



LUXE FIRESUITES  
YOUR GUIDE TO OWNERSHIP



# REIMAGINING THE ENTERTAINMENT INDUSTRY

## AS SEEN IN

PODSTAR

THE WALL STREET JOURNAL

The New York Times

billboard

VARIETY

venues

The Dallas Morning News

THE DENVER POST

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The global live music market is projected to grow to **\$35.1 billion** this year, including ticket sales and sponsorships, and to **\$51.7 billion** by 2030, according to **Goldman Sachs**.<sup>1</sup>

**venu Holding Corporation (“venu”)** was founded with a simple idea—to create world-class live music destinations that put the fan experience first. Venu isn’t just building venues; it’s redefining live entertainment.

Every show should be unforgettable. That’s why Venu designs and constructs luxury multi-season live music amphitheaters (ranging from 9,500 to 20,000 capacity) in underserved markets across the US, bringing fans closer to the action. From **Luxe FireSuites** with unmatched views to premium hospitality that reimagines entertainment, Venu creates moments that last a lifetime.

Beyond the music, Venu redefines the business of live entertainment. Through strategic public-private partnerships, Venu delivers world-class venues that fuel local economic growth. Its fractional ownership model invites fans and investors to become true stakeholders in the Venu experience, blending passion with opportunity.

With locations in **Colorado, Georgia, Oklahoma, and Texas**—and anticipated rapid expansion on the horizon—Venu is leading a fan-founded, fan-owned revolution in live entertainment. Whether you are here for the music, investment opportunities, or the chance to be part of something bigger, Venu welcomes all who share its vision.

Embark on your ownership journey with us. In this guide to a one-of-a-kind real estate investment, we’ll reveal what it means to own a FireSuite, outline potential returns, and explain our seamless, turn-key process.

We’re excited to welcome you on this exceptional adventure.

Premium ticket sales are at an all-time high with the average suite ticket selling for over **\$500**.<sup>2</sup>  
– suitehop.com

<sup>1</sup> Source: <https://www.wsj.com/business/media/bulgogi-tacos-fire-pits-and-tequila-bars-concertgoers-shell-out-for-vip-treatment-clf1f6602>  
<sup>2</sup> Source: <https://suitehop.com/concerts/future-suites>





For King & Country at Ford Amphitheater | Sept 2024

## WHAT IS A LUXE FIRESUITE?

VENU's unique **Luxe FireSuites** offer fractional ownership in VENU owned Sunset Amphitheaters. Owning a FireSuite is like owning a condo within a condo building- except in this case, the condo building is the amphitheater and the condo is the FireSuite in this instance.

Similar to how condo owners have full ownership of their real estate within a larger building, FireSuite owners hold fractional ownership rights of the venue via their membership in the LLC.

FireSuites feature a natural gas-powered fire pit, extra-wide and comfortable seats, and generous space for in-suite food, drinks, and dancing!

In each amphitheater, VENU sets aside a select 10% of the total seating capacity (nearly 35% of the project square footage) exclusively for the private use and enjoyment of VENU's fractional owners. These highly sought-after seats are our Luxe FireSuites, with 4, 6, 8, and 10 seats per suite (in both ADA and non-ADA configurations) see suite layouts on pages 6 & 7.

As a FireSuite owner, you gain more than stage proximity seating—you secure venue-adjacent VIP parking, a dedicated entrance, and a VIP experience with premium food and beverage service before and during each show. Ensuring unforgettable moments from every event.

