The Definitive Icon of Las Vegas

Chances are, you knew who we were talking about without further introduction. Liberace played to sold out shows on the Las Vegas Strip for 40 years. The highest earning, fastest musician of his time, his stagecraft came to define Las Vegas itself. Today, the master showman is enjoying unprecedented attention from a new generation.

Opportunity Glistens
A Lifetime of Superstardom

Liberace first found acclaim as the solo act at the Chicago Orchestra, in 1938. From that day until his death in 1987, he was a shooting star.

One of the very few celebrities whose popularity crossed media, generations and cultures, Liberace’s talent, humor, style, generosity and showmanship are legend.

Upon his death, he left his publicity rights, trademarks and vast collection of artifacts to the Liberace Foundation for the Creative and Performing Arts.
Liberace's Swarovski-encrusted roadster was the cover of a Duran Duran album, 14 years before it became one of the most photographed attractions on the Las Vegas Strip.

"Liberace was Elton John and Lady Gaga before they even dreamed of it." - Jerry Weintraub

"Liberace embodies the spirit of the Las Vegas music show scene like no one else, not even latecomer Elvis Presley. His bejeweled suits, bejeweled piano and bejeweled everything made his style instantly recognizable."

- The Music Times
BEHIND THE CANDELABRA
“FUNNY AND FABULOUS”
The Show Goes On...

- Dozens of books about Liberace continue to sell, including at least 3 published in the past 2 years
- Royalties from recordings, movies, TV shows and more continue, with old fans and new
- A multimillion dollar Liberace hologram Show is in production in Hollywood, destined to tour
- HBO's "Behind the Candelabra" won dozens of Golden Globe and Emmy Awards in 2013
- Liberace's mansions have undergone multimillion dollar restorations, attracting thousands
- A recent Liberace exhibit in Las Vegas was held over for 9 months, outstripping all estimates
- Two competing Broadway plays are in the works, celebrating the life and impact of Liberace
- The Liberace Museum Collection has been expanded to include artifacts previously held by private collectors, including the Emmy Award-winning costumes made for the HBO film
- Liberace's name is on the Internet over 3 million times and is used in the lyrics of over 1,000 songs, including those by
  - Lady Gaga
  - Tim McGraw
  - 50 Cent
  - Billy Joel
  - Tupac Shakur & Dr. Dre
  - Nicki Minaj and hundreds of others
The collection left by Liberace to his Foundation is 15,000 cubic feet when crated. Exhibited, it rivals the great royal collections of the world.

- The Liberace Jewels
- 9 rare automobiles
- 17 famous pianos
- Dinnerware of kings
- Over 100 costumes
- Rare paintings
- Massive Chandeliers
- Iconic Candelabras
- Mansion furnishings
- Emmys, Awards
- Historic documents
- Music arrangements
- Rare photos
- Over 100 films
- Much, much more
The Ultimate Las Vegas Attraction Opportunity

The Liberace Foundation seeks a venue partner for the Liberace Museum. We come prepared, with a comprehensive team in place. Venues established for high tourist traffic would be best served. Properties seeking multi-generational appeal are best matched.

**Turn-Key**

The Liberace Museum is already

- Licensed (City and County)
- Insured
- Banked
- Staffed
- Stored
- Systematized
- Curated
- Mobile
- Databased
- Operational
- Scalable
- Trademarked
- Followed
- Earning
- proven

**Installation and Storage:**

**blue | line studios**

**Legal:**

**Brownstein Hyatt Farber Schreck**

**Accounting & Funds Management:**

**Nevada Trust Company**

Managing Trusts and Investments

**Public Relations:**

**Vox SOLID Communications**
Proposed Deal Structure for a Ticketed Attraction

The Liberace Museum is offered to premier Las Vegas tourism corridor properties on simple gross revenue split basis.

Gross Revenue Split:

50% / 50% Ticket Sales
80% / 20% Retail Sales

<table>
<thead>
<tr>
<th>Venue Responsibility</th>
<th>Foundation Responsibility</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Space (3,000 to 30,000 sq. ft.)</td>
<td>• Staffing</td>
</tr>
<tr>
<td>• Utilities</td>
<td>• Ticketing</td>
</tr>
<tr>
<td>• Code Compliance</td>
<td>• Collection Care</td>
</tr>
<tr>
<td>• Advertising on property</td>
<td>• Collection Maintenance</td>
</tr>
<tr>
<td>• Move-in Cost</td>
<td>• Collection Curating</td>
</tr>
<tr>
<td>• Move-out Cost</td>
<td>• Collection Insurance</td>
</tr>
<tr>
<td>• Access and Security</td>
<td>• Standard Retail Inventory</td>
</tr>
<tr>
<td></td>
<td>• Retail Sales</td>
</tr>
<tr>
<td></td>
<td>• Business Licensing</td>
</tr>
</tbody>
</table>

