



# Hayat Project

Live in Concert  
with special guest

Liana Vanoyan

**SUNDAY, NOVEMBER 24, 2024**

**PEACOCK THEATER**

**LOS ANGELES**

## The Event

Hayat Project, the most popular Armenian band, will conclude its 2024 world tour in Los Angeles. This highly anticipated concert (“Event”) will showcase the band’s unique blend of traditional and contemporary sounds, captivating audiences with their exceptional artistry.

The Event marks a significant milestone for Hayat Project – 5<sup>th</sup> anniversary -- as it will celebrate the rich cultural heritage of the Armenian community in Los Angeles.

The event is expected to draw a large and enthusiastic audience of over 7,000 attendees, primarily composed of the vibrant Armenian-American community in the greater Los Angeles area.



# You're invited to become a Brand Partner of the Event!



## LOGO ON SCREENS BEFORE THE EVENT

Your logo will be featured two large screens while the fans are waiting for the Event to start.



## VIP SEATING OPPORTUNITIES

Enjoy the concert while promoting your brand to Hayat Project's loyal fans.



## STEP-AND-REPEAT

Your logo will be placed on the Step-and-Repeat which will be placed in the lobby of the venue before and during the Event.



## BRAND MENTIONS ON SOCIAL MEDIA

Brand recognition on select social media posts.

**SPONSORSHIP PACKAGES OFFER A UNIQUE OPPORTUNITY TO ALIGN YOUR BRAND WITH HAYAT PROJECT'S LIVE EVENT, REACHING A HIGHLY ENGAGED AND INFLUENTIAL AUDIENCE WITHIN THE ARMENIAN COMMUNITY IN LOS ANGELES.**

# The Benefits of Sponsorship



## DIRECT ACCESS TO AN AFFLUENT AND CULTURALLY RICH AUDIENCE

The Armenian community in Los Angeles is known for its high median household income and strong cultural identity, providing sponsors with an opportunity to reach a desirable target market.



## BRAND ALIGNMENT WITH COMMUNITY VALUES AND HERITAGE

By sponsoring this event, your brand will be associated with the rich cultural traditions and values of the Armenian community, fostering a deep connection with the attendees.



## EXCLUSIVE ENGAGEMENT OPPORTUNITIES WITH A HIGH-SPENDING DEMOGRAPHIC

The Armenian community in Los Angeles is known for its high-end spending habits, particularly in luxury goods and services. Sponsoring this event will grant your brand access to this influential and affluent demographic.

**SPONSORING THE HAYAT PROJECT LIVE IN CONCERT EVENT PRESENTS A UNIQUE OPPORTUNITY TO ELEVATE YOUR BRAND'S VISIBILITY, FORGE DEEP CONNECTIONS WITH THE ARMENIAN COMMUNITY, AND TAP INTO A LUCRATIVE CONSUMER MARKET.**

# Understanding the Audience



## ARMENIAN POPULATION IN LOS ANGELES

Los Angeles is home to one of the largest Armenian communities outside of Armenia, with an estimated population of over 500,000 individuals.



## GEOGRAPHIC CONCENTRATION

The Armenian community is primarily concentrated in the San Fernando Valley, with neighborhoods like Glendale, Burbank, and North Hollywood having a high concentration of Armenian residents.



## DEMOGRAPHIC INSIGHTS

The Armenian community in Los Angeles has a median age of 36 and a higher than average educational attainment and household income compared to the overall LA population.

**UNDERSTANDING THE DEMOGRAPHICS AND GEOGRAPHIC DISTRIBUTION OF THE ARMENIAN COMMUNITY IN LOS ANGELES WILL HELP TAILOR THE EVENT AND SPONSORSHIP OPPORTUNITIES TO BETTER ENGAGE THIS AFFLUENT AND CULTURALLY INFLUENTIAL AUDIENCE.**

# The Power of the Armenian Market



## MEDIAN HOUSEHOLD INCOME

The Armenian community in Los Angeles enjoys a median household income that is significantly higher than the city average, making them an attractive target for premium and luxury brands.