# HOW CAN I USE A LUXE FIRESUITE?

## HOW CAN I USE A FIRESUITE?



### Personal Enjoyment

Enjoy live music events from the privacy of your FireSuite



### Business Promotional Purposes

Host potential and current clients or reward employees



### As a Cash Flow Generating Asset

Significant Cash-on-Cash NNN backed real estate investment yields a return as a result of the sale of some or all suite tickets

## BENEFITS & AMENITIES



### Real Estate Centric Investment with Benefit of Schedule K-1 Annual Depreciation



### VIP Priority Parking & Dedicated Entrance



### In Suite Premium Food & Beverage Service



### VENU Concierge Ticketing Service

where we manage the suite for you



### Legacy Investment

that can be sold (appreciated return) or passed on to beneficiaries via your estate plan

## HEAR FROM EXISTING FIRESUITE OWNERS

### AT THE FORD AMPHITHEATER, COLORADO SPRINGS, CO

*"We knew that if we weren't going to use our suite seats ourselves, there would be people who would want to. But to have this as a long-term investment—knowing that you've got this for the rest of your life and that we have people lined up who want to come—means that if I want to sell them, use them, or give them to friends, it all works out. It was just a solid investment .*

*You know, JW and the team have done such a fabulous job—building this in record time—and now the market is ready. I'm excited; it's luxurious. I mean, this is comfort—comfortable seats, a great venue, food that comes to you, drinks that come to you—what else could you ask for? It will be a class act for years to come, and people will flock here."*

Scott Lee | Ford Amphitheater, FireSuite 52 Owner

*"When we heard about this, we thought it was a great idea—something that would truly benefit the community. Not only is it a great experience, but it's something we can enjoy, our family can enjoy, and we saw it as a good investment , too. My wife and I have kids and grandkids in the area, which was a big reason for investing. We wanted to have this for them, and we feel blessed to have them all here to enjoy it with us."*

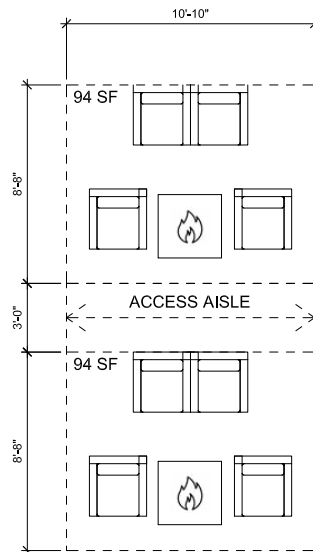
Bill Schulze | Ford Amphitheater, FireSuite 31 Owner



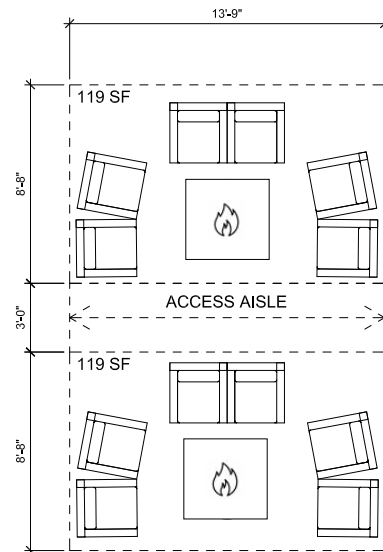
Watch and hear our owners talk about their investment [HERE](#)



