



Relive the Moment

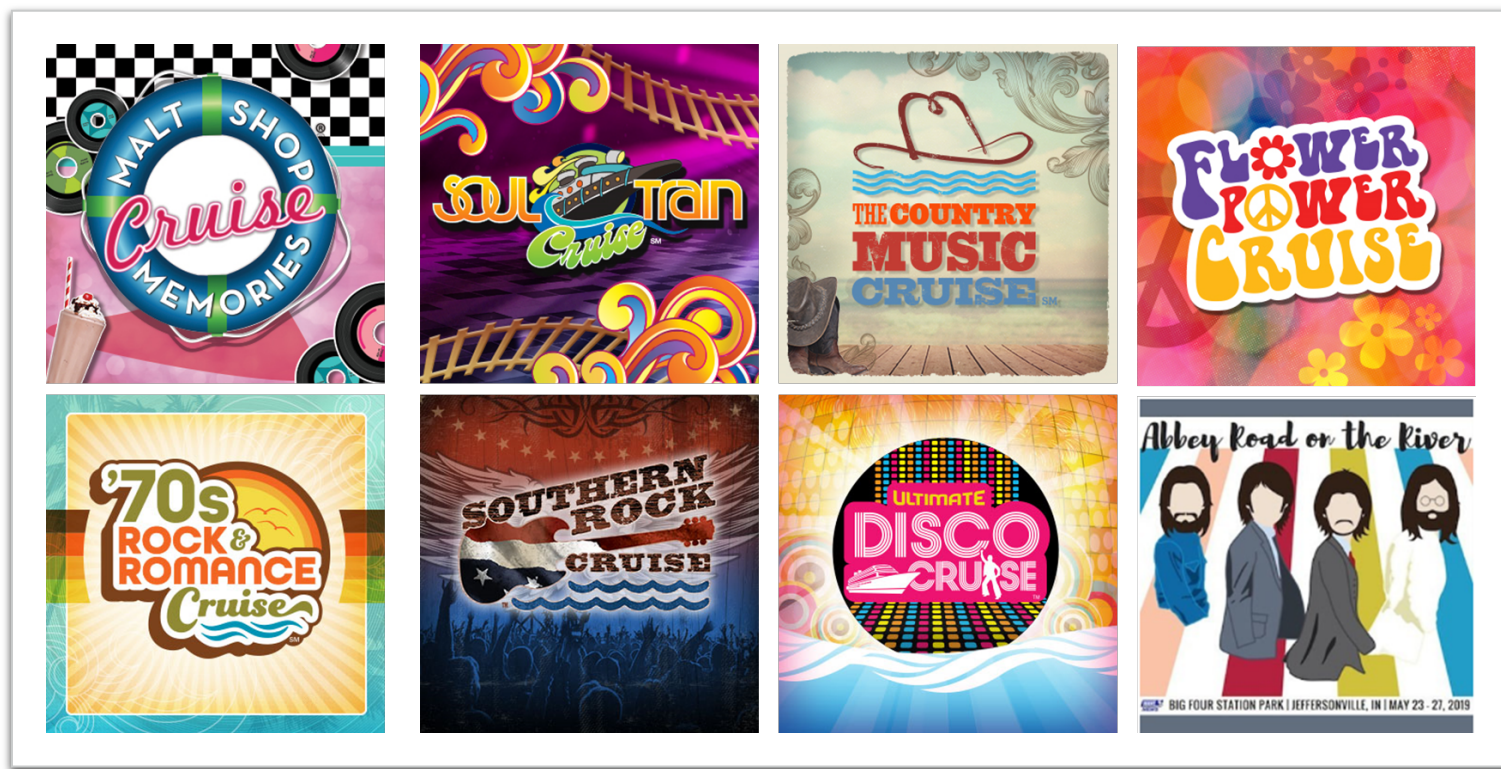
A Travel Agent's Guide to The Very Best in Theme Entertainment



Who Is StarVista LIVE?

- StarVista LIVE is a division of Direct Holdings Global, a company with a diverse portfolio of brands and products including Time Life.
- In 2010, Time Life started its live entertainment division “StarVista LIVE” with the initial Malt Shop Memories Cruise. Influenced directly by the highly successful infomercial set of the same name, the enthusiasm of the fans highlighted the demand for great live music from the superstars of various, powerful music eras.
- Combined with a luxury charter, world class service and amenities and supported by the Time Life curation and marketing expertise, Malt Shop was followed by the launches of a variety of new brands.





