

Don't consume



A THEATRICAL AND THEMATIC
DINNER PARTY SERIES / est. 2015

CONSUME. EVERYTHING.

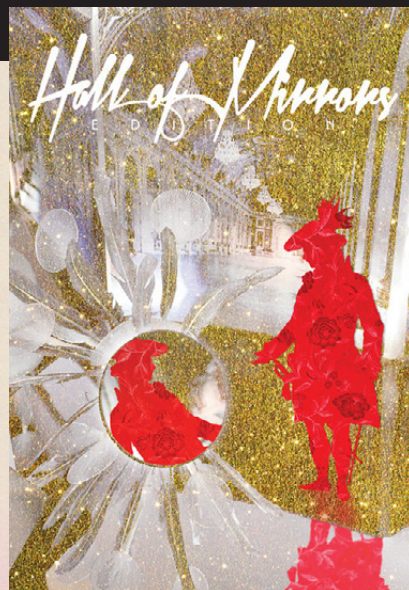


WHAT IS DISCO DINING CLUB?

Disco Dining Club – created by Courtney Nichols – is a thematic food and drink event that revels in all the excess, debauchery, and hedonism of disco. It is the belief of Disco Dining

Club that there were moments of decadence throughout history that led to the ultimate decadence: disco. Whether a historical era, an artistic movement, or an iconic piece of culture,

Disco Dining Club recreates these colorful moments through the lens of a theatrical dinner party. At Disco Dining Club, we ask but one thing of our guests: **to consume everything.**



Since 2015, **Disco Dining Club** has produced nearly 40 events of varying sizes and structures. Each event showcases a fully immersive and interactive environment, that disrupts the notion of a classic dinner party. The theme of each Disco Dining Club dictates the style and struc-

ture of that event. From the innovative cocktails, roaming actors, highly curated cuisine, and live musical performances, each detail of Disco Dining Club fits within that event's narrative. Disco Dining Club authentically harkens the glory days of eccentric, colorful dinner parties.

Past Disco Dining Club themes include, but are not limited to: **Surrealist Ball, The Ominous Marriage of Cupid & Psyche, Hall Of Mirrors, Faberge, Shanghai Express, Blade Runner, Flora & Fauna, The Flowering of the Strange Orchid.**



PRESS

Los Angeles Times

AT DISCO DINING CLUB, VERSAILLES-LEVEL INDULGENCE WITH THE HEART OF AN AFTER-HOURS CLUB

“It has the heart of an after-hours club but revels in the gilded decadence most below-radar nightlife is out to destroy.”



DISCO DINING CLUB IS A PORTAL INTO A DECADENT ADULT WONDERLAND

“Disco Dining Club invites me in with open arms to a familiar kind of weird I’m ready to lose myself in.”

OXY
GEN

HERE’S 7 OF THE WORLD’S MOST AMAZING BARS

“Put your faith in the Disco Dining Club and be prepared to trek across town if you have to.”

THRILLIST

BEHIND THE CURTAIN AT LA’S MOST DECADENT DINNER PARTY

“...and yet, despite the trappings of hedonistic excess, Disco Dining Club is, at its core, welcoming to neophytes and regulars alike.”

SUBVRT

DISCO DINING CLUB IS THE CULINARY SORORITY YOU’VE BEEN RAVING TO JOIN

“Disco Dining Club not only fed our bodies and minds, but it left an everlasting impression on our soul. Welcome to the future of dining, may you consume everything.”



AT DISCO DINING CLUB ATTENDEES GORGE ON GLAMOUR

“For all its flamboyance, Disco Dining Club, like the best parties in L.A., feels welcoming and familial when you’re part of it, and that is mostly thanks to its mama. As with home dinner parties, it’s the hostess who sets the tone. And Nichols is really out to create harmony through hedonism.”



“YOU NEVER ATTENDED ONE OF SALVADOR DALI’S INFAMOUS DINNER PARTIES—don’t worry, our invites got lost in space and time, too—but you can more than make up for it with Disco Dining Club. An ode to food, art, excess and getting weird, the irreverent, theatrical supper club replicates the mystique and debauchery of the surrealist’s own fetes.”



DISCO DINING CLUB IS CHEZ PANISSE MEETS STUDIO 54.



EAT OYSTERS AND DRINK FROM A URINAL AT THIS EPIC POP-UP PARTY

“You might have gone to some great parties in your time, but you’ve never been to a party like the Disco Dining Club.”

OTHER MENTIONS:



Civilized.