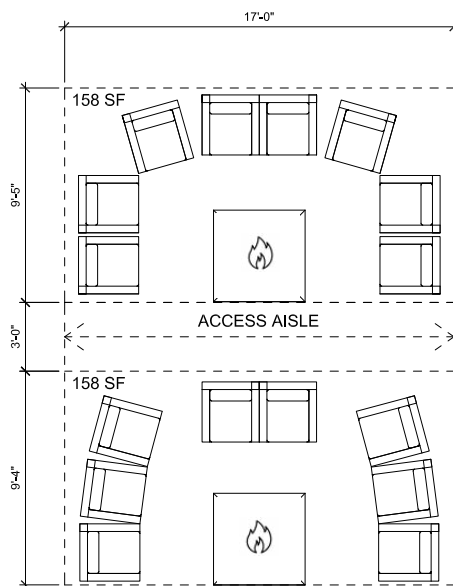
# LUXE FIRESUITE LAYOUTS\*



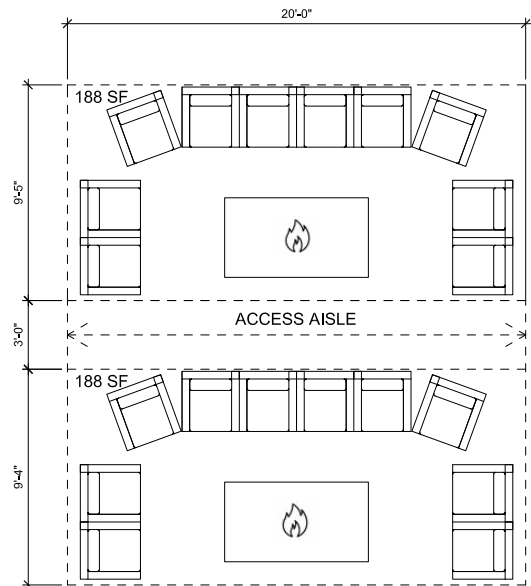
**STANDARD 4  
PERSON SUITE**



**STANDARD 6  
PERSON SUITE**



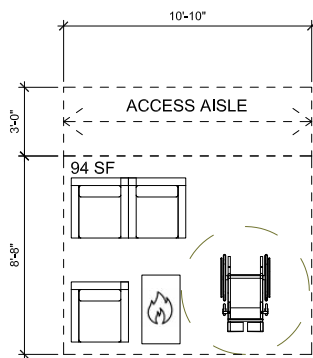
**STANDARD 8  
PERSON SUITE**



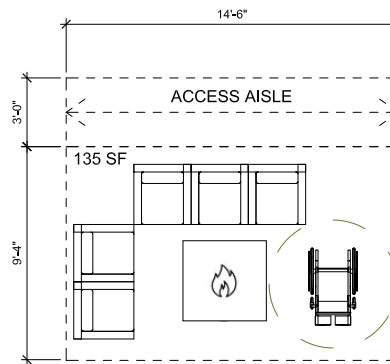
**STANDARD 10  
PERSON SUITE**

\* Final clear dimensions may vary slightly depending on final construction and location

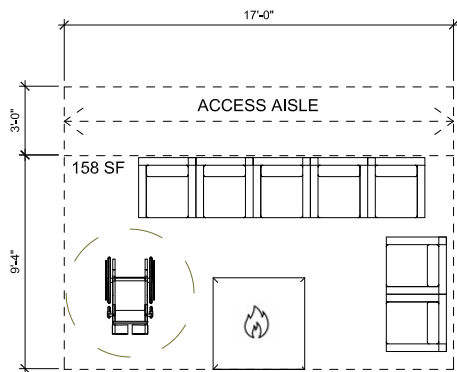




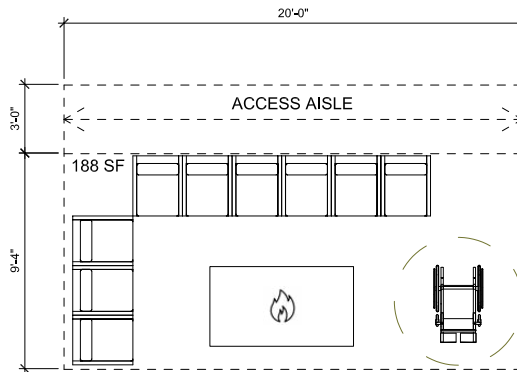
**STANDARD 4  
PERSON ADA SUITE**



**STANDARD 6  
PERSON ADA SUITE**



**STANDARD 8  
PERSON ADA SUITE**



**STANDARD 10  
PERSON ADA SUITE**



Luxe FireSuite at the Ford Amphitheater | Colorado Springs, CO

# HOW CAN I OWN A LUXE FIRESUITE?

## WHAT DOES OWNERSHIP MEAN?

### **Luxe FireSuite Ownership Structure:**

Owning a FireSuite is like owning a condo within a condo building- except in this case, the condo building is the amphitheater and the condo is the FireSuite.

