



Location-Based Entertainment Licensing

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Ok, so why listen to me of all people?

I'm older than you?

Highly likely, but bad reason (unless I'm your mother).

You have nothing better to do?

Highly unlikely, so very bad reason.

**I've been doing this before most people
knew what LBE was or cared
(aka, I've done a sh*t ton of deals in this space)?**

Yes, indeed, that is the correct answer.

So, what *IS* Location-Based Entertainment?

KEY CATEGORIES

Theme Parks,
Waterparks &
Attractions

Family
Entertainment
Centers ("FEC's")

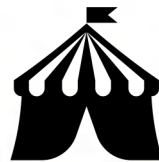
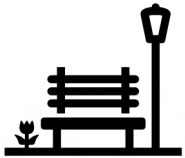
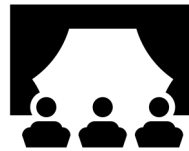
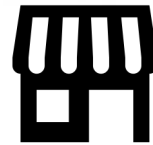
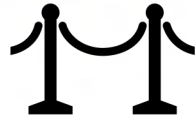
Museums &
Exhibitions

Live Shows
& Events

Retail, Dining &
Entertainment
("RD&E")

Travel &
Tourism

Casinos, Resorts &
Hotels/Hospitality



**Essentially, whenever you leave your house
for entertainment, that's LBE.**



**So, as a licensing
professional, why should
you care about LBE and
why now?**

- **The Experience Economy**
- **Continually emerging technologies**
- **“Retailpocalypse”**
- **Instagram (aka, what young people want)**
- **COVID-19 and Pent-up Demand**
- **MONETIZATION!!!!!!**



“Speaking of Coachella, live concerts, events, theme parks, location-based and experiential entertainment will return to pre-pandemic growth trajectories as a result of overall consumer desire and need for real world interaction and engagement in an increasingly digital world.” – Peter Csathy (formerly of Universal Studios and current Entertainment/Music/Media/Tech Entrepreneur, Dealmaker, Advisor, Board Member, Writer, Speaker, Futurist)

Some Strategic Considerations

- Is the opportunity consistent with our brand?
- Is this opportunity aligned with our consumer's expectations?
- Do the potential rewards of this opportunity outweigh the potential brand risks?
- Are we engaging with the right partners? SUPER IMPORTANT
- Do we have the required infrastructure to support this initiative?
- What is our geographic strategy?
- Is this opportunity well timed vis-à-vis the life of our brand?
- Will this effort needlessly distract us from our core business?
- How can we mitigate any problems that we may face due to the above considerations?

**LBE deals are varied and
different. Virtually no two are
alike.**

WHY?

Every single deal term must be consistent with the specific LBE project's business model, and virtually no project and/or business model is the same.

How are LBE Deals Different?

- Fewer potential licensees, so leverage positions may be inverted (bwa haa haa)
- Revenue pillars (development fee, license fee, merchandise, F & B, sponsorships)
- CapEx
- Term and renewals
- Territory/Exclusivity Zones (i.e., cannibalization)
- Fee structure
- Development process – LONG, RISKY, DIFFICULT
- Review/Approvals/Internal Resources
- Breadth of Intellectual Property Rights Required
- Possible Mixed/Mingle IP – DANGER WILL ROBINSON
- New Vocabulary (“throughput”, “design day”, “length of stay”)
- Challenges: throughput, accessibility, reliability, SAFETY
- Risks: Opening/getting to market and possible brand implications

LBE Metrics

- Revenue (of course)
- Brand awareness/expansion
- Guest experience – IMMERSION INTO YOUR IP/BRAND/WORLD

My Latest Madness?



IMMERSIVE ENTERTAINMENT AND CANNABIS



DESPITE IT ALL

THERE'S NO AVOIDING LOCATION-BASED ENTERTAINMENT WITHIN YOUR BRAND STRATEGY.

SO...



WE WILL MEET AGAIN!

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