

# SPONTANEOUS

the...



Invitation Only

*what's the password?*



MARCH 7-16, 2014 • AUSTIN, TEXAS

**DELVE** ★ **TEXAS**

[www.delvetexas.com](http://www.delvetexas.com)

## »What is the SPONTANEOUS SPEAKEASY?

The **SPONTANEOUS SPEAKEASY** is a surreptitiously, unmarked lounge located directly on 6th Street in Austin, TX (corner of 6th & Neches, above 'Coyote Ugly').

Just two blocks from the Austin Convention Center, this exclusive, cozy and comfortable atmosphere makes it a great spot for VIPs to come together for business, entertainment and/or a casual gathering while enjoying premium brands of beer, wine, spirits and other beverages where only invited guests are provided access.



1,500 square feet • 100-person occupancy



Located just two blocks away from the Austin Convention Center.

Hours of Operation:  
10 am - 2 am  
*After-hours pending  
exclusive guest request.*

## » Who were part of the **SPONTANEOUS SPEAKEASY** during 2013 SXSW?

Companies/Organizations/Groups/National Music Acts: Apple, Samsung, NHL, Rackspace, New York Giants, MTV, Vans, Monster Energy, AP Magazine, Jamstar Apps, Full Sail University, TechZulu, Zink Magazine, Boba Fett, Madison Media Institute, TechCrunch, SXSW Panelists, The Joy Formidable, Amanda Parker, Static X, Nine Inch Nails and Morbid Angel.

Sponsors: Monster Products, Dean Guitars, SoftLayer, DDrum and NewTek.

There were also 15 live music performances courtesy of Monster Products, Dean Guitars and many other country, jazz, punk, acoustic and late-night DJ-set Sponsors.



## » How can **YOU** be a part of the **SPONTANEOUS SPEAKEASY** during 2014 SXSW?

The **SPONTANEOUS SPEAKEASY** is the ideal place to host a private event for yourself, your company, organization or group whether for business, entertainment or a casual gathering via a daily "take-over".

Two (2), daily, exclusive "take-over" time slots; 10 am - 6 pm & 7 pm - 2 am, are available for a flat-fee purchase by and/or for companies, organizations, groups and/or individuals.

A single (1), full-day, exclusive "take-over"; 10 am - 2 am, is available for flat-fee purchase on select dates.

During your "take-over", only you and your invited guests have access to the **SPONTANEOUS SPEAKEASY**. A fully-stocked bar of premium brands of beer, wine, spirits and other beverages are inclusive and served by professional bartenders and servers with no waiting, or at no-cost, to your guests.

*Other assets are...*

- Prominent signage on outside of building (very high foot traffic area within of Austin Convention Center and SXSW Headquarters).
- Streaming video content packages.
- Product placement opportunities.
- Brand/Category exclusivity.

- Turn-key production (camera's, lighting, Tri-Caster provided).
- Video clips cut on-site and made available for immediate release.
- Private artist performances.
- Performance/Showcase opportunities.
- Multi-camera video studio from SXSW Interactive.

- VIP, Client and/or Partner interviews with veteran content moderator, Philip Nelson.
- VIP Passes.
- After-hours party.
- Complimentary Wi-Fi.

### 2014 SXSW Interactive

Want to conduct interviews, feature your company's/brand products & services, etc., and have the content produced on-site during your "take-over" at the Spontaneous Speakeasy?

*Example:*

**SOFTLAYER**® at 2013 SXSW Interactive  
<http://www.youtube.com/watch?v=bSniY6pS9L4>

### 2014 SXSW Music

Want to have live entertainment during your "take-over"?

Two sample videos of live entertainment at 2013 SXSW Music performed at the Spontaneous Speakeasy:

[http://www.youtube.com/watch?v=HPhDM1UY\\_g](http://www.youtube.com/watch?v=HPhDM1UY_g)  
<http://www.youtube.com/watch?v=ug2LON2k2Pc>

Delve Texas can create a custom integration package for you, your company, brand, organization or group. You'll have the ticket that no one else can get, *but everyone wants*.

For additional details, fee information and/or to book your "take-over", contact one of the following:

**Curse Mackey** via email to:  
[curse@delvetexas.com](mailto:curse@delvetexas.com)

**David Vincent** via email to:  
[david@delvetexas.com](mailto:david@delvetexas.com)

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