

2026.1.26

MARKETING PROPOSAL FOR

TROLLEY NIGHT RAW

A BRANDED NIGHTLIFE EXPERIENCE HOSTED BY

**TROLLEY SQUARE
OYSTER HOUSE**

PREPARED FOR ATLAS RESTAURANT GROUP
BY ASH THE PHOTO G

ALL IMAGES CAPTURED AND OWNED BY ASH THE PHOTO G



01 PAST EXPERIENCE

I'VE WORKED WITH:

Organizations

- Wilmington Public Library
- Delaware Community Foundation
- Delaware Music Network
- Delaware Health Care Facilities Association
- Delaware Reggae Coalition
- Wide Awake Global

Local Campaigns I've Worked On

- DJ Niknax — UDANCE — 2023 & 2024
- DJ Joey G — Speedy Sunsets — 2025
- DJ Kaotic — RE-UP Tour — 2025
- Kelley's Logan House — TurnMeUp! Showcase — 2025
- Red Spade — AVODGY Showcase — 2025
- Ben Arsenal — Departed S4 — 2025
- Sara Crawford — Blondie Mansion — 2025
- Young Seda - A Riverside Story - 2023

National/International Acts Captured

- Editorial — Keke Palmer — Master of Me Book Tour
- Editorial — Mr Vegas — Reggae in the Park Festival
- Editorial — Tantric — 25th Anniversary Tour
- Editorial — Eran Hersh — Departed Season 4 Episode 1
- Editorial — Teledalase — The Bad Wife Has No Tongue
- Photography — Teamarr — National Tour
- Photography — The Hip Snacks — National Tour

Local Businesses I've Worked With

- The Queen (Live Nation)
- Indigo Studios
- G Rehoboth Restaurant & Bar
- Red Room Records (FKA R3 Digital)

ABOUT ASH

As photographer and music culture writer embedded in the Greater Philadelphia Area, my work is equal parts front-row chaos, and backstage introspection.

- A decade of experience
- Over 200+ events covered
- Small business background

Beyond the lens, I serve as on the board of the Delaware Music Network, a Wilmington-based 501c(3) organization focused on creating spaces for Delaware's growing music community.

02 STRATEGIC MEDIA INFRASTRUCTURE



TRANSFORMING VISUAL MEDIA INTO EQUITY

For hospitality groups that lead with entertainment, high-end visuals are not a luxury. They are the operational engine that drives longterm customer relationships.

I bridge the gap between "what happened" and "what's next."

My process transforms live energy into a permanent marketing database, turning fleeting social currency into long-term customer equity.



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CURRENT CHALLENGES

MARKET LEAKAGE (THE "PHILLY GAP")

Local fans currently travel to Philadelphia for "Branded" EDM experiences. Trolley Square offers incidental entertainment, but lacks a dedicated sub-culture.

Goal: Position TSOH as the regional destination for "Sophisticated Grit."

THE CAPITALIZATION GAP

Competitors are "aimlessly testing" ideas without infrastructure. One-off events create temporary noise but fail to build repeatable social equity.

Goal: Transitioning from "One-Off Nights" to a high-frequency, branded residency model.

THE ATTENDANCE CEILING (ANONYMOUS TRAFFIC)

Without data capture, the current model is a "leaky bucket." Without data capture, achieving a 10% monthly growth bump relies on hope rather than a database.

Goal: Converting anonymous door numbers into a direct-marketing asset to fuel predictable growth.



04 THE SOLUTION: TROLLEY NIGHT RAW

A BRANDED BI-WEEKLY EVENT OPENING AN UNTAPPED MARKET

A PHILLY-TIER EXPERIENCE IN WILMINGTON

By branding the Saturday night EDM experience as "Trolley Night RAW," we stop market leakage. We give local fans a reason to stay in Trolley Square by delivering the high-production value and "gritty" energy they previously sought in elsewhere.

THE RESIDENCY ENGINE

Unlike the "aimless testing" of competitors, Trolley Night RAW is a consistent, high-frequency residency. This model builds compounding social equity, ensuring the success of one Saturday fuels the attendance of the next.

THE PRIMARY CAPTURE HUB

This event serves as the primary activation point for our QR-integrated data engine. We leverage the peak energy of these DJ sets to convert anonymous attendees into high-value leads for the entire Atlas portfolio.



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PORTFOLIO-LEVEL VALUE FOR ATLAS RESTAURANT GROUP

MAXIMIZING VALUE FROM A SINGLE EVENT

Trolley Night RAW is a pilot—designed to create a repeatable media and data system Atlas can deploy across properties.