## EDUCATIONAL ATTAINMENT

The Armenian population in LA is highly educated, with a large percentage of individuals holding bachelor's, master's, and doctoral degrees, indicating their purchasing power and affinity for high-end products.

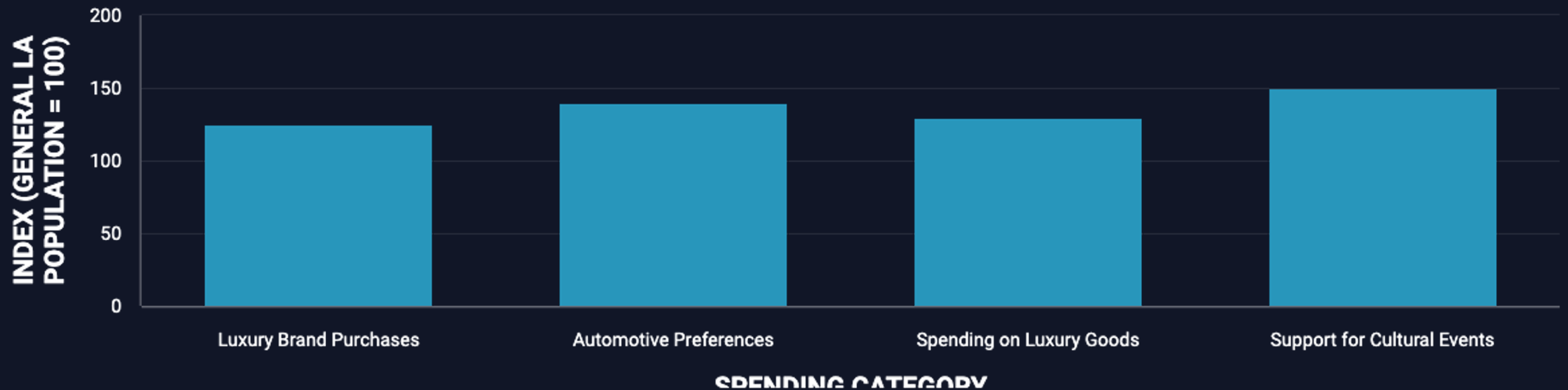


## LUXURY SPENDING HABITS

Armenian consumers in Los Angeles demonstrate a strong preference for luxury goods, including fashion, jewelry, automobiles, and high-end experiences, presenting an opportunity for brands to tap into this affluent and discerning market.

**THE ARMENIAN COMMUNITY IN LOS ANGELES REPRESENTS A LUCRATIVE AND DESIRABLE TARGET MARKET FOR SPONSORS, WITH THEIR HIGH MEDIAN HOUSEHOLD INCOME, EXCEPTIONAL EDUCATIONAL ATTAINMENT, AND PROPENSITY FOR LUXURY SPENDING.**

# Brand Loyalty and Spending Patterns of the Armenian Community in Los Angeles



**THE ARMENIAN COMMUNITY IN LOS ANGELES EXHIBITS A STRONG AFFINITY FOR LUXURY BRANDS AND HIGH SPENDING PATTERNS ACROSS VARIOUS CATEGORIES.**



# The Affluent Armenian Community in Los Angeles

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**AN OVERVIEW OF THE AFFLUENT ARMENIAN COMMUNITY  
IN THE GREATER LOS ANGELES AREA, INCLUDING THEIR  
POPULATION SIZE, KEY NEIGHBORHOODS, AND ECONOMIC  
INFLUENCE.**