Similar to how condo owners have full ownership of their real estate within a larger building, FireSuite owners hold fractional ownership rights of the venue via their membership in the LLC.

## HOW MUCH DOES A LUXE FIRESUITE COST?

FireSuites are in every one of our outdoor amphitheaters in 4, 6, 8, and 10-person layouts, including ADA FireSuites.

### **Prices start at\***

**4 Person Luxe FireSuite .....\$298,500**

**6 Person Luxe FireSuite .....\$447,750**

**8 Person Luxe FireSuite .....\$597,000**

**10 Person Luxe FireSuite .....\$746,250**

\* Prices listed are for amphitheaters in Yukon, OK (Oklahoma City Market) and El Paso, TX locations. Contact a VENU team member for pricing at other locations.



# WHAT ARE MY PAYMENT OPTIONS?



## OWN A LIFETIME LUXE FIRESUITE WITH ONLY TWO PAYMENTS

If you decide to pay for your FireSuite in full, your investment is split into two payments.

**\$200,000**

Down Payment  
(Regardless of suite size)

**Final Balance**

Due 120 days  
before the first  
ticketed event



## OWN A LIFETIME LUXE FIRESUITE THROUGH A STRUCTURED FINANCE PLAN

VENU has a structured financing option tailored for accredited investors, allowing you to finance your FireSuite purchase with a flexible payment plan over time.

This plan extends access to ownership while delivering a strong cash-on-cash return.

### VENU Finance Terms

**25%**

Down  
Payment

**12% Interest**

Starts accruing 120 days prior to the public grand opening event

**20-Year**

Financing Structure  
(available for accredited investors only)

**No Pre-Payment Penalty**

**Full Benefits of Suite Ownership**

**Full Depreciation**

Check with your accountant as it relates to your personal tax situation



Ford Amphitheater | Colorado Springs, CO

# IS A LUXE FIRESUITE A GOOD INVESTMENT?

## LUXE FIRESUITE INVESTMENT BENEFITS



### **Ownership is Perpetual**

(Could be made part of estate plans to pass to beneficiaries)



### **Real Estate Centric Investment with Benefit of Schedule K-1 Annual Depreciation**



### **Significant Annual Cash-on-Cash Returns**

(See table on page 11)