REPEATABLE PLAYBOOK

A proven nightlife + media framework Atlas can redeploy across venues—reducing experimentation risk and rollout time.

FIRST-PARTY AUDIENCE OWNERSHIP

Transforms Saturday night traffic into a direct, Atlas-owned marketing asset—less reliance on platforms or paid ads.

COMPOUNDING CONTENT ROI

One night of capture fuels weeks of social, email, and event promotion—replacing one-off content spend with reusable assets.

DE-RISKED INNOVATION

TSOH serves as a controlled test case. Atlas scales what performs, not what sounds good.



BOTTOM LINE:

Not an event expense—a scalable growth system
Atlas can own and expand.

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CORE SERVICE:

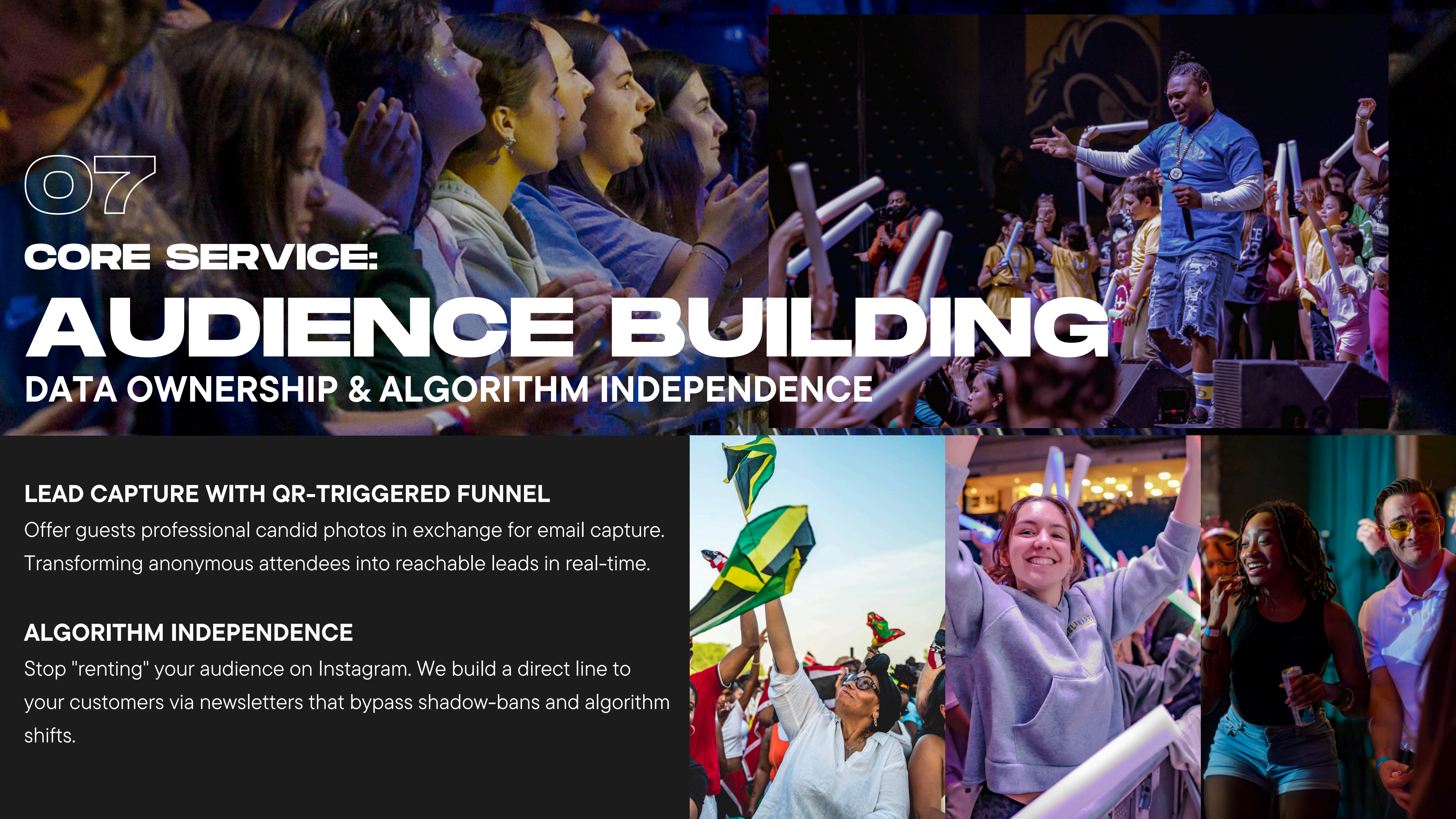
PHOTOGRAPHY

MULTI-CHANNEL ASSET PRODUCTION

Your marketing channels need images that transform passive followers into live customers. Together, we can create those visuals using:

- Branded Imagery — Polished evergreen media assets
- Editorial Copy Writing — Build the narrative
- Event Coverage — Drive FOMO





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CORE SERVICE:

AUDIENCE BUILDING

DATA OWNERSHIP & ALGORITHM INDEPENDENCE

LEAD CAPTURE WITH QR-TRIGGERED FUNNEL

Offer guests professional candid photos in exchange for email capture.
Transforming anonymous attendees into reachable leads in real-time.