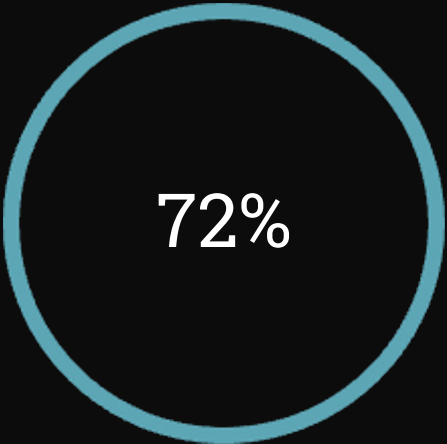


## The Armenian Community in Los Angeles

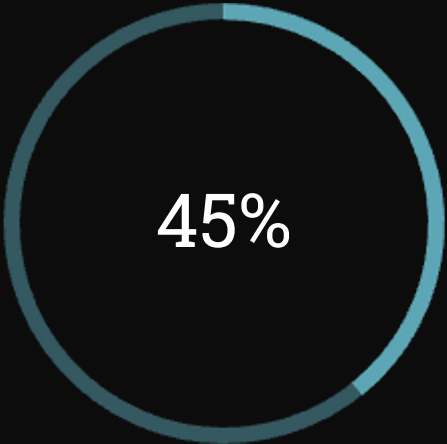
The Armenian community in Los Angeles is a significant and influential group, with a population of over 214,000 in the Greater Los Angeles Area. Key neighborhoods include Glendale, Burbank, Hollywood, San Fernando Valley, and Pasadena.

# Economic Influence

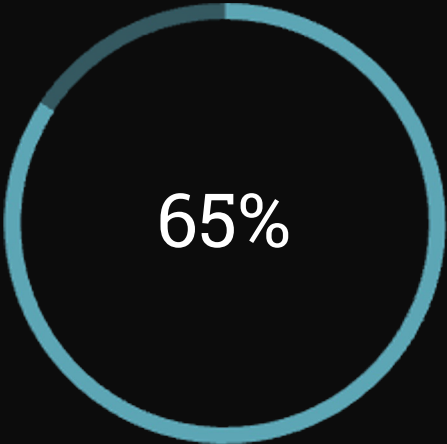
Median Household Income and College Graduation Rates



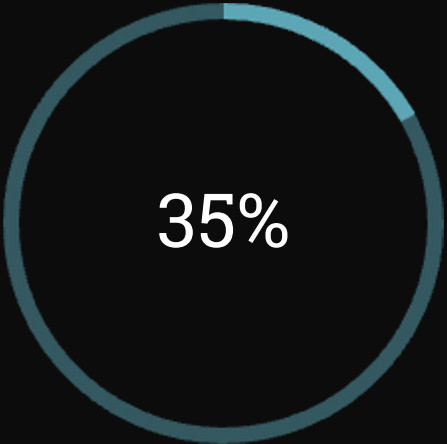
MEDIAN HOUSEHOLD INCOME



COLLEGE GRADUATION RATE



LA MEDIAN HOUSEHOLD INCOME



LA COLLEGE GRADUATION RATE

# Brand Loyalty and Spending Patterns

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## LUXURY BRAND PREFERENCE

The Armenian community in Los Angeles demonstrates strong brand loyalty, particularly for luxury brands like Gucci, Louis Vuitton, and Chanel.

## AUTOMOTIVE PREFERENCES

The community has a high ownership of luxury vehicles such as Mercedes-Benz, BMW, and Lexus.

## SPENDING ON LUXURY GOODS

The Armenian community's expenditures on luxury goods are 25-30% higher than the general population.

## SUPPORT FOR CULTURAL EVENTS

The community has a high attendance and spending on Armenian cultural events.

# Why Sponsor This Event?

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**DIRECT ACCESS TO AFFLUENT AUDIENCE**

**ALIGN WITH COMMUNITY VALUES**

**ENGAGE HIGH-SPENDING LUXURY CONSUMERS**

**BRAND VISIBILITY AT CULTURAL  
EVENTS**



# Economic Influence of the Armenian Community

Exploring the economic impact and contributions of the Armenian community in the region.

# Median Household Income

Comparison between Armenian community and Los Angeles

Armenian Community

168,000

Los Angeles

65,000



# High-Income Households



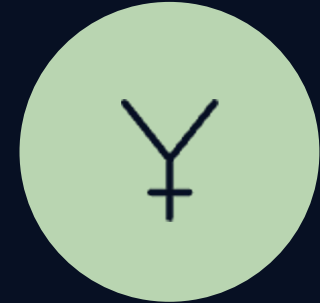
## Significant Earnings

A significant portion of the Armenian community in Los Angeles earns over \$100,000 annually, well above the city's median household income.



## Diverse Income Sources

Armenian households derive their high incomes from various sectors, including business ownership, professional careers, and entrepreneurial ventures.



