ALL STAR ENCORE

2026

AN ALL STAR ENCORE PLATFORM

ENCORE

EXPERIENCE THE GIFTS OF EXTRAORDINARY PEOPLE.

WHAT IS ENCORE?

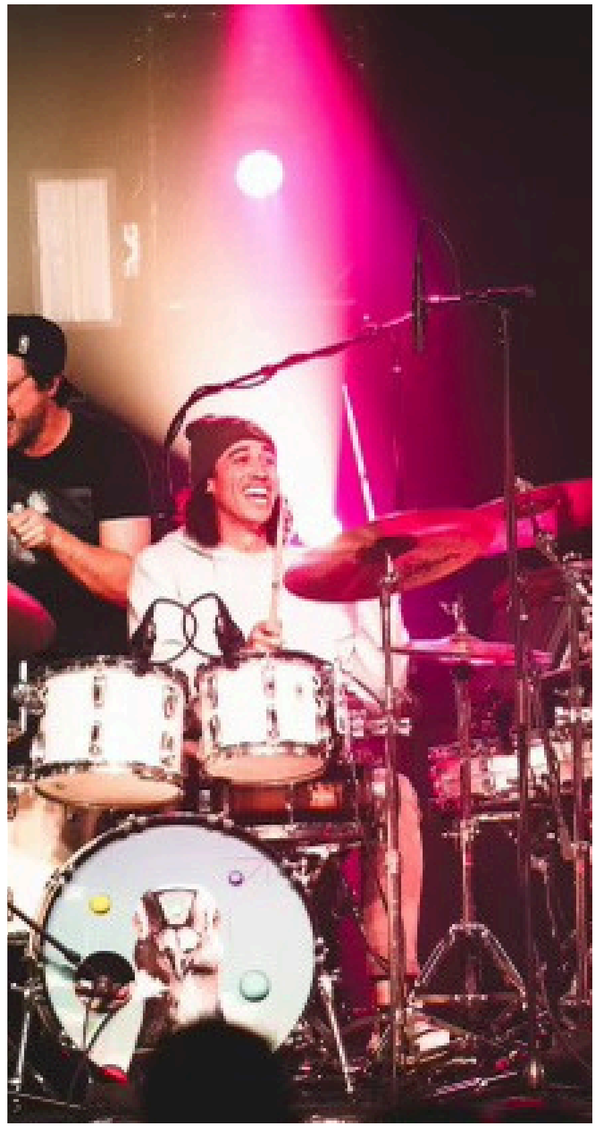




Encore is a cultural platform built around the deepest gifts of extraordinary people.

We create live experiences that turn gift into story, story into culture, and culture into lasting value.

Encore can appear as an intimate private room, a corporate experience, a cultural moment, an institutional collaboration, or a large-scale public production. The form changes. The engine does not.



THE GIFT MADE EXPERIENCEABLE

THE CORE IDEA

Most people know extraordinary individuals through one role.

The athlete.
The artist.
The executive.
The entrepreneur.
The public figure.

But the deepest gift inside a person is often larger than the role the world gives them.

Encore gives that gift a place to go.

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HOW ENCORE WORKS

EVERY ENCORE FOLLOWS ONE INTENTIONAL ARC:

PERSON → UNMET GIFT → CREATIVE MEDIUM → CULTURAL EXPERIENCE → NEW UNDERSTANDING

We listen for the part of an extraordinary person’s gift that has not yet had a place to go. Then we build an experience where that gift can become visible, useful, and understood.



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EXPLORE WHAT IS HIDDEN

INTEGRATE WHAT IS FOUND.

All Star Encore is about the courage to explore what is hidden, and the craft to integrate what is found.

- We listen for the unmet need inside extraordinary gifted people.
- We identify the part of their gift that has not had a place to go.
- We give that gift a platform.
- We turn it into a cultural experience the audience can feel, understand, and carry.
- We tell stories that reveal new ways to understand and experience talent, gift, creativity, perspective, and performance.

The gift is not merely discussed. It is made present through artistic expression.

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THE FORM CHANGES. THE ENGINE DOES NOT.

ONE PLATFORM, MANY EXPRESSIONS

PRIVATE SALONS

Private salons offer **intimate settings** where personal connections can flourish, allowing for deep engagement with the stories being shared.

CORPORATE EXPERIENCES

Corporate experiences bring the depth of storytelling into professional settings, enhancing team dynamics through shared cultural moments and insights.