### **Targeted Annual Income Increases**

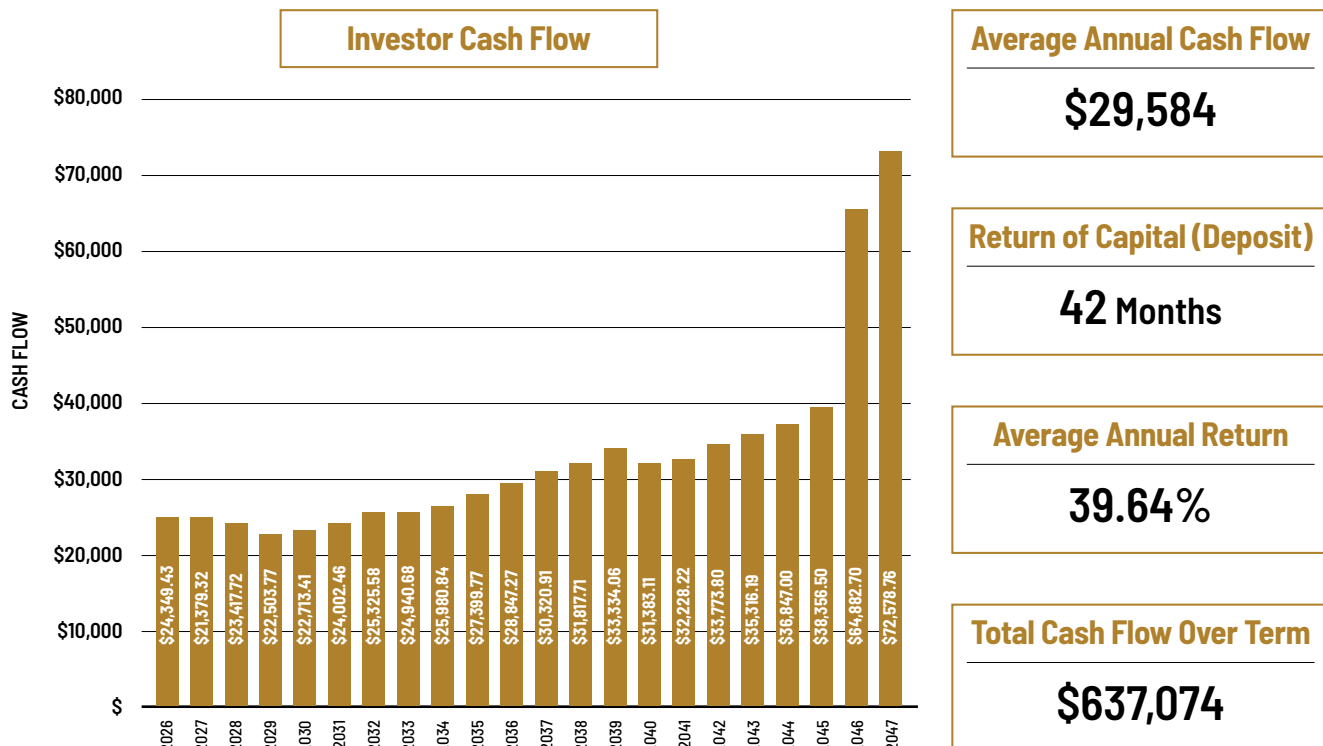


### **Expected to Significantly Appreciate over time and can be sold to other Accredited Investors, if desired**



# HOW CAN I USE MY LUXE FIRESUITE AS AN INVESTMENT?

## 20-YEAR LUXE FIRESUITE FINANCE AND CASH FLOW EXAMPLE (for illustrative purposes only)



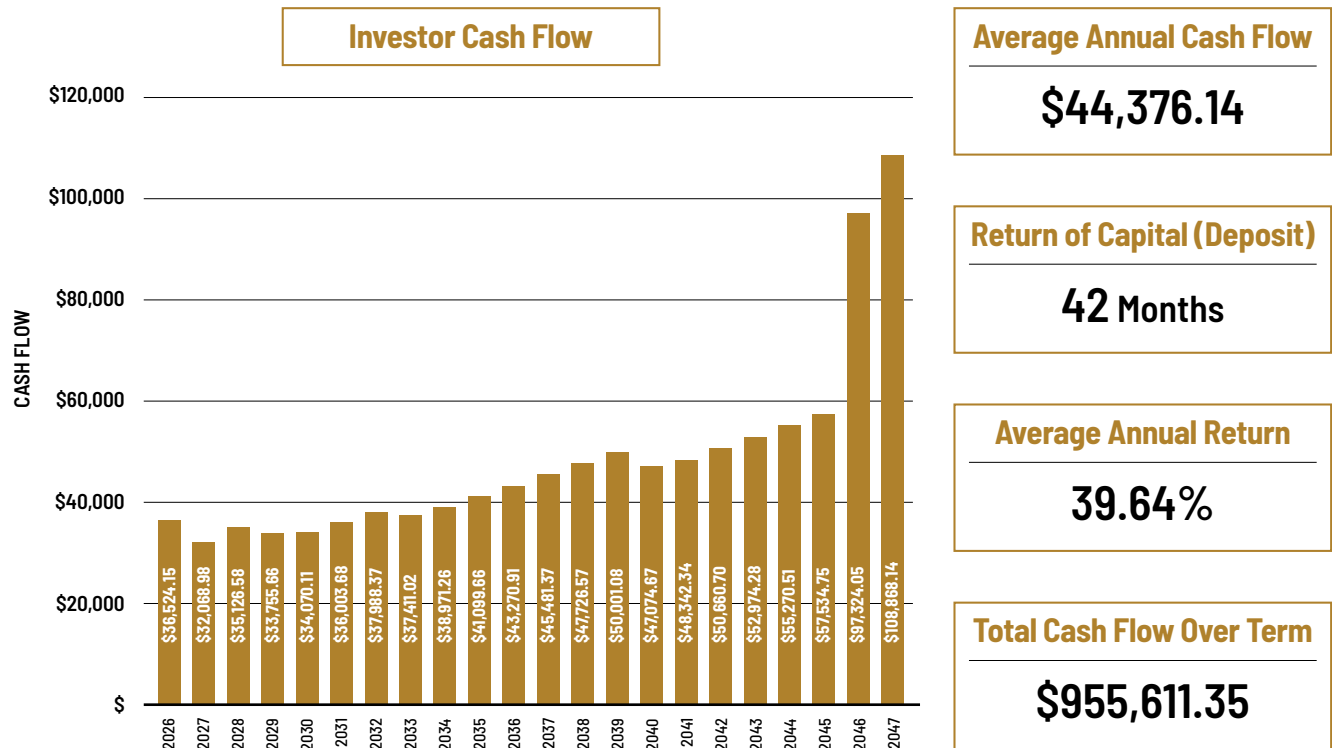
Core Model Assumptions				
Annual Events	Ticket Price	Ticket Increase/YR	VENU Consign Fee	Tax Rate
70	\$250	4%	30%	35%

Core Debt Input				
FireSuite Size	Financed Amount	FireSuite Price	Interest Rate	Term (Years)
4-Person	75%	\$298,500	12%	20

**Down Payment** | **\$74,625**

**Monthly Payment** | **\$2,465<sup>PM</sup>**

20-YEAR LUXE FIRESUITE FINANCE AND CASH FLOW EXAMPLE *(for illustrative purposes only)*



