

TAG

Thornton And Group LLC

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TAG is a live entertainment production company that specializes in talent acquisition, event production, event marketing services, and live event strategic business development. TAG's Founder and President, **Paul Thornton**, is a veteran of the live entertainment industry with more than 15 years experience. Thornton was the Founder of Bravo Entertainment, a company that he grew from inception to producing 500-700 live entertainment events per year in 19 states. Bravo became the largest live events promotions company in the Northwest United States, and one of the largest independent promoters in North America. Thornton also founded The Big Easy Concert House, a chain of concert venues, where he designed, opened and operated these venues from the ground up. By 2004 Thornton had grown the company to approximately 200 employees strong, managing all operations of Bravo and the Big Easy venues network. In 2007 Thornton sold Bravo Entertainment, and his Big Easy Concert House venues, and opened TAG to specialize in the creation and production of sports and music properties and live entertainment events. The combination of passion and experience in these two fields make for a natural fit of Thornton's talents.

Thornton has vast experience in all aspects of production for live events with high profile properties, including the talent acquisition, production, and marketing for acts such as The Eagles, Eric Clapton, Fleetwood Mac, Van Halen, Tim McGraw & Faith Hill, Tom Petty, N Sync, Rod Stewart, Lord of the Dance, Snoop Dogg, Blackeyed Peas, Ben Harper, John Mayer, Jack Johnson, Warped Tour, and most national touring acts.

Thornton has also produced public, private and corporate events for clients such as Hewlett-Packard, Micron, The National Governor's Reception, Governor Kempthorne's Inaugural Ball, The Nature Conservancy, Sysco, Gold's Gyms, Pepsi, AOL, Coldwater Creek, The Honda Ski Tour, Jeep King of the Mountain, 48STRAIGHT, The Boise River Festival, The Field Day Festival (Giants Stadium, NY) and many more.

TAG Services & Summary of Qualifications

- Turnkey solutions provider for event creation and management
- Strategic business planning, policy direction, and revenue generation
- Marketing, media planning, media placement, cross-marketing implementation, sponsorship sales / fulfillment, and promotions
- Talent acquisition of musical performers, comedians, speakers, and entertainers for events ranging in size from 300 to 70,000 capacity venues
- Venue acquisition and creation
- Live event production; from the advance work through the day of show
- Tour production
- Ticketing; including system development, setup, maintenance, and sales oversight
- Ancillary revenues development and implementation
- Exhibitor management
- Personnel management and motivation
- Business plan development and budget management
- Business negotiations; including with media, facilities, governmental bodies, talent agencies, ticketing agencies, community associations, resorts, subcontractors, and unions
- Licensing negotiations and contracting for publishing and broadcast rights