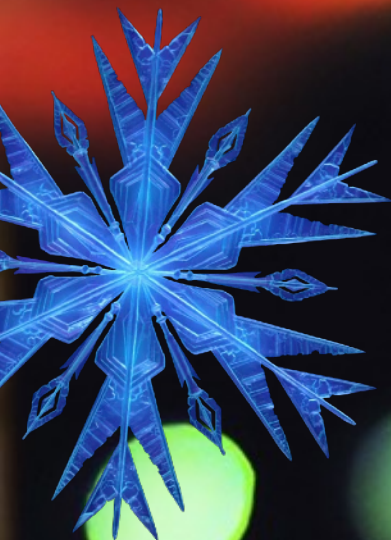




Firefly Light Show! TM

A magical drive-through experience



 **productions**
las vegas, inc.

THE CURRENT CLIMATE

COVID-19 has upended life as we know it. There is hardly a sector in American life that hasn't been touched by this horrible scourge. We are a free society, an open society. A society that relishes in communities coming together. Whether at a local church, theater, restaurant, bar, sporting event, etc. every major economic activity in this country relies on people coming together, not moving apart. It is our way of life. This is why COVID-19 is so insidious. It strikes at two things: our physical and mental well-being and at the same time at our economic well-being. And our economic well-being is being hit hard. Perhaps harder than it has ever been hit. Record unemployment at more than 25 million and businesses, even entire sectors, on the brink of collapse. Cities and counties across the country are feeling the economic pressure with losses in tax revenue projected in the billions. In addition, without a cure or even a reliable treatment, we will have to learn to live with the specter of COVID-19 always around us. Should this still be present in the fall, this would mean continuing social distancing, with many entertainment options closed. And all this during the most important time in our country: the Holiday Season. **Are you prepared?**



Los Angeles Daily News

LA County projects \$2 billion loss in sales tax revenue from coronavirus – with vital programs taking biggest hit

The county of 10 million residents has spent hundreds of millions so far in responding to the effects of the pandemic. But with economic activity shut down, revenue is toppling.

www.oceansherald.com › coronavirus › cattaraugus-c...

Cattaraugus County could lose \$8 million in state revenue ...

Apr 21, 2020 › ... County could lo
receipts resulting from closures d

www.clickorlando.com › news › lo

Space Coast could lose

4 days ago - BREVARD COUNTY

lose \$1 billion in lost tourism rev

Cattaraugus County could lose \$8 million in state revenue from coronavirus

By RICK MILLER Clean Times Herald Apr 21, 2020

losangeles.cbslocal.com › 2020/5

LA County Revenue Expected to plummet \$2 b

Apr 15, 2020 - Filed Under:coronavirus revenue plummets Los Ang
there's potentially a loss in billions of dollars in sales tax revenue to

www.wisn.com › article › wisconsin-could-lose-2-billio...

Wisconsin could lose \$2 billion in tax revenue du

Apr 17, 2020 - Milwaukee County reports 120 of the 208 deaths. The
of COVID-19 being reported. More than 2,050 of those are in ...

www.islandpacket.com › news › article241916251

Beaufort County expects major revenue decline

Apr 15, 2020 - Beaufort County is projecting a drop in revenue in 20...
Beaufort Co. expects major revenue drop due to coronavirus ...
revenue, the county is expecting to lose only about 6% ...

www.noozhawk.com › article › santa_barbara_county...

Coronavirus-Related Revenue Losses Mount as

Apr 11, 2020 - Coronavirus-Related Revenue Losses Mount as Sta
Budget staff estimated two weeks ago that the county would lose at

County governments are losing millions. Here's what they're doing about it

U.S. now has 22 million unemployed, wiping out a decade of job gains

Last week, 5.2 million people filed unemployment claims, bringing the total to 22 million i weeks since President Trump declared a national emergency

THE TRIBUNE

The Washington Post
Democracy Dies in Darkness

A DRIVE-THROUGH FESTIVAL FIREFLY HOLIDAY LIGHTS™

Presenting: Firefly Holiday Lights! a drive-through holiday event. It is a perfect solution that offers a unique experience, generates high-volumes of revenue and is social-distance compliant!

Counties and city governments are losing millions due to coronavirus and the guidelines imposed to combat it. This limits businesses that are able to operate and in return it limits ways for cities to generate money. *Firefly Holiday Lights!* is a drive-through experience that wows the people that attend it by presenting mesmerizing holiday scenes created with amazing displays of lights... more than 1.5 million of them! We distinguish ourselves by including PROJECTION MAPPING, HOLOGRAMS and LASERS to create a truly unique experience for attendees. These two elements alone set it apart from other light installations in the country where the same displays are being presented every year. In addition, our marketing team can work closely with any client that wishes to put this event "on the map". Whether you are a city or municipality wanting to create a must-see installation that is safe, unique and original or a private organization looking to make an impact, *Firefly Holiday Lights!* is the most exciting holiday lights installation on the market!