F L A U N T

FOOD&WINE



InsideHook



URBANDADDY

VOGUE



CASE STUDIES

PUBLIC EVENTS, BRAND ACTIVATIONS, AND INNOVATIVE COLLABORATIONS

#1 Public Event

“The Ominous Marriage Of Cupid & Psyche”

A VALENTINE’S FEAST EXPLORING THE ANCIENT WORLD’S MOST BRUTAL TALE OF LOVE AND DECEIT. GROUNDS OF A 1906 MANSION IN HARVARD HEIGHTS.

SPONSORED BY:

Redbull, Doc Johnson, El Silencio Mezcal, Batiste Rhum, Strigo Coffee, Opici Wine

VALENTINE’S DAY WEEKEND 2019

Disco Dining Club partnered with installation artist The Grim Wreather for a spectacle-fueled reinterpretation of a classic holiday. The 2-night event featured cuisine from Laurent Quenieux, libations from Happy Hour Agency, mime performances, DJ sets, a harmonium player, an official wedding of Cupid and Psyche officiated by The White Witch of L.A., live poetry, coconut shucking, and other lively theatrics all set within a fully immersive environment.

GUESTS: Sold out run, 150 guests, \$200/ticket



#2 Public Event “Disco Dining Club: Hall Of Mirrors Edition”



A PRE-VALENTINE'S DAY ANNIVERSARY FEAST
EXPLORING THE INFAMOUS LOVE AFFAIRS OF
VERSAILLES.

SPONSORED BY:

Redbull, El Silencio Mezcal, Batiste Rhum, Hama Hama
Oysters

FEBRUARY 2018

Disco Dining Club celebrated 3 years of dinner parties at a lavish gala inspired by Versailles. The event featured cuisine from Laurent Quenieux, libations from Happy Hour Agency, costumes from Belgium-based Criaturas, mime performances, a theatrical number from Lucky Stiff, and DJ sets from Joakim and Smooth Sailing, all set within a fully immersive environment constructed by Liam Moore.

GUESTS: Sold out event, 75 dinner seats at \$250/seat
+ 100 party tickets at \$100/ticket



#3 Brand Partnership

#takemewithyou

Dinner Party Series



3-PART DINNER SERIES EXPLORING THE VIBRANT AND DIVERSE MICROCLIMATES OF L.A.

SPONSORED BY: Our/Los Angeles Vodka

WINTER 2017-SUMMER 2018

Disco Dining Club was hired by Our/Los Angeles vodka to conceptualize multiple, cohesive dinner parties inspired by their #takemewithyou campaign. As the producer, Disco Dining Club sourced locations, drafted marketing copy for press, finalized graphic design, hired chefs and mixologists, invited key influencers, built out set design, and activated each space to uniquely convey the Our/Los Angeles narrative to consumers. Disco Dining Club also hosted each event, serving as Master Of Ceremonies to each of the below feasts.

PART 1: Influencer & contest winner dinner at a ranch in the Malibu mountains

PART 2: Distillery dinner at the Our/LA bottling facility in The Arts District

PART 3: Yacht brunch party setting sail from Marina Del Rey

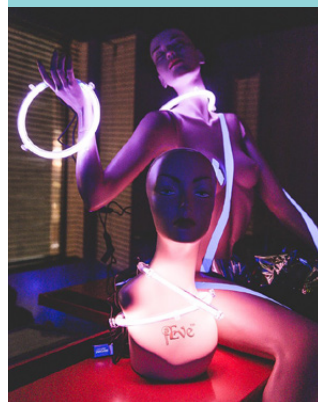
#4 Hotel Partnership “More Human Than Human Edition”

**A NEW YEAR'S EVE FEAST
INSPIRED BY *BLADE RUNNER*.**

SPONSORED BY: The Standard Hotel Group

NYE 2017

Disco Dining Club was hired to conceptualize a thematic takeover of the DTLA Standard Hotel for their New Year's Eve celebration. The event - inspired by the sci-fi classic *Blade Runner* - included a blacklight dinner party in Room 1, burlesque showcase in Room 2, and all-night electronic musical performances on the Roof (Room 3). The dinner party was set in the fully immersive environment that included roaming actors pulling guests from their seat to interrogate them in an upstairs suite to confirm whether they were human or replicant.



