

DePIRO'S DIVAS PRODUCTIONS

DEPIRO'S DIVAS

WWW.DEPIROSDIVAS.COM

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**REDEFINING
THE DRAG SHOW
EXPERIENCE...**

EXTENSIVE MARKETING

OUR SHOWS ARE WIDELY SUCCESSFUL
BECAUSE WE ARE EXPERIENCED DRAG SHOW
MARKETERS AND PROMOTERS

HIGH ENERGY DRAG PRODUCTION

WE HAVE SOME OF THE MOST POLISHED
QUEENS AND WELL REHEARSED PRODUCTION.
WE BRING A NEW SHOW EACH TIME!

PROFESSIONAL BRANDING

OUR TEAM WILL BUILD A SHOW AROUND YOUR
BUSINESS/RESTAURANT/VENUE. WE BUILD,
DESIGN AND CAMPAIGN OUR SHOWS TO A
HUGE AUDIENCE.



A drag queen with dark hair and dramatic makeup is performing on a stage. She is wearing a black corset-style top and a black and gold patterned skirt. She has tattoos on her arms and chest. The background is a stage with blue and red lighting, and other performers are visible in the background. The text is overlaid on the image in white, bold, sans-serif font.

**THERE IS NEVER A DRY MOMENT
WHEN THESE QUEENS HIT THE
STAGE!**

WE ONLY DELIVER THE BEST!

AUDIENCE INFORMATION

Females Aging 19 – 65+

Males Aging 21 – 50+

Non-Defining Genders 20 – 35+

TICKET SALES

Brunch: 50 – 125 Average Ticket Sales

Mid Size Show: 150 – 250 (ATs)

Grand Show: 350 – 950 (ATS)

Theatre Shows: 1000 – 1500 (ATS)





Average Recorded Bar Sales & Pricing

Average Audience Size: 125 – 150

\$2.5K – \$3.0K

Average Audience Size: 200 – 350

\$4.5K – \$6.5K

Bar sales are recorded based off the bars ability to serve drinks. Some smaller staff bars can serve up to \$1.2K on an average audience size of 85 people.

Average Pricing

Average Drink Cost: \$8.00

Average Drink Special Price: \$5.00

Average Drinks Per Person: 3

*We do not set drink prices. These are based off pricing we have recorded at our shows. These prices include Soda and Special Drink sales. This pricing does not include food.



STRATEGIC DRIVEN MARKETING/PROMOTION

DEPIRO'S DIVAS DELIVERS DYNAMIC AND STRATEGIC MARKETING AND PROMOTIONAL PIECES. EACH SHOW IS CRAFTED TO FIT THE VENUE AND THE ENVIRONMENT. WE USE A WIDE CONNECTION OF BRAND AND PARTNERS TO HELP PROMOTE OUR SHOW TO THOUSANDS OF PEOPLE.

THROUGH THE USE OF POPULAR SOCIAL MEDIA OUTLETS AND A STATE OF THE ART WEBSITE. WE REACH OVER 200K IMPRESSIONS WITH EACH CAMPAIGN WE RUN. WITH A FOCUS ON THE VENUE AND THE ENTERTAINMENT!

MARKETING ANALYTICS

Daily Web Visits: 1500 – 2200

(Numbers fluctuate during shows)

Facebook & Instagram:

Main sources of promotion and traffic pull

Visitor Retention (Monthly)

83.53% New Visitors | 16.47% Returning

Average Time Spent On Site (Per User)

3M 15S

Emailing List: 10000

Combined Social Reach: 240K

(Includes Queens reach & Partners)

Impressions: 50K – 200K Per Month

(Marketing during shows fluctuate these numbers)





RESPONSIBLE PRODUCTION

Our team delivers an experience. We control every bit of our production, with very little help from the venue. We make sure it's a fun time for venue workers and patrons.

ENERGY IMPACT

We bring lasting energy, people will talk about our shows over and over again! We want to make sure that the audience is happy and excited clear up until they leave the venue. Our shows leave a lasting impression on our audiences!



PRODUCING THE NEW AGE DRAG CELEBRITY

WE ARE BUILDING PARTNERSHIPS

OUR PRODUCTION GOES BEYOND THE STAGE

Over the past year our team of Entertainment Industry Professionals have been building relationships with high energy brands and high profile individuals.

PULCHRA



DOLCE AESTHETICS

FORYA™



@PRIMANTI BROS.

H•MAC



FACEBOOK

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INSTAGRAM

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