*Firefly
Holiday
Lights!*™

A Magical Holiday Experience

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las vegas, inc.

FUN, SAFE AND PROFITABLE

The events of this year have been a game changer, and there is still a lot of unknowns. This greatly impacts how we can celebrate and entertain and the types of community events or festivals can be presented.

Check out our virtual drive-through: <https://vimeo.com/manage/425751790/general>

This Christmas Season we will most likely still be affected by this terrible pandemic, but we can create entertainment that is enjoyed all from the safety and comfort of our cars. Even payment can all be done electronically, limiting interactions and making this a truly pandemic-proof event.



AN EXPERIENCE LIKE NO OTHER

Firefly Holiday Lights! This amazing display of more than 1.5 million lights features HOLOGRAMS, LASERS AND PROJECTION MAPPING, a technology of projecting animated computer graphics. Part drive-in, part tailgating event this is a wonderful way for families to still participate in the joy of Christmas and the Holiday Season.

Well organized and highly produced, *Firefly Holiday Lights!* includes dazzling displays of light artistry themed into scenes. As you drive, you can tune your car sound system to our dedicated FM radio channel where we will play holiday favorites and fun trivia to go along with the ride. During key parts of the ride, the highlights are the holograms effects that appear from thin air and appear like A Christmas Carol ghost! At other moments, dancing characters are animated as trees, bushes and other elements come to life thanks to our unique use of projection mapping. And of course you can't leave the premises without going through a few of our amazing light tunnels, except that ours have an incredible display of lasers created by the award-winning laser-programmer Kelly Hamilton!



A SAFE BET

During these uncertain times, it is extremely important to bring to life events that are safe. Not only from the health perspective but also from the financial perspective. Festivals and other gatherings of people are not a safe bet under the conditions we face today. But Firefly Holiday Lights is perfect for these times.

SPONSORSHIPS

Each section or “scene” of the park can be sponsored by local business. These businesses can get their name in lights—literally! We can make a custom sign with lights to mark their sponsorship. This will also be advertised in the dedicated radio channel between songs.

SCALABLE DISPLAYS

We can tailor the length of the exhibit to fit your venue and budget. Of course, sponsorships can help with the overall budget, but we can work with almost any configuration. This will also determine admission price

GREAT MONEY MAKER

This is a great way to generate revenue in this uncertain climate. The right marketing and location will help, but this is going to be a big hit no matter what! We’d love to talk to you in detail about all the money generating opportunities that can be created with Firefly Holiday Lights!



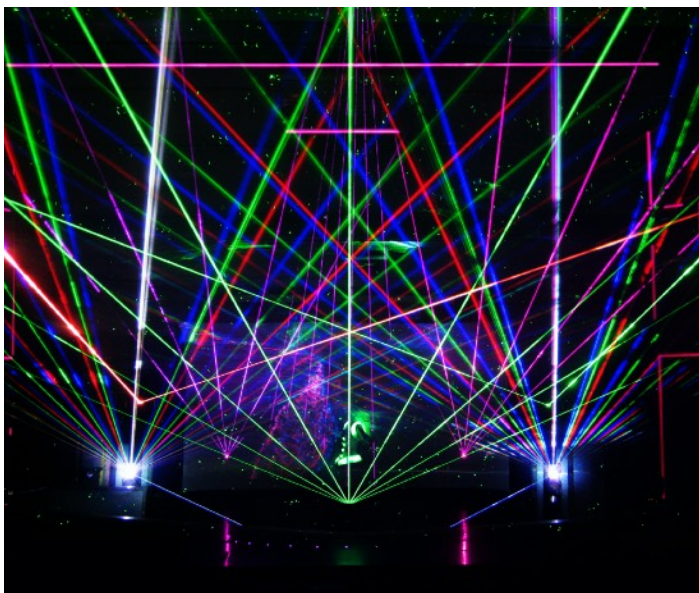
A FAMILY OUTING

A MODERN TAKE

Including lasers and projection mapping, this is not your parents' old light park.