An Experience for Every Musical Memory

Brought to You By *StarVista* **LIVE**



Why Sell StarVista LIVE Experiences?

We Make It Easy For Our Registered Agents to Make Money

You Make Money When You Sell SVL Experiences!

Travel Agents are a respected and integral part of our sales force

10% Commission

- \$600 per cabin average commission

Plus

- 1 Tour Conductor berth for each 15 paying reservations
- \$1,500 bonus upon \$150,000 in sales in a season

We Make Your Job Easy!

**We do the
marketing for you**

Millions of promotional dollars generate millions of impressions and high brand awareness



**We directly
support your
clients, fielding
pre and post
booking inquiries**

In-house client service center takes care of your clients throughout the process



**We keep your
clients happy**

Alumni rebook at upwards of 50% and travel agents are always compensated on these returning clients



A dedicated travel agent sales office liaison

Book directly through the Online Portal or Via any SVL Agent



360-degree national marketing campaign that drives awareness



Aggressive promotion in travel and entertainment media



High quality marketing materials easily customized for your business



Informative webinars and newsletters



Exclusive onboard experiences for your clients

We Support Our Travel Agents!



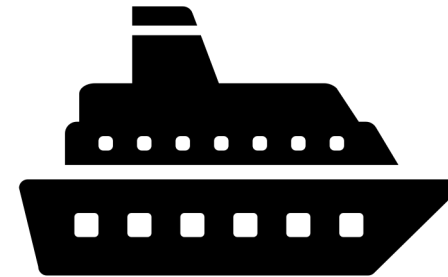
We Drive Sales For You!



- We develop sales and marketing strategies, execute promotion plans, and analyze results of a complete 360-degree marketing campaigns for 7 cruises and land events including
 - Alumni Marketing
 - Email Program
 - Artist Marketing
 - Partnership Marketing
 - National Cable TV
 - Travel Agents
 - Nationally Syndicated Radio
 - Digital Marketing
 - Social media
 - Call Center

15% Commission Summer Special

- Earn 15% commission on all available StarVista LIVE Cruises until Labor Day (September 2nd, 2019) and your clients will enjoy an exceptional music experience at sea cherishing moments of their youth
- Guests return year after year, and you'll keep earning with them!



*15% commission rate is applicable to new and alumni reservations made between July 2, 2019 and September 2, 2019. Commission is not retroactive. All bookings for new and returning guests after September 2, 2019 revert to a 10% commission rate according to the Travel Agent terms and conditions.

Soul Train Cruise

- **Join Us on the Hippest Trip at Sea**
 - Holland America Line Nieuw Amsterdam
 - January 18 – 25, 2020
 - Ft. Lauderdale, St. Maarten, St. Croix, Half Moon Cay
- **Featuring over 50 LIVE Performances from**
 - The Jacksons
 - The Isley Brothers
 - Johnny Gill
 - Cameo
 - Peabo Bryson
 - WAR
 - The Mannhattans featuring Gerald Alston
 - Atlantic Starr
 - Regina Belle
 - And more!





New Additions

- The Manhattans featuring Gerald Alston
- Con Funk Shun
- The Family Stone
- Jean Carne
- Barry White Tribute featuring Jourdan Carroll
- Jason Miles – To Grover with Love Tribute
- Gospel Host Clifton Davis
- Original Soul Train Dancers Derek Fleming and Patricia Davis
- Comedians Kevin Bozeman and Trenton Davis

Country Music Cruise



Join Us for the Ultimate Country Music Experience!

- Holland America Line Nieuw Amsterdam
- January 25 – February 1, 2020
 - Ft. Lauderdale, St. Maarten, San Juan, Half Moon Cay

Featuring over 50 LIVE Performances from

- Larry the Cable Guy
- Randy Owen
- Tracy Lawrence
- The Oak Ridge Boys
- Pam Tillis
- Larry, Steve & Rudy, The Gatlin Brothers
- Cruise Host Lorianne Crook
- Moe Bandy
- And more!



Ultimate Disco Cruise

Celebrate the Greatest Dance Music Ever!

- Celebrity Infinity
- February 10 -15, 2020
 - Miami, Key West, Nassau

Featuring over 40 LIVE Performances from

- ⊕ KC and The Sunshine Band (special appearance 2/13)
- ⊕ The Jacksons
- ⊕ Commodores
- ⊕ Shalamar Reloaded Featuring Jody Watley
- ⊕ Harold Melvin's Blue Notes
- ⊕ Heatwave
- ⊕ Sister Sledge
- ⊕ The Trammps featuring Earl Young
- ⊕ And more!



