

# DIAMOND NIGHTS

@ LIVE! Casino & Hotel Philadelphia | July 12–13, 2026

DURING ALL-STAR BREAK

# DIAMOND — NIGHTS —

## A Premier 2-Day VIP Hospitality & Entertainment Experience

Diamond Nights is a two-day event series taking place during one of the most highly anticipated sports weekends of the year in Philadelphia. Hosted at Live! Casino & Hotel Philadelphia, the platform is designed to bring together brand partners, VIP guests, tastemakers, media, and culturally relevant talent for two distinct nights of premium entertainment.

Built around elevated hospitality, strong sponsor visibility, and high-energy programming, Diamond Nights offers partners the opportunity to align with a curated experience that blends sports-week excitement, nightlife culture, and executive-level guest hosting.

**Two nights. One premium platform. Meaningful visibility across a major Philadelphia weekend.**

## Why This Weekend Matters to Sponsors

All-Star Weekend brings a unique concentration of attention to Philadelphia, drawing together sports fans, executives, sponsors, media, creators, athletes, and high-value social audiences from across the country.

Diamond Nights is positioned to capture that momentum through a premium two-day event platform built for visibility, hospitality, and cultural relevance. For brand partners, the weekend presents a rare opportunity to activate in an environment where entertainment, influence, and audience attention are all elevated at the same time.

### High-Profile Weekend Energy

Philadelphia will be activated by the excitement of All-Star Weekend, creating a strong atmosphere for entertainment, networking, and brand engagement.

### Premium Guest Concentration

The weekend attracts a valuable mix of executives, sponsors, VIP guests, athletes, media, creators, and culturally connected audiences.

### Strong Hospitality Potential

Diamond Nights gives partners a premium environment to host clients, entertain guests, and build relationships through elevated VIP experiences.

### Meaningful Sponsor Visibility

Sponsors receive exposure across event branding, guest touchpoints, media moments, digital assets, and on-site activations throughout the two-day platform.

# THE VENUE ADVANTAGE

DIAMOND  
— NIGHTS —

## LIVE! CASINO & HOTEL PHILADELPHIA

Where premium experiences come together—  
steps from the action, built for unforgettable nights.



Walking distance to  
Citizens Bank Park



Hotel, casino, nightlife &  
dining in one destination



Convenient parking and  
easy guest access



Built-in entertainment  
ecosystem for VIP hosting



A premium all-in-one destination built for hospitality, visibility, and late-night energy.

# WHY JULY 12-13 IS THE WINDOW



**SUNDAY, JULY 12**

All-Star Sunday brings fans, media, athletes, and baseball energy into the city.



**MONDAY, JULY 13**

Home Run Derby night creates one of the highest-energy entertainment windows of the week.

Diamond Nights captures the two-night lead-in before the All-Star Game with premium hospitality, nightlife, and sponsor visibility steps from the ballpark.

# DIAMOND — NIGHTS —

## A 2-Day Event Series Designed for Impact

Diamond Nights is structured as a unified two-day platform, with each evening serving a distinct purpose while contributing to one cohesive sponsor and guest experience.

Sunday opens the weekend with a premium entertainment-led format that blends comedy, social energy, and late-night celebration. Monday builds into a high-energy nightlife experience designed to deliver visibility, crowd engagement, and a strong close to the platform.

Together, both nights create a compelling environment for brand partners seeking meaningful exposure, hospitality value, and cultural alignment.

**Sunday** Comedy-led opening night with premium social energy and late-night after-party programming.

**Monday** Home Run Derby night hospitality experience with music, VIP hosting, and sponsor visibility.

## Event Schedule

Diamond Nights is designed to deliver two fully programmed evenings that combine premium hospitality with recognizable talent and strong entertainment value.

### Sunday, July 12, 2026

Doors open at 6:00 PM, leading into a featured comedy performance by Michael Blackson from 7:00 PM to 9:00 PM. Following a room transition from 9:00 PM to 10:00 PM, the evening continues with an after party featuring Alex Sensation from 10:00 PM to 2:00 AM.