One of the most exciting and unique features of *Firefly Holiday Lights!* is its use of HOLOGRAMS, PROJECTION MAPPING and LASER technology. What are holograms? We use movie-style techniques to create the illusion of images appearing from thin air. These holograms are truly amazing to see and one of the elements that can't be seen on just a regular light display event. What is projection mapping? Simply put, projection mapping is projecting images perfectly into surfaces or shapes. In our case, we use proprietary CGI and original graphics that are projected to trees, buildings, sets or any other available surface. A whole forest can "come to life" with this incredibly advanced technique.

Another element that sets us apart is our use of lasers. As seen and experienced on large-scale concerts or EDM festivals, we bring lasers creating fun and exciting installations that are nothing short of epic!



ABOUT Q PRODUCTIONS LAS VEGAS



We are a modern entertainment creation company. We produce large-scale live circus spectacles that feature holograms, projection mapping and interactive lasers. Our award-winning productions have been presented internationally and have garnered both critical and audience acclaim. Founded with the mission to present large-scale quality entertainment, Q Productions Las Vegas delivers on that promise with every production we present.



FERNANDO QUEVEDO

Fernando Quevedo is the owner of Q Productions Las Vegas. Born in Argentina into a family of performers, Fernando spent the first part of his life in Europe. He made his stage debut at the age of 7. By the age of 9 he was performing for President Jimmy Carter. After receiving critical acclaim for his act, Los Huincas Gauchos, Fernando and his family



moved to Las Vegas. It was here that Fernando cultivated his talents as a performer, music composer, writer, and choreographer. Along his many achievements, Fernando has composed music for the Las Vegas Civic Ballet as well as several production shows. He has a degree in film production from the Hollywood Film Academy and his short, Heartless, won an award at the New York International Film Festival. His specialty Act, Los Huincas Gauchos, received the Specialty Act Of The Year Award in Las Vegas. Fernando's stage productions include: Cirque '84; Beats of Passion; Le Dinner Cabaret; Rhythm & Flair; Strip!; Las Vegas Nights; Holiday Dreams; ZzyZyx a Cirque Experience; ESC4P3 (Winner of 4 Premios Carlos - Argentina's equivalent of the Tony Awards), Borealis and Viva Le Cirque! among others. He has produced and directed the entertainment portion of events for HP, WEBEC, SAP, Abbey Carpet, Best Buddies and Trace3.

KELLY HAMILTON



Kelly Hamilton is Vice President and Creative Producer for Q Productions Las Vegas. She is involved in all aspects of a project from production coordination, talent, creative concepts, costuming, staging, lasers and logistics. She loves the challenges productions present that leads to creative problem solving. Kelly has an extensive background in dance and theater. She holds a BFA in Dance with honors and has performed all over the world, including 10 years in Las

Vegas. Most of her life she has spent in a theater and that is where her passion lies. She loves bringing the vision to life onstage or at a corporate event. Her work blending lasers with performance has led her to appear on several television shows and she recently won 2 First Place ILDA (International Laser Display Association) awards for her programming and choreography.

DARIO VAZQUEZ

Dario Vazquez is a 6th Generation circus performer born in Mexico City. You could say that performing is in his DNA since Dario is a member of the prestigious Vazquez Circus family. It is his love for the circus arts that is reflected in every project that Dario is involved in. Whether hanging two Harley Davidson motorcycles 50 feet in the air for an amazing high-wire



routine, or creating the rigging points for a 30 foot gigantic Pendulum or securing a state-of-the-art projection system for holographic performances, Dario's encyclopedic knowledge of rigging along with 30 plus years of experience ensure that safety is second to none and that the audience gets a thrilling experience.

MICHAEL LICATA

Michael Licata has been a force in the entertainment industry for over 20 years. As a manager, agent, drummer, writer, producer and musical director, he has been involved and responsible for multi-million dollar projects for major recording artists including Chris Brown, Blues Traveler, Plain White T's, Ricky Martin, Drake, Ringo Starr, Rodney Jerkins, Jermaine Stewart, Lil' Wayne, Rhino Bucket, T-Pain, Savage Garden, Rihanna, Bang Tango and many others. Michael has performed in internationally recognized music videos, on prestigious concert stages and has been awarded 16 Platinum/Gold records. He has managed The Blues Traveler and Plain White T's. As a drummer he has provided in signature style to Ricky Martin, Ringo Starr, Rhino Bucket, Jermaine Stewart, Bang Tango, Savage Garden, Boys Don't Cry, Femmes of Rock. He produced Jason Alexander at Harrah's Las Vegas and was the Creator and Executive Producer for Viacom/CMT's H2Overdrive. Currently Michael is the VP of Sales and Marketing for Q Productions Las Vegas.

