

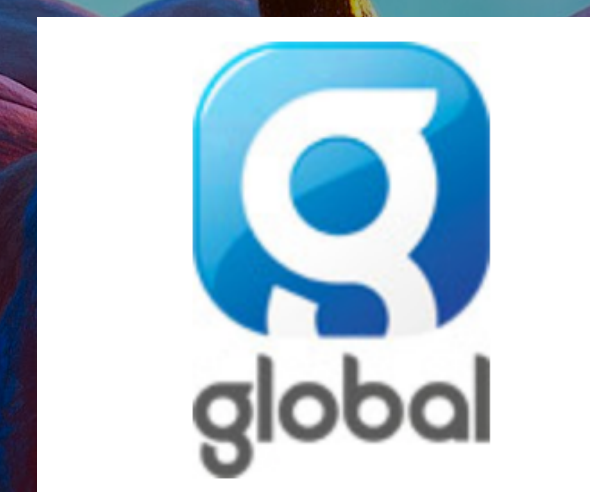
**MOVE OVER HOGWARTS...**

**THIS HALLOWEEN SIMON COWELL  
IS BRINGING A WHOLE NEW MEANING  
TO TRICK OR TREATING**





# THREE OF THE BIGGEST NAMES IN ENTERTAINMENT



ARE JOINING FORCES TO CREATE A  
MONSTER HALLOWEEN EVENT





TRICK OR TREAT

SIMON COWELL'S  
HALLOWEEN  
BALL



The background is a dark, atmospheric scene. A large, bright yellow full moon is centered in the upper half. Bare, dark tree branches are silhouetted against the moon and the dark sky. In the lower-left foreground, a human skull is partially visible, resting on a dark, textured surface that looks like a tree trunk or a log. The overall color palette is dominated by dark browns, blacks, and the bright yellow of the moon.

# THE ULTIMATE TRICK OR TREAT EVENT

A FAMILY SHOW LIKE NO OTHER

GREAT MUSIC, GREAT PRIZES AND A  
SAFE PLACE TO CELEBRATE HALLOWEEN



The background is a vibrant orange and yellow gradient, featuring a large, glowing full moon in the center. Silhouettes of pumpkins, spiders, and bats are scattered throughout the scene. In the bottom right corner, three carved jack-o'-lanterns with glowing faces are visible. The text is centered in a bold, white, sans-serif font.

**THE WORLD'S BIGGEST STARS  
ARE COMING TOGETHER TO ADD A  
HALLOWEEN TWIST TO  
SOME OF THEIR BIGGEST HITS**



A photograph of four young women, likely members of the music group Little Mix, posing closely together. They are in a dimly lit environment with a strong purple and blue color cast. The woman on the far left has dark skin and long dark hair, looking towards the camera. The woman next to her has light skin, freckles, and long brown hair, also looking forward. The woman in the center has light skin and long blonde hair, looking slightly to the side. The woman on the far right has light skin and long brown hair, looking towards the camera. They are all wearing casual clothing. Overlaid on the image is white, bold, sans-serif text.

**FROM LITTLE MIX TO RAG N BONE MAN  
WE'VE GOT ACCESS TO SOME OF  
THE BIGGEST NAMES IN MUSIC**





**AND A CHANCE FOR YOUR FAMILY  
TO WIN PRIZES THAT MONEY CAN'T BUY**



# VENUES

02 ARENA

MEN ARENA

ECHO ARENA

WEMBLEY ARENA



# OPPORTUNITIES

GREAT PROMOTIONAL OPPORTUNITIES AT  
THE FANCY DRESS EVENT OF THE YEAR

MERCHANDISING

PREMIUM TICKETS

GOOD FIT FOR BRANDS

YOUNG DEMOGRAPHIC - ENGAGED AUDIENCE



**NATIONWIDE VIEWING IN CONJUNCTION  
WITH A CINEMA CHAIN**

**PROMOTED THROUGH GLOBAL RADIO**

**PROMOTED THROUGH THE X FACTOR SHOW**

**VIP EXPERIENCE - MEET AND GREET**



A Halloween-themed background featuring a large, bright full moon in the center. The scene is framed by dark, gnarled tree trunks and branches. The ground is covered with several pumpkins. The overall color palette is dark with a greenish-blue tint.

**WITCHES & WIZARDS STANDBY  
AS SIMON COWELL CASTS HIS SPELL**

**CELEBRATE THE BEST  
HALLOWEEN EVER...**

**THE ULTIMATE FAMILY TREAT**





TRICK OR TREAT

SIMON COWELL'S  
HALLOWEEN  
BALL