New Additions

- Shalamar Reloaded Featuring Jody Watley
- The Trammps featuring Earl Young
- The Miracles
- France Joli
- The Ultimate Donna Summer Tribute performed by Rainere Martin



Studio 55

- The biggest and best dance club at sea!
- Every night on the cruise the dining room is transformed into a disco club reminiscent of the famous Studio 54
- DJs spinning the disco hits you love to boogie to
- Dance 'til dawn on a light-up LED floor under the disco ball with your friends, old and new



'70s Rock & Romance Cruise

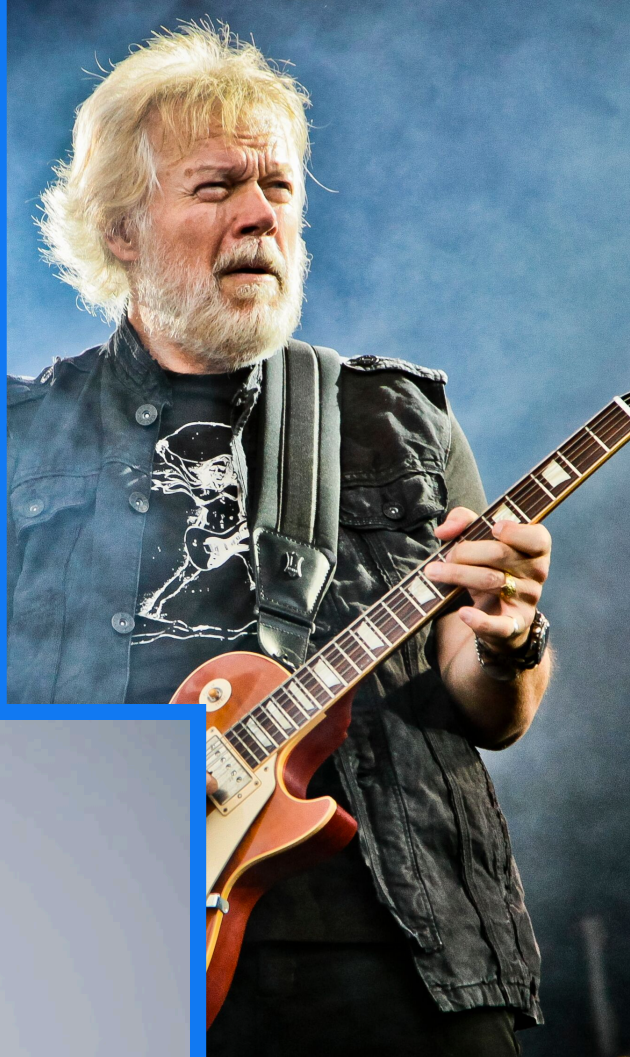
Join Us for an Unforgettable Week on the Feel Good Party at Sea

- Celebrity Infinity
- February 15 - 22, 2020
 - Miami, San Juan, Samana, Dominican Republic, Labadee

Featuring over 50 LIVE Performances from

- **Cheap Trick** (special appearance 2/18)
- **America**
- **Don Felder** formerly of **The Eagles**
- **Randy Bachman** founder of Bachman-Turner Overdrive and the Guess Who
- **Todd Rundgren**
- **John Lodge** of the **Moody Blues**
- **Jason Scheff** – Longtime Lead Vocalist for the band **Chicago**
- **Jefferson Starship**
- And more!





New Additions

- Randy Bachman founder of Bachman-Turner Overdrive and the Guess Who
- John Lodge of the Moody Blues
- Jason Scheff - Longtime Lead Vocalist for the band Chicago





New Additions



- **Queen Nation** A Tribute To The Music of Queen
- **Bee Gees Gold** A Tribute To The Bee Gees
- **Hal Bruce**
- **The LSB Experience**
- **Letz Zep**
- **The Newbees**
- **Joel Mason**
- **And More To Come!**



New Additions Continued

- **Queen Nation** A Tribute To The Music of Queen
- **Bee Gees Gold** A Tribute To The Bee Gees
- **Hal Bruce**
- **The LSB Experience**
- **Letz Zep**
- **The Newbees**
- **Joel Mason**



Malt Shop Memories Cruise

SOLD OUT

Join Our 10th Anniversary Rock 'n' Roll Party at Sea!