### Monday, July 13, 2026

The second night of Diamond Nights takes place from 10:00 PM to 2:00 AM and features music by DJ Camilo alongside a live performance by former 4-time MLB All-Star Jose Reyes.

## Entertainment & Talent Lineup

The Diamond Nights lineup is curated to deliver broad audience appeal, recognizable cultural relevance, and premium event energy across both nights of programming. From comedy and nightlife to music and sports crossover, each featured act plays a role in shaping the overall guest experience and strengthening the platform's value for sponsors.

### Michael Blackson

Featured Comedy Performance

### Alex Sensation

Sunday Night After Party Feature

### DJ Camilo

Monday Night Music Feature

### 4x MLB All-Star

### José Reyes

Monday Featured Live Performance



## Who Will Be in the Room

Diamond Nights is built to attract a premium mix of guests spanning sports, entertainment, nightlife, media, and business. The platform is designed not only to drive attendance, but to create the kind of room that matters to sponsors: culturally relevant, socially visible, and valuable for hospitality.

**Diamond Nights is built for influence, visibility, and access — not just attendance.**

## Audience Buckets

### Brand Partners & Executives

Decision-makers, corporate guests, sponsors, and hosted clients.

### VIP Guests & Hosted Clients

High-value guests attending through hospitality and premium table packages.

### Athletes & Sports-Adjacent Audiences

Current and former athletes, sports personalities, and connected industry guests.

### Media, Creators & Tastemakers

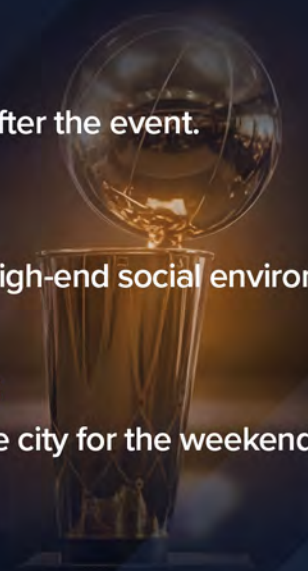
Individuals who help amplify visibility before, during, and after the event.

### Nightlife & Hospitality Consumers

Guests drawn to elevated entertainment, hospitality, and high-end social environments.