CULTURAL MOMENTS

Cultural moments create opportunities for diverse audiences to connect, celebrating unique gifts that resonate widely and create lasting impact.

INSTITUTIONAL COLLABORATIONS

Experiences created with performing arts centers, museums, opera companies, universities, teams, leagues, foundations, or cultural institutions.

PUBLIC PRODUCTIONS

Large-scale cultural events at venues like Carnegie Hall, Glimmerglass, Lincoln Center, the Met, performing arts centers, arenas, theaters, or destination venues.

WHAT MAKES AN ENCORE EXPERIENCE?

An Encore Experience is a live cultural experience built around gift, story, and human potential, emotional, artistic, and commercial power.

Not just a concert.
Not just a panel.
Not just a keynote.

Each Encore Experience uses music, photography, fashion, visual art, dance, storytelling, exhibitions, performance, or creative collaboration to explore the fuller gift of an extraordinary person through a meaningful theme.



ENCORE CAN BE BUILT FOR DIFFERENT ROOMS, AUDIENCES, AND OBJECTIVES WITHOUT LOSING ITS CORE

HOW ENCORE IS DEPLOYED.

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AUDIENCE

- Clients
- Employees
- Executives
- Patrons
- Fans
- Collectors
- Cultural communities
- Institutional audiences
- Public audiences

SETTING

- Private rooms
- Corporate spaces
- Brand environments
- Performing arts centers
- Cultural institutions
- Major event weeks
- Destination venues
- Public stages

OBJECTIVE

- Client engagement
- Employee engagement
- Leadership
- Talent development
- Hospitality
- Cultural relevance
- Community impact
- Media attention
- Brand association
- Content creation

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GIFT IN ACTION

Encore tells stories that reveal new ways to understand and experience talent, gift, creativity, perspective, and performance.

The most meaningful thing about a person is often the part of their gift that has not yet had a place to go.

Encore turns those gifts into cultural moments audiences can feel, understand, and carry.

EXPRESSIONS OF GIFT

CREATIVITY
How people create, imagine, and express themselves.

REINVENTION
The ability to evolve, adapt, and begin again.

CRAFTSMANSHIP
The pursuit of mastery and excellence through disciplined practice.

EXCELLENCE
The pursuit of performance at the highest level.

IDENTITY
The experiences, influences, and values that shape who we become.

CARE
The ways people support, serve, and impact others.

BELONGING
The universal desire to connect and find community.

CULTURE
The passions, traditions, and experiences that shape perspective.

LEADERSHIP
How people inspire, influence, and elevate others.

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CARNEGIE HALL

2,700+ TICKETS SOLD

- Sold out Carnegie Hall.
- 900+ orders.
- Buyers from 33 U.S. states and 9 countries.
- Approximately 25–30% of tickets purchased by out-of-state or international buyers.
- Strong digital-first demand.
- High group-buy behavior.

Carnegie Hall proved that Encore can turn the fuller gift of an extraordinary person into a cultural moment with real demand, national reach, and institutional credibility.

Bernie Williams at Carnegie Hall was not simply an athlete performing music. It was the gift inside an extraordinary person made experienceable at scale.



FLORIDA GRAND OPERA

1,500+
TICKETS SOLD

- Near-capacity crowd.
- A diverse audience bridging sports culture, jazz, Latin, and classical music.

Miami's performance showcased the Encore Model's ability to bridge diverse cultures and genres, uniting audiences through a shared appreciation of extraordinary gifts.

Miami proved the Encore model can travel: across cities, cultures, institutions, genres, and audiences.



MEDIA MOMENTUM

When an extraordinary person reveals a fuller gift on a world-class stage, it becomes a story that travels across sports, arts, business, culture, and media.

Encore creates stories media wants to cover because they are not ordinary events. They reveal something unexpected, meaningful, and human.









NEWSLETTER

New York Today

How Bernie Williams Got to Carnegie Hall

The former Yankees center fielder has played the guitar since he was a teenager. Now he's appearing in concert.