ALGORITHM INDEPENDENCE

Stop "renting" your audience on Instagram. We build a direct line to your customers via newsletters that bypass shadow-bans and algorithm shifts.

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ACTIVATION LOOP

HOW WE CAPTURE AND ENGAGE NEW LEADS

01 CAPTURE

Professional media creates the "FOMO" assets needed for promotion.

02 CONVERT

Guest gallery access triggers email capture, building your private marketing list.

03 ENGAGE

Direct communication via newsletter ensures higher attendance for the next activation/event.



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THE FOMO MECHANIC

THE POST EVENT MEDIA PIPELINE

12 HOURS: THE SPARK — RECAP TEASER SOCIAL POST

Story assets and immediate-shred clips for Instagram. Keeps the venue tagged and active during the critical hours after the event, while everything is still fresh in the minds of your attendees.

24 HOURS: THE RECAP — HIGH-ENERGY "HERO" SOCIAL POST

A carousel featuring images that recaps the experience, high repost/share value for tagged individuals and influencer attendees.

48 HOURS: RE-ACTIVATION — FULL GALLERY LAUNCH

Email subscribers get a access to the gallery where they'll download their images. Images become UGC as they're reshared online by attendees.



10 THE FRICTIONLESS FACTOR

ZERO LIFT FOR CURATION

TURNKEY TECHNOLOGY

I manage the QR-capture tech, data hosting, and image delivery infrastructure.

STAFF-AGNOSTIC

My process requires zero assistance from your floor staff or management during service.

DEPLOYMENT-READY COPY

Each activation includes drafted social media captions and high-conversion mailing list copy, ready for immediate deployment by your digital team.

[REDACTED]

[REDACTED]

[REDACTED]



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PILOT INVESTMENT

SINGLE EVENT COVERAGE – LAST SATURDAYS

Designed to prove the data capture tech works, but the Residency () is where the revenue actually scales.

Visuals: 10 Hero Images + Attendee Gallery

Data: QR-Triggered lead capture + frictionless attendee gallery management.

Execution: 5x Drafted social posts + email list sync.



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RESIDENCY INVESTMENT

FULL COVERAGE – 2 EVENTS PER MONTH

Visuals: 20 Hero Images [REDACTED] + Attendee Gallery

[REDACTED].

Data: QR-Triggered lead capture + frictionless attendee gallery management.

Execution: 10x Drafted social posts + email list sync.

Impact: Doubles the growth potential. Eliminates content gaps and provides measurable boost to online visibility.



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STRATEGIC OUTCOMES

DATA CONVERSION EFFICIENCY

Focusing on "Peak Window" capture to solve the Anonymous Traffic problem.

KEY RESULTS

DATA CONVERSION EFFICIENCY

The 2 residency Saturdays represent the highest density of the 1,200 monthly guests (estimated ~300 to 500 peak-energy attendees).

The Goal: 20% Activation = 60–100 High-value leads captured monthly.

HIT THE 10% GROWTH TARGET

Direct Re-activation: Engaging the captured leads via the mailing list.

Organic Force Multiplier: Professional "FOMO" assets (reels/galleries) driving organic reach to new guests to bridge the remaining gap

ZERO-GAP MARKETING

Batching content from residency nights to cover the "off-weeks" (Tue–Fri). We ensure the TSOH digital brand stays active even on lower-volume nights.



14 CASE STUDY

SPEEDY SUNSETS' ROOFTOP BAR EXPERIENCE

In 2025 I generated measurable results for the Speedy Sunsets event series—we can recreate these results for TSOH.

THE WIN

Created a branded luxury "Rooftop Experience" for young professionals in Wilmington.

THE ASSETS

Over 4 events, we built a purchase-ready database of 150+ verified attendees + a large media library for future promotional material.

THE RESULT

Created social currency with target audience that directly **translated into multiple sold out events.** Created assets were upcycled for marketing to potential sponsors.



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LETS BUILD

**TRANSFORM THE
EXPERIENCE INTO
REVENUE GENERATING
MEDIA ASSETS FOR
YOUR BRAND.**

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