### Philadelphia & Visiting Weekend Guests

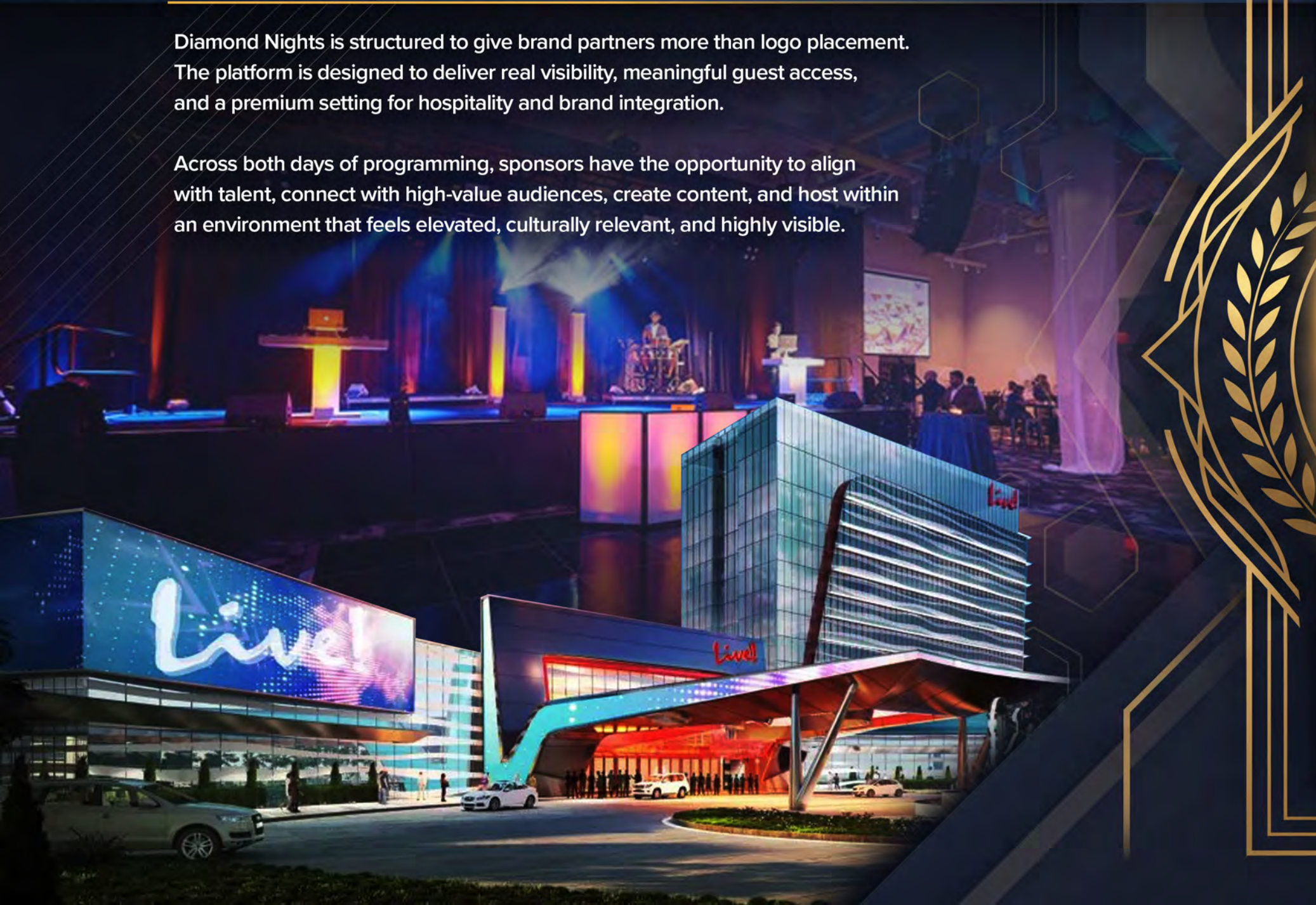
A mix of local influencers, and out-of-town audiences in the city for the weekend.



## A Sponsor Platform Built for Visibility, Hospitality, and Cultural Relevance

Diamond Nights is structured to give brand partners more than logo placement. The platform is designed to deliver real visibility, meaningful guest access, and a premium setting for hospitality and brand integration.

Across both days of programming, sponsors have the opportunity to align with talent, connect with high-value audiences, create content, and host within an environment that feels elevated, culturally relevant, and highly visible.



# DIAMOND — NIGHTS —

### Brand Visibility

Prominent exposure through on-site branding, event materials, media inclusion, photo assets, and guest-facing touchpoints.

### Hospitality

A strong platform for hosting clients, entertaining VIPs, and building relationships in a premium event environment.

### Engagement

Opportunities for product showcase, brand presence, and direct interaction with guests on property.

### Content

Valuable photo, video, interview, and recap opportunities that extend sponsor presence beyond the event itself.

## Sponsorship Opportunities

All sponsorship packages include branding, hospitality, and visibility across both days of programming unless otherwise noted.

Diamond Nights offers multiple levels of sponsor participation, allowing partners to choose the level of exposure, hospitality, and integration that best fits their objectives. From title-level visibility to supporting presence, each package is designed to deliver meaningful value across the full two-day platform.

**Grand Slam Sponsor**  
Presented By // \$150,000

**Home Run Sponsor**  
Powered By // \$100,000

**Triple Sponsor**  
\$50,000

**Double Sponsor**  
\$25,000

**Single Sponsor**  
\$10,000

Limited category inventory available. Custom integrations may be built around sponsor objectives.

## Grand Slam Sponsor Presented By - \$150,000

The Grand Slam Sponsor serves as the lead brand partner of Diamond Nights, receiving top-tier visibility, category exclusivity, premium hospitality, and the strongest overall presence across both days of programming.

