANT WEEK

# brand VALUE and PRICING POWER



A - Master Program Schedule

PROGRAM	INITIATIVE	CAMPAIGN	Q1			Q2			Q3			Q4		
			1	2	3	4	5	6	7	8	9	10	11	12
A - Grow	1 - Incubator													
		i - Membership Drive					Event			Event			Event	
B - Diversify	2 - Corporate													
		ii - Venue Marketing				X		X		X		X	X	
C - Inspire	3 - Conference													
		iii - Brand Stewardship				Event			Event			Event		
D - Activate	4 - Digital													
		iv - Connect & Inform	Develop						Launch					

B - Detailed Initiatives Phase Schedule

PROGRAM	INITIATIVE	CAMPAIGN	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6
			A - Grow	1 - Incubator	i - Membership Drive	< A	< B	< C
B - Diversify	2 - Corporate	ii - Venue Marketing	< A	< B	< C			
C - Inspire	3 - Conference	iii - Brand Stewardship	< A	< B	< C			
D - Activate	4 - Digital	iv - Connect & Inform	< A	< B	< C			

A - Assemble the Assets    B - Build the Content    C - Create and Deliver

C - Spring 365- Budget & Compensation Model

Compensation Type		Fee For Service			Budget									
		Lump Sum Fee	\$L	Monthly	\$PM	Retainer	\$R	Incentive	\$%					
PROGRAM	INITIATIVE	CAMPAIGN	Q1			Q2			Q3			Q4		
			1	2	3	4	5	6	7	8	9	10	11	12
A - Grow	1 - Incubator													
		i - Membership Drive	\$PM	\$PM	\$PM	\$PM	\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%
B - Diversify	2 - Corporate													
		ii - Venue Marketing	\$R	\$R	\$R	\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%
C - Inspire	3 - Conference													
		iii - Brand Stewardship	\$R	\$R	\$R	\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%
D - Activate	4 - Digital													
		iv - Connect & Inform				\$L			\$R	\$R	\$R	\$R	\$R	\$R

D - Spring 365 - Compensation Payment Schedule

A - Assemble the Assets

B - Build the Content

C - Create and Deliver

PROGRAM	INITIATIVE	CAMPAIGN	Q1			Q2			Q3			Q4			TOTALS
			1	2	3	4	5	6	7	8	9	10	11	12	
A - Grow	1 - Incubator	A	20,000												\$80,000
		B		20,000	20,000	20,000									
		C					\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%	
B - Diversify	2 - Corporate	A	10,000											\$30,000	
		B		10,000											
		C			10,000	\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%		
C - Inspire	3 - Conference	A	10,000											\$30,000	
		B		10,000											
		C			10,000	\$%	\$%	\$%	\$%	\$%	\$%	\$%	\$%		
D - Activate	4 - Digital	A	10,000											\$60,000	
		B		10,000	10,000										
		C				10,000	10,000	10,000	\$%	\$%	\$%	\$%	\$%		\$%
		Sub-Total	50,000	50,000	50,000	30,000	10,000	10,000						\$200,000	
						\$%	\$%	\$%	\$%	\$%	\$%	\$%	TOTAL INCENTIVE FEES		TBD



Thank you.

Grazie.



# Fade to Black

ASINARI  
BENTLEY