Annual Ticket Income Potential (50% of gross ticket sales):

<table>
<thead>
<tr>
<th></th>
<th>10,000 visitors</th>
<th>50,000 visitors</th>
<th>100,000 visitors*</th>
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</thead>
<tbody>
<tr>
<td>admission**</td>
<td>$20</td>
<td>$100,000</td>
<td>$500,000</td>
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<tr>
<td></td>
<td>$25</td>
<td>$125,000</td>
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<tr>
<td></td>
<td>$30</td>
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<td>$750,000</td>
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<td></td>
<td>$35</td>
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<tr>
<td></td>
<td>$40</td>
<td>$200,000</td>
<td>$1,000,000</td>
</tr>
</tbody>
</table>

* The Liberace Museum off-strip had 107,000 visitors in 1997. Recent exhibits indicate more visitors
** Though the Liberace Museum is scalable, a larger space will generally command a higher ticket price
Proposed Deal Structure for a Ticketed Attraction, cont'd

Annual Retail Income Potential (retail space at exit of museum, 20% gross)

<table>
<thead>
<tr>
<th></th>
<th>10,000 visitors</th>
<th>50,000 visitors</th>
<th>100,000 visitors*</th>
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</thead>
<tbody>
<tr>
<td>avg spend**</td>
<td>$10</td>
<td>$20,000</td>
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<tr>
<td></td>
<td>$20</td>
<td>$40,000</td>
<td>$200,000</td>
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<tr>
<td></td>
<td>$40</td>
<td>$80,000</td>
<td>$400,000</td>
</tr>
<tr>
<td></td>
<td>$80</td>
<td>$160,000</td>
<td>$800,000</td>
</tr>
<tr>
<td></td>
<td>$100</td>
<td>$200,000</td>
<td>$1,000,000</td>
</tr>
</tbody>
</table>

* The Liberace Museum off-strip had 107,000 visitors in 1997. Recent exhibits indicate more visitors
** Though the Liberace Museum is scalable, a larger space will generally command a higher ticket price, which in turn may tend to trigger larger receipts in the gift shop.

Optional Extention Possibilities

- Guest pianists to play famous Liberace pianos on exhibit
- Guest entertainer photo ops
- Licensed gift shop items branded with venue property
- Off-property advertising
- Partnership with hologram Liberace Show
- Exhibition of certain Liberace artifacts outside museum, on property
- In-room Liberace Edition robes, slippers
- "Liberace Suite" designed and installed by licensee Liberace designer
- "Liberace Room" ultra extravagant bar featuring Liberace artifacts
- Liberace restaurant menu items licensed by the Foundation
Some of our recent press... Is your property next?


“Liberace is going back on tour – as an ‘interactive hologram’” - DailyMail UK Jan 19, 2015

“Liberace is going back on tour... as a hologram” – Forbes.com, Jan. 18, 2015


“Auditorium Named After Liberace” – West Alis Now, Jan 6, 2016

“Its a preservation not a renovation project” - Las Vegas Review Journal, Jan. 4, 2015

“Hologram show of famed entertainer Liberace will play Vegas” - Playbill.com, Dec. 19, 2014


“Liberace hologram to tour world” – Rolling Stone, Dec. 19, 2014

“Liberace Hologram Show is Vegas Bound” – U-T San Diego, Dec. 18, 2014


“Restoration Neon” produced by Matt Christensen, PBS Las Vegas, October 27, 2014

“Liberace Mansion Tour” feauring Liberace Foundation Advisory Board Member Zar Zanganeh on OK! TV with Meilene Han, Sept 2014

“Liberace Restored” by Holly Ivy De Vore, Las Vegas Reveiw Journal, August 31, 2014


“Liberace Jewels on Display” FOX 5 Las Vegas, June 27, 2014

“Liberace Museum Back From The Dead?” by Outtraveler Editors, Out Traveler Magazine, June 26, 2014


“Liberace Foundation Hits Sour Note as Brian “Paco” Alvarez Steps Down as Chairman” by John Katsilometes, Las Vegas Sun, January 21, 2014

“Liberace Returns to the Las Vegas Strip” by Grace Bascos, USA Today, November 18, 2013
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