This package is designed for a brand seeking maximum impact through title-level positioning, prominent event branding, high guest visibility, and premium hosted access. As the top sponsorship tier, the Grand Slam Sponsor is positioned to lead the conversation across the Diamond Nights platform.

### Includes:

- Presented By designation on event materials
- Brand category exclusivity
- Highest placement on step-and-repeat
- Branding on event access wristbands
- Logo placement on photo booth assets
- Digital branding throughout the event space
- Inclusion in PR/media outreach and guest list distribution
- Inclusion in radio advertising
- VIP red carpet walk and interview
- Approved product/service showcase opportunity on property
- On-site mic mentions
- Dedicated photographer/videographer and branded recap content
- Opportunity to include approved items in VIP gift bags
- (2) Ultra Premium VIP sections with complimentary drinks and dedicated server
- (150) VIP passes with open bar

The highest visibility package across the full Diamond Nights platform.

## Home Run Sponsor Powered By - \$100,000

The Home Run Sponsor is a major partner tier designed for brands seeking strong event-wide visibility, premium access, and a meaningful role within the Diamond Nights platform.

With category exclusivity, strong branding placement, and premium hospitality inclusion, this package offers a high-value opportunity to align with both nights of programming while maintaining strong sponsor distinction.

### Includes:

- Powered By designation on event materials
- Brand category exclusivity
- Second-highest placement on step-and-repeat
- Digital branding throughout the event space
- Inclusion in PR/media outreach and guest list distribution
- Inclusion in radio advertising
- VIP red carpet walk and interview
- Approved product/service showcase opportunity on property
- Dedicated photographer/videographer and branded recap content
- Opportunity to include approved items in VIP gift bags
- (1) Ultra Premium VIP section with complimentary drinks and dedicated server
- (100) VIP passes with Open Bar

A high-visibility package with strong hospitality and brand presence across both nights.

## Additional Sponsorship Opportunities

Diamond Nights also offers supporting sponsorship levels for partners seeking strong event visibility, guest access, and on-property presence at a more targeted investment level.

### Triple Sponsor

**\$50,000**

A strong mid-tier package designed for brands that want visible on-property presence, premium access, and branded content opportunities across both days.

**Includes:**

- Digital branding on property
- VIP red carpet walk and interview
- Approved product/service showcase opportunity on property
- Dedicated photo/videographer with branded recap content
- Access to contribute to VIP gift bag
- (1) Premium VIP section
- (50) VIP passes with open bar

### Double Sponsor

**\$25,000**

A focused sponsor package offering visible branding, on-site interaction, and premium guest access.

**Includes:**

- Digital branding on property
- VIP red carpet walk and interview
- Approved product/service showcase opportunity on property
- (1) VIP section
- (25) VIP passes with open bar

### Single Sponsor

**\$10,000**

An entry-level sponsor package providing brand presence and direct engagement opportunities across the Diamond Nights platform.

**Includes:**

- Digital branding on property
- VIP red carpet walk and interview
- Approved product/service showcase opportunity on property
- (10) VIP passes with open bar

## VIP Table Packages

Diamond Nights offers premium table and section packages for guests seeking a more elevated hospitality experience across the weekend. Each package is designed to provide strong placement, dedicated service, and enhanced access within the event environment.

**Platinum**  
**\$15,000**  
**25 VIP Passes**

The best VIP section in the event, featuring ultra-premium placement, complimentary drinks, and dedicated server.

**Diamond**  
**\$10,000**  
**15 VIP Passes**

A premium VIP section with complimentary drinks, and dedicated server.

**Gold**  
**\$7,500**  
**10 VIP Passes**

A VIP section with complimentary drinks, and dedicated server.

**Silver**  
**\$5,000**  
**5 VIP Passes**

A VIP section with complimentary drinks, and dedicated server.

VIP section branding available upon request for an additional fee.