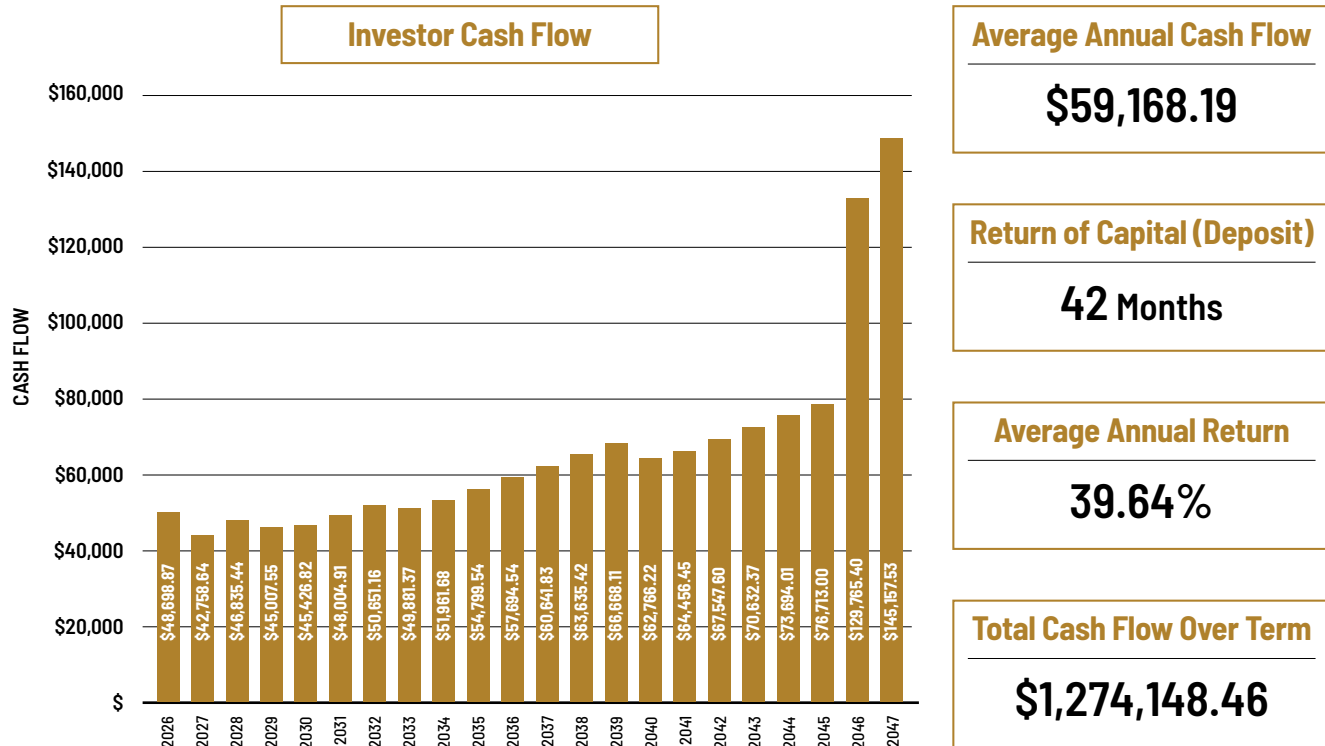
Core Model Assumptions				
Annual Events	Ticket Price	Ticket Increase/YR	VENU Consign Fee	Tax Rate
70	\$250	4%	30%	35%

Core Debt Input				
FireSuite Size	Financed Amount	FireSuite Price	Interest Rate	Term (Years)
6-Person	75%	\$447,750	12%	20

Down Payment	\$111,937.50	Monthly Payment	\$3,697.58 <sub>PM</sub>
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## 20-YEAR LUXE FIRESUITE FINANCE AND CASH FLOW EXAMPLE *(for illustrative purposes only)*

