

The first American company to combine European cirque-style entertainment with American circus arts and Broadway theatrics.

THESE SHOWS ARE UNIQUE SPECTACLES NOT TO BE MISSED!



These elaborate stage productions have been designed and performed in theatres, casinos and special events worldwide. Founder, Producer and Artistic Director Neil Goldberg is recognized globally for his creativity, imagination and Broadway expertise - and his **CIRQUE DREAMS** brand has sold millions of tickets to enthusiastic fans worldwide.

Cirque Dreams Jungle Fantasy was the first ever cirque-themed production to appear on Broadway with its highly successful ten week run in the summer of 2008, and the **Cirque Dreams** brand is showing no signs of slowing down!



**Mohegan Sun MGM Foxwoods Harrah's Casino Trump Plaza
Grand Casino Horseshoe Casino Caesars Tahoe Casino Casino Rama
Coconut Creek Mystic Lake Casino Hard Rock Casino**

"Since 2005, Neil Goldberg and Cirque Dreams have been a major component of the entertainment experience at Trump Entertainment Resorts Inc. The shows are a perfect fit for our business model, which is built on retail sales as well as appeal to our casino database. It's so much a part of our property ...we should name a theater after Cirque Dreams!" **Steve Gietka**, VP of Entertainment, Trump Entertainment Resorts



"Our guests were captivated by the magic of Cirque Dreams Jungle Fantasy ... and it's always great to have seven sold-out shows on the books!" **Bryan Prettyman**, VP of Marketing, Mystic Lake Casino Hotel

"Cirque added a new and exciting element to our property. Our patrons loved the show and were very impressed by the athleticism, costumes and set designs. It brought a slice of Vegas to Connecticut and Foxwoods - and our customers could not have been any happier!"

Lisa Spinelli, Dir. of Entertainment, MGM Foxwoods Casino



DAY AFTER DAY
PRODUCTIONS INC

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DAYAFTERDAYMUSIC.COM

CIRQUE DREAMS BRAND MARKETING OVERVIEW

Since 1993 Cirque Productions has been entertaining audiences with dreams, imagination and theatrical productions for theatres, casinos, events and customized installations worldwide. Over 150 artists from all over the world currently perform in Cirque Dreams repertoire of shows, tours and unique productions. Others train in our one of a kind 20,000 sq. ft. Dream Studios production facility in South Florida where unique artistry is always in development, every costume is designed and manufactured and shows are musically scored, staged, produced and rehearsed year round. Recently becoming the first and only show of its kind to perform on Broadway with both critical and financial success has positioned Cirque Productions and the Cirque Dreams brand of entertainment globally, as one of today's leading entertainment producers worldwide.

2007	Cirque Dreams Jungle Fantasy US National Tour Cirque Dreams Illumination US Casino Tour Cirque Dreams Coobriila at Six Flags Over Texas Cirque Dreams Corporate, Special Events & Projects
2008	Cirque Dreams Jungle Fantasy US National Tour Cirque Dreams Jungle Fantasy on Broadway Cirque Dreams Pandemonia at Foxwoods Casino Cirque Dreams Coobriila at Six Flags Over Texas Cirque Dreams Holiday at Trump Plaza Casino Cirque Dreams Holiday at Mohegan Sun Casino Cirque Dreams Corporate, Special Events & Projects
2009 – 2010	Cirque Dreams Jungle Fantasy, Direct from Broadway, US National Tour Cirque Dreams Jungle Fantasy Asian & European Tours Cirque Dreams Pandemonia at Trump Taj Mahal Casino Cirque Dreams Illumination at MGM Grand at Foxwoods Casino Cirque Dreams Illumination 52 Week US National Tour Cirque Dreams Holiday US Casino Tour Cirque Dreams Holiday US Theatre Tour Cirque Dreams Holiday Asia Tour Cirque Dreams Corporate, Special Events & Projects Cirque Dreams Theatre At Sea aboard the brand new Norwegian Cruise Line "Epic"

THREE YEAR OVERVIEW

- Over \$50 million in tickets sold to Cirque Dreams brand shows
- Over \$15 million spent in collective Cirque Dreams Brand Marketing
- Over \$20 million in additional value of trade, television, print and radio promotions
- Featured in over 500 print, digital, television and radio outlets locally and nationally
- Average 30,000 daily visits to Cirque Productions and Cirque Dreams Broadway websites
- New projects include the first of its kind "Cirque Dreams Casino Theatre"; 3D "Cirque Dreams Jungle Fantasy" feature film, discussions with the Gershwin Estate on a new theatrical show and more.

CIRQUE DREAMS CASINO TOURS

Unlike traditional theatrical presenters, Cirque Productions recognizes that the end goal for a casino is to drive gaming revenue, and to increase player loyalty and databases. To this end, a number of opportunities exist for casino presenters when hosting a Cirque Dreams production at their property. Day after Day Productions will work together with you to create opportunities to "wow" your premium customers by integrating costumed cast members into meet & greet events with unique photo ops – or VIP receptions. We want to assist you in creating a unique memory for your players and their families.



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