

Salem Post Event Report****Post Event Report Due 48 Hours After Event**

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|-----------------------------|--------------------------|------------------------------|------------|
| Reference # | N/A | Event Code (Client use Only) | 149 |
| City / Borough / Green Zone | New York City/ Manhattan | Event Date: | 1/2/99 |
| City Manager: | Vic Tarry | Filing Date: | 1/5/99 |
| Venue(s): | Catch | Budget Allocated: | \$2,250.00 |
| Event Name: | Lovergirl | Final Cost of Event | \$1,575.00 |

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|---------------------------------------|-----|
| Starting Inventory of Take Away Bags: | 100 |
| Number Of Take Away Bags Distributed: | 20 |
| Ending Inventory Of Take Away Bags: | 80 |

| | | | | | |
|-------------------|---------|-----------------|------|-----|-----|
| Running Time: | 5 hrs. | From: | 10pm | To: | 3am |
| Total Attendance: | 150 | Venue Capacity: | 250 | | |
| % Male | 0 | %Female | 100 | | |
| Names Generated | 9 cards | | | | |

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|-----------------------------------|--|
| Type of entertainment: | "Sonni and Cher" in drag |
| Type of additional talent: | Massage Therapist |
| Names Of KBA staff in attendance: | E. Hart, G. Holt, B. Muhammed, K. Strong, N. Billups |

Summary:

This was a lesbian party, the first party at Catch of the New Year. The crowd was mixed culture, but all 23-35 females. The crowd loved the promotion and our presence, but we did not do so well with name gens, b/c the crowd was predominately non-menthol smokers. We generated 9 cards and 7 pack swaps.

Green Room Elements: take away bags, 5 bubblers, 4 orbs, Massage Therapist

Sales Information

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|--|----------------------------------|
| Brand styles distributed: | Salem Lights, and Full flavors |
| Number of pack swaps | 7 |
| Number of Packs Sampled | 10 |
| Quantity and types of premiums distributed: | Salem give away bags, glowsticks |
| % of menthol smokers in venue (best estimate): | 30% |

Signage

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|--|--|
| Numbers of Salem / Salem Lights signage displayed: | Salem: 5 |
| | Salem Lights: 0 |
| Type of signage displayed and location: | 4 orbs, 1 Salem banner behind the table. 5 bubblers, one in every corner leading to the main floor. |

Media

| | | |
|--|---|---------------------------------|
| Did KBA design and produce invitations for this event? (please "X" yes or no) | Yes <input checked="" type="checkbox"/> | No <input type="checkbox"/> |
| Number of flyers distributed: | N/A | # of flyers returned to venue 0 |
| Media partners / additional sponsors: | none | |

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Miscellaneous Information

Could any improvements have been made to make this event more successful:

Were there any production problems with this event:

no.

How did the event set-up go:

Smoothly. Glenn was in charge of the set-up. There were no problems with the venue.

Venue / Additional Comments:

The managers and promoters were very receptive to us. There were no problems with set up.
The promoter was very pleased and is calling me to set up another date. Unfortunately, the crowd was not a predominately menthol smoking crowd, but the patrons were very receptive to the promotion.
The Greenzone looked really nice because the designated area was already green. The product and the elements really added to the atmosphere.