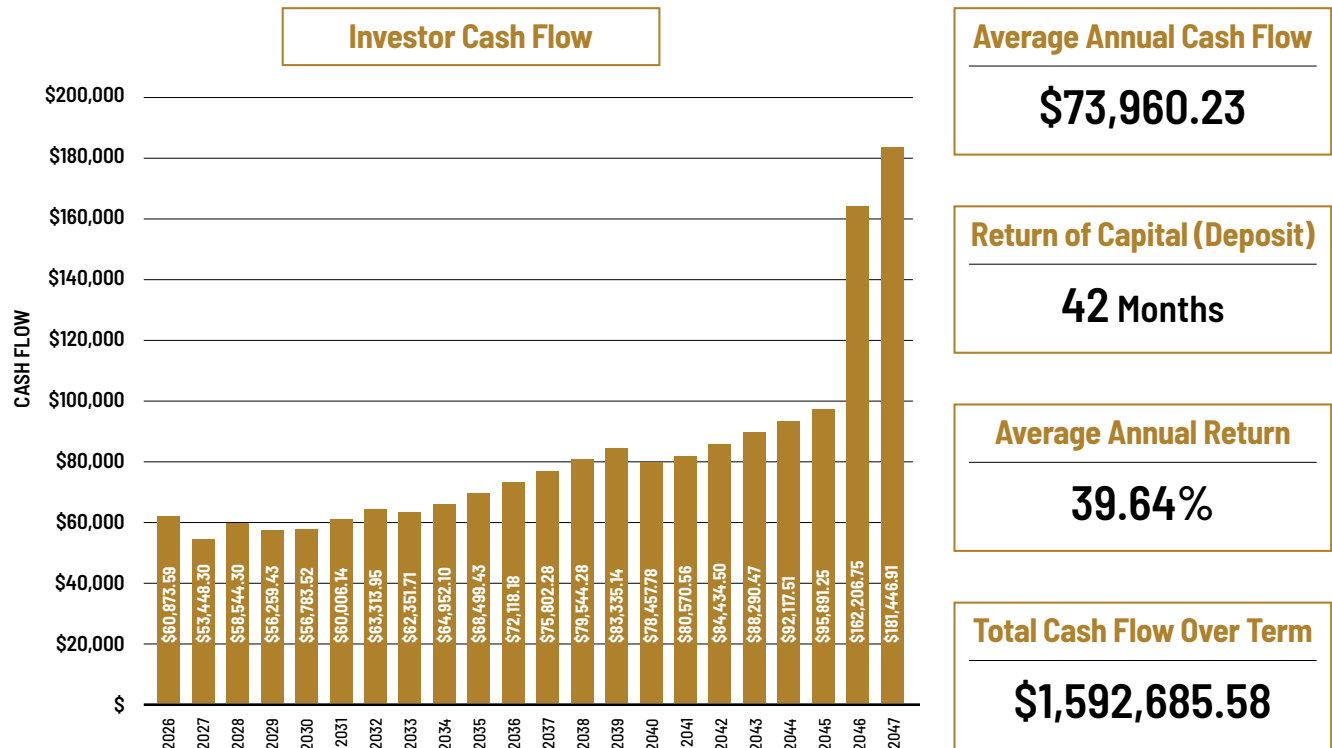


Core Model Assumptions				
Annual Events	Ticket Price	Ticket Increase/YR	VENU Consign Fee	Tax Rate
70	\$250	4%	30%	35%

Core Debt Input				
FireSuite Size	Financed Amount	FireSuite Price	Interest Rate	Term (Years)
8-Person	75%	\$597,000	12%	20

Down Payment	\$149,250.00	Monthly Payment	\$4,930.11 <sup>PM</sup>
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20-YEAR LUXE FIRESUITE FINANCE AND CASH FLOW EXAMPLE *(for illustrative purposes only)*



Core Model Assumptions				
Annual Events	Ticket Price	Ticket Increase/YR	VENU Consign Fee	Tax Rate
70	\$250	4%	30%	35%

Core Debt Input				
FireSuite Size	Financed Amount	FireSuite Price	Interest Rate	Term (Years)
10-Person	75%	\$746,250	12%	20

**Down Payment** | **\$186,562.50**

**Monthly Payment** | **\$6,162.64<sub>PM</sub>**





# HOW DO I MANAGE MY LUXE FIRESUITE INVESTMENT?

## LET US MANAGE YOUR LUXE FIRESUITE FOR YOU

VENU has developed a powerful platform featuring a custom-built suite resale system and a Concierge Ticketing Service.

If you choose to have VENU manage your FireSuite, a dedicated team will assist you in managing, troubleshooting, and marketing FireSuite tickets to maximize your investment .



## HOW DOES VENU MANAGEMENT WORK?



VENU provides a ticket consignment service that is available to all Luxe FireSuite Owners who enroll in the **VENU Concierge Ticket Service**



VENU's ticket consignment platform **has access to 95% of the resale ticket marketplace** where consigned tickets are simultaneously listed for sale on all the major ticketing platforms



VENU's ticket consignment platform uses **dynamic pricing\*** to **maximize total ticket return** for each ticketed event



VENU manages each FireSuite enrolled in the program to **collect all ticketing fees and return net proceeds** (after management fees and finance costs are offset) to the FireSuite owner.

\*VENU uses a highly sophisticated dynamic pricing option that allows a team of dedicated market analysts to price inventory against the market and ensure sales are maximized.







Thanks a Million!

— Iw RoL



1755 Telstar Drive, Suite 501. Colorado Springs, CO 80920

[VENU.live](https://venu.live)