# How Brands Come to Life at Diamond Nights



Diamond Nights is designed to provide sponsors with multiple ways to show up meaningfully within the guest experience. From visual branding and hospitality to on-site product presence and branded content, the platform allows partners to participate in ways that feel integrated, visible, and premium.



## Branding

Brand visibility can be integrated across step-and-repeat placement, digital screens, event materials, photo assets, access items, and additional guest-facing touchpoints throughout venue.

## Hospitality

Sponsors can host guests through VIP sections, red carpet access, premium table inventory, and additional hospitality elements designed to support client entertainment and executive hosting.

## Product Integration

Qualified partners have the opportunity to showcase and distribute products or services on property, creating direct engagement opportunities with event guests.

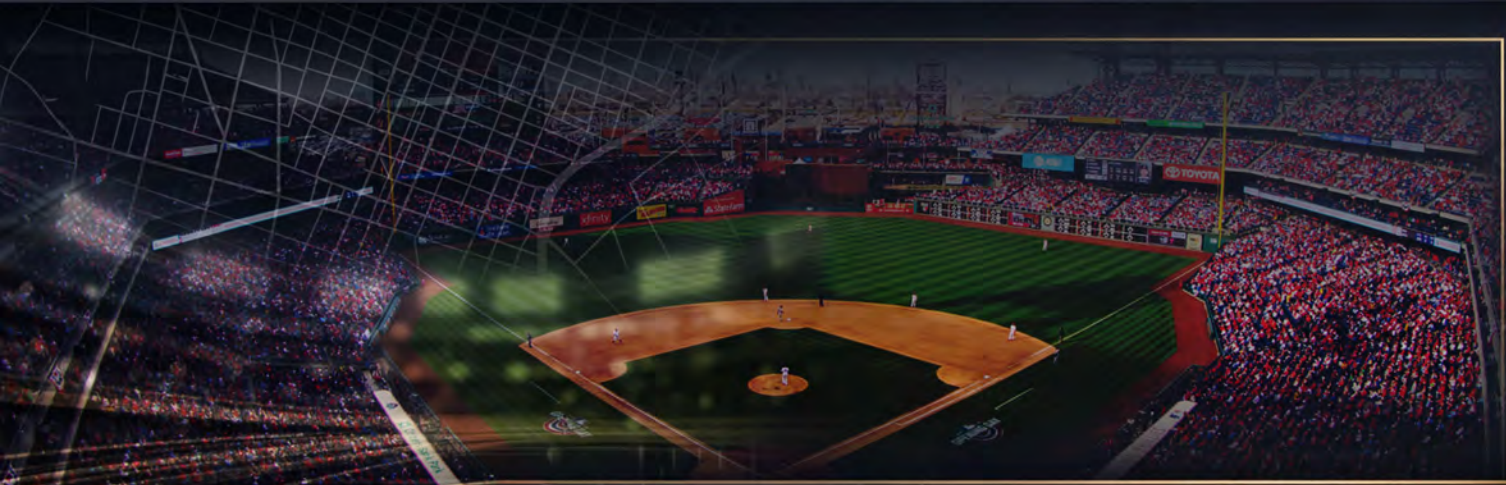
## Content & Media

Sponsors benefit from PR/media inclusion, interview opportunities, radio support where applicable, and professional photo/video that extends brand visibility beyond the live event.

## Partnership Opportunities Now Available

Diamond Nights offers a rare opportunity to align with a premium two-day experience during one of Philadelphia's most high-profile weekends of the year. Sponsorship and VIP inventory is limited and available on a first-come, first-served basis.

We welcome the opportunity to customize a package that aligns with your brand objectives, hospitality needs, and desired level of visibility across the platform.



### Take Action!

- Reserve sponsorship inventory
- Secure VIP tables and hosted sections
- Customize brand integration opportunities
- Confirm participation early for maximum visibility and category exclusivity

# DIAMOND — NIGHTS —



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DURING ALL - STAR BREAK

To discuss sponsorship inventory,  
VIP table packages, or custom  
brand integration opportunities,  
contact your rep.