#5 Brand Partnership

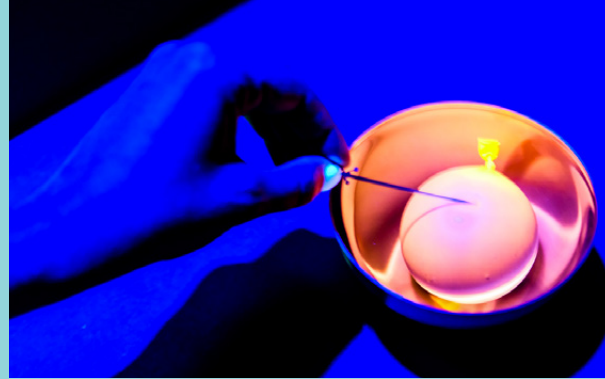
Yomi's Saloon

A CLANDESTINE WATERING HOLE FROM THE MINDS OF DISCO DINING CLUB & HAPPY HOUR AGENCY IN PARTNERSHIP WITH YAMASHIRO HOLLYWOOD & DASHBOARD AGENCY

SUMMER 2019

Disco Dining Club conceptualized, fabricated, and activated the never before used carriage house on the grounds of Yamashiro for a 6-week long popup bar. Yomi's Saloon was both open to the public and the finale experience for ticket holders of Nakamura.ke - the world's first glow in the dark ramen house. The entirety of Yomi's Saloon was illuminated by blacklight, with cocktails and food pairings utilizing an organic substance that made it glow within Yomi's Saloon immersive surroundings. Yomi's Saloon was a cash bar, with the average guests spending approximately \$80 a seating.

Welcome to the underworld's only bar where the dead and the living co-exist. Welcome sinners, cowboys, soldiers, lumberjacks, miners and gamblers. Welcome those with a soul and those who left their soul in the realm of the living. Welcome home.





BY THE NUMBERS

Social Media

Email blast: 5K with a 30% click rate

Instagram: 11.5K followers growth at approximately 500 new followers a month, 3500 impressions/week

Facebook: 3K

Events

Consistently sold out events
ranging from \$100/seat to \$300/seat

Gross ticket sales 2018: 700

Gross profits 2018: \$67,000

Gross ticket sales 2019: 2,400

Gross profits 2019: \$110,000

Followers & Demographics

Majority 25-34 years old,
followed by 35-44 years old

52% men, 48% women

Followers vastly in Los Angeles,
followed by New York, San Francisco,
London, and San Diego

Mixed races, creeds, sexualities

Upper echelon Bohemian clientele
with spending power

*information collected via Instagram insights

BRAND & CLIENT PARTNERSHIPS



DISCO DINING CLUB = FOOD & BEVERAGE EXPERIENCE + IMMERSION

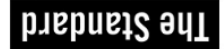
Experience: seamless integration of products through conceptualized narratives in a real space

Immersion: custom built environments that carefully merge aesthetics between the product and Disco Dining Club for complete brand integration

Content: originally produced content featuring the brand and connecting the viewer to a space that is daringly unique

Interactivity: spotlights/profiles of brands shared with Disco Dining Club guests and followers on social media + email list

CLIENTS



FREQUENT GUESTS

Heidi Nicolle 45K

B Åkerlund 103K

Rachel Goodwin 108K

Aunt Freckle 58K

Advanced Style 248K

Dorian Electra 80K

Cole Sprouse 21.2M **Josh Dun 3.8M**

Victoria Justice 18.1M **Raisa 22.1M**

Dita Von Teese 2.4M

Debby Ryan 9.6M

Misha Collins 3.7M The Clumsy Traveler 30K

Gregory Arlt 64K

Patrick Janelle 445K

Nail Swag 169K

Valerie Von Sobel 33K

Celine Linarte 58K

DDC FOOD & DRINK IMMERSION

A hand in a white glove holds a wine glass filled with a dark liquid. In the background, another hand holds a pink menu card. The menu card features a bird logo in the top right corner and several sections of text, including 'Appetizing', 'Dinner', 'LA SALADE', 'DESSERT', and 'Final shot'.

Appetizing
...
...
...
Dinner
Heart of the Eye Dish
...
Chicken Phoebe
...
Smaller Shrimp Stew
...
Cooking: The Garden of Earthly Delights
LA SALADE
Field of Dreams
...
Cocktail: Casanova Nouveau
Wild Beast Ménage à Trois
...
DESSERT:
This is not a Pipe
...
Final shot: The Treachery of Images







Touted by Bravo TV as “Chez Panisse meets Studio 54,” nightlife connoisseur **Courtney Nichols** founded Disco Dining Club to marry her love affair of counterculture with her love affair of raucous dinner parties. Courtney’s feasts seek to disrupt puritanical sensibilities while nurturing a community of dining misfits who found freedom on the dance floor, and then

translated this freedom to the dining table. In light of 2020, Disco Dining Club has debuted Of The Night, which delivers thematic party packages to doorsteps nationwide. If you are ever on the hunt for Courtney in a crowded room, look for the woman with bedhead, red lips, and poppers in her hand. Courtney’s mantra? **Consume everything.**

CONTACT

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Disco Dining Club Instagram:

[@discodiningclub](https://www.instagram.com/discodiningclub)