## Wealth Accumulation

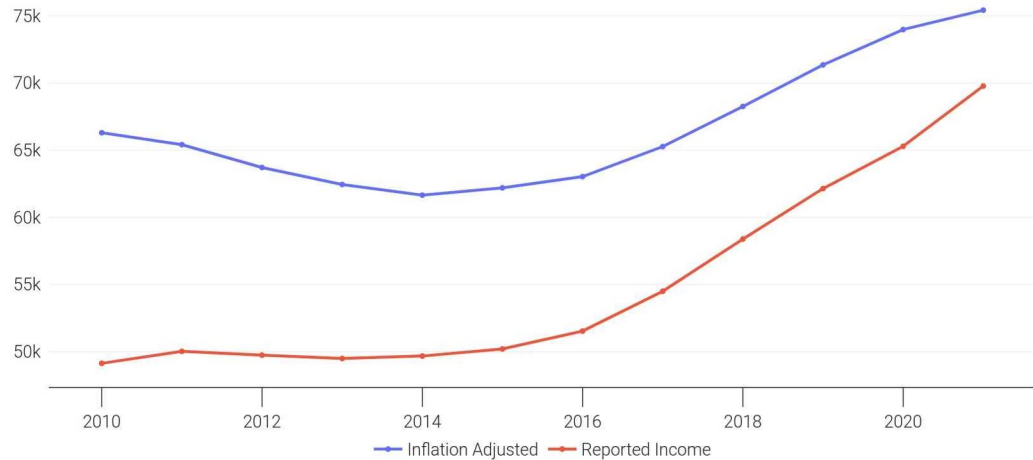
High-income Armenian households have been able to accumulate substantial wealth, allowing for greater financial stability and investment opportunities.

The significant presence of high-income Armenian households in Los Angeles reflects the community's economic influence and financial success.

# Key Statistics

## Los Angeles, CA median household income trend (2010-2021)

2022 Inflation-adjustment, using Retroactive Series (R-CPI-U-RS)



Source: U.S. Census Bureau, American Community Survey (ACS) 2017-2021 5-Year Estimates

**Neilsberg**

### Armenian Median Income

\$168,000 median household income for Armenians, compared to \$65,000 for LA overall

### High-Income Armenians

Significant portion of Armenians earn over \$250,000 annually



### Armenian Business Ownership

Armenians own numerous businesses across various sectors in LA

### Armenian Educational Attainment

High percentage of Armenian college graduates and professionals in fields like medicine, law, and engineering

# Education

Field of Study	% of Armenian Professionals
Medicine	36%
Law	42%
Engineering	38%
College Graduates	74%

# OK, I Want In!

Flat Start: \$5000 + 20 ticket buy-in	
Logo on Step-and-Repeat	
Logo on 2 screens before Event	
Sponsor mention / thank you from stage	
VIP Tickets / entrance for 2 guests	

# Is that It?

Nope, Ad-Ons!	How Much?
Category Exclusivity	\$5,000
Armenian TV / Radio Sponsor (limit 1 sponsor)	\$8,000
Glendale Digital Banner Sponsor (limit 1)	\$8,000
Place your 9x16 banner next to Step-and-Repeat pre-show	\$5,000
YT Video Sponsor (“this video brought to you by...” limit 1)	\$10,000
FB / IG Sponsor (sponsor branding on all materials, limit 1)	\$9,000
Bracelet Sponsor (7000 light bracelets for audience, limit 1)	\$23,500
Filming Sponsor (“this concert brought to you by... “ limit 1)	\$50,000
Reels (interactive brand-partner reels with Hayat Project)	\$7500 for 1, \$10,000 for 2 (same day production)
Employee Appreciation - Thanksgiving Gift Buy-In (min. 100 tix)	Custom
Merch Sponsor	Custom
Brand Integration / Other	Custom

# I Definitely Want In!



Call

424-303-8591



Write

RuboshEntertainment@gmail.com



Message

IG: re\_concerts.

**Look forward to partnering with you on this unique event! And Dancing the Night Away on Nov. 24!!!**

**There is NO Concert like HAYAT Project's Concert in Los Angeles. Unmatched Energy!**