- Holland America Line Nieuw Amsterdam
- November 2 – 9, 2019
 - Ft. Lauderdale, St. Maarten, Antigua

Featuring over 50 LIVE Performances from

- The Iconic Smokey Robinson
- An Evening with The Beach Boys
- The Lettermen
- Girls Night Out featuring Shirley Alston Reeves, The Crystals & The Chiffons
- Gary U.S. Bonds
- Gary Lewis & The Playboys
- Lou Christie
- Chris Montez
- And More!



Flower Power Cruise

Join the 5th Anniversary of the Grooviest Trip at Sea

- Celebrity Infinity
- March 28 – April 4, 2020
 - Miami, St. Thomas, Tortola, BVI and Nassau

Featuring over 50 LIVE Performances from

- ☺ The Hollies (special appearance 3/31)
- ☺ The Zombies
- ☺ Herman's Hermits starring Peter Noone
- ☺ The Turtles
- ☺ Arlo Guthrie
- ☺ The Buckingham
- ☺ The Grass Roots
- ☺ Cruise Host Peter Asher -- just added!
- ☺ Rare Earth
- ☺ Vanilla Fudge

And more!

SOLD OUT

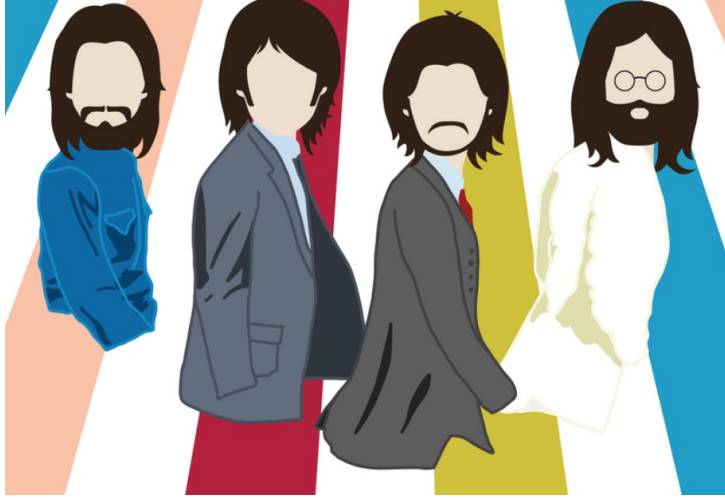
FLOWER
POWER
CRUISE

Save the Date! Malt Shop Memories Cruise 2020



- Sailing from November 1st, 2020 – November 8th, 2020 on the Holland America Line Eurodam
- Departing from Ft. Lauderdale, with ports at:
 - Key West, FL
 - Cozumel, Mexico
 - Half Moon Cay, Bahamas
- Artist lineup to be announced at the end of October

Abbey Road on the River



Abbey Road on the River

- Land based event in Jeffersonville, IN
- May 21-25, 2020 (Memorial Day Weekend)
- The World's Largest Beatles-Inspired Music Fest



The StarVista LIVE Experience

We keep your clients
happy at the world's best
music parties!

The StarVista LIVE Promise

StarVista LIVE promises to provide you with a unique entertainment experience, bringing you together with a community of like-minded enthusiasts to relive favorite moments, create new memories, and enjoy unparalleled access to the superstars you love.





What Is The Experience?

- 2,000 like minded fans
- Full Ship Luxury Charter (Celebrity, Holland America Line, Norwegian, Royal Caribbean)
- 5+ intimate concert venues
- 2 to 3 ports
- 40 - 50+ LIVE performances with the Superstars of the era
- 20 - 30+ celebrity interactive events
- Guest activities and theme nights

StarVista LIVE Guests

- Key Demographic is 50+ Adults
 - Under-served, with the time, financial resources and inclination to cruise
 - 50% annual retention
 - Our community of guests are loyal, active, engaged



Every Experience a Full Ship Charter

- Full ship charter allows the guest experience to focus exclusively on the StarVista LIVE event
- High quality, luxurious, and fully immersive onboard environment
- StarVista LIVE partners with Holland America, Celebrity, Norwegian, Royal Caribbean
- Stages and venues built exclusively for our events



Join Us At The ASTA Convention

- ASTA Global Convention 2019
- We can't wait to see you August 25 – 27
- Visit the StarVista LIVE booth
- The Diplomat Beach Resort, Fort Lauderdale, FL



Register as a StarVista LIVE Travel Agent Today!



- To register for free to sell our themed cruises, simply fill out the form available at <http://www.starvistalive.com/travelagents>
- Questions, please contact our Travel Agent Specialist
 - 888-907-7273
 - TravelAgentinfo@starvistalive.com