By James Barron

Oct. 7, 2025



RollingStone

BERNIE WILLIAMS TRADES CENTER FIELD FOR CENTER STAGE WITH CARNEGIE HALL GUITAR DEBUT

The Yankees legend has been releasing music since retiring from baseball and will be performing alongside opera tenor Jonathan



SOCIAL IMPACT

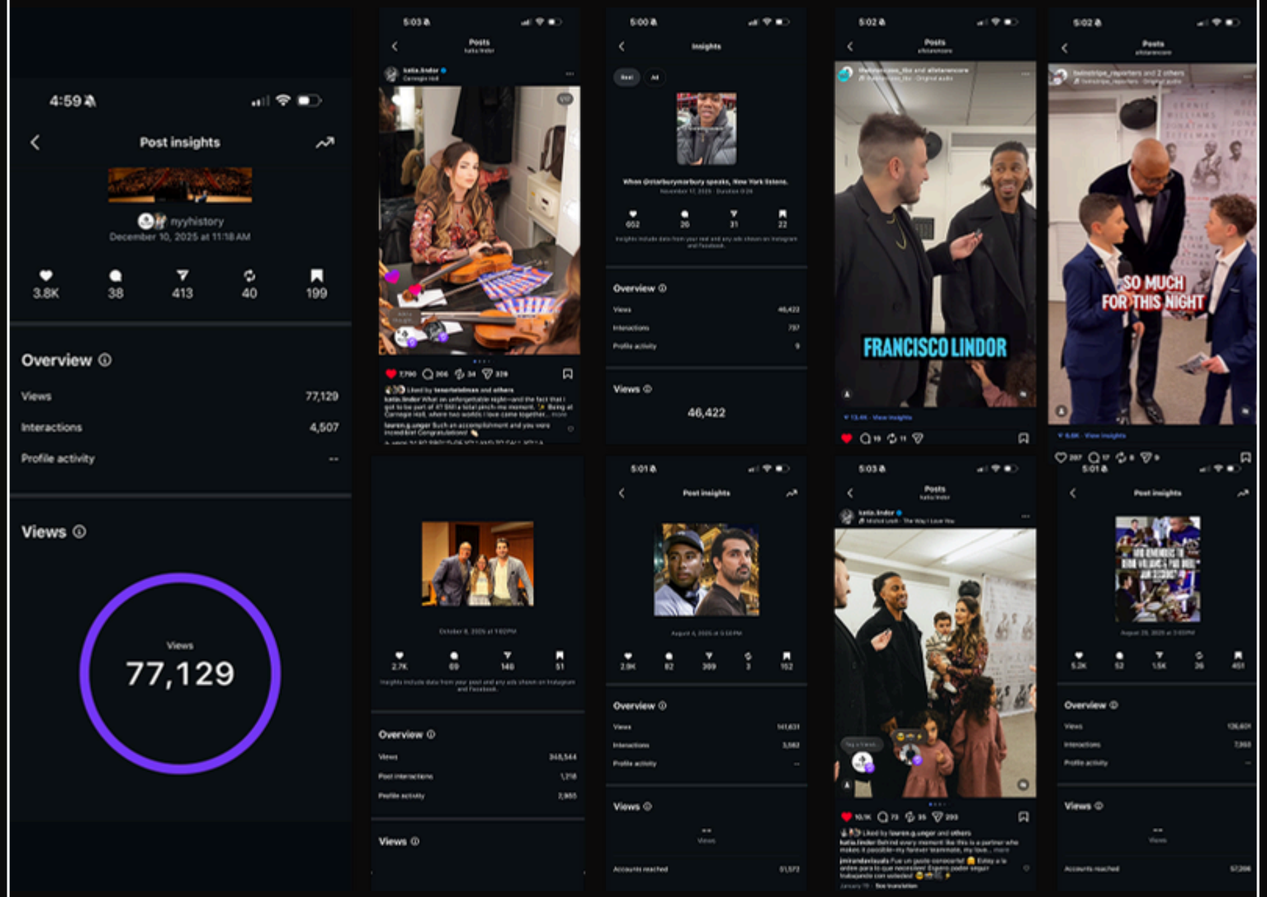
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REACH + ACTIVATION

With **4 million+ combined reach,** Encore connects and activates multiple fan communities at once — sports, music, culture, family, institutions, and brands.

- Bernie Williams
- Stephon Marbury
- Jose Reyes
- Katia Lindor
- NYY History
- Haley Steinbrenner Swindal
- Darren Rovell
- Stevie Mackey
- YES Network / Yankees-related accounts

That is why the platform travels beyond the room.



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TESTIMONIALS

2026

WOW! The All-Star Encore wasn't just a show; it was a phenomenal, transcendent experience that completely blew away all expectations, setting a new gold standard for entertainment, surpassing anything I've seen in sports or music, and delivering goosebumps even to a die-hard Red Sox fan like me with that epic "New York, New York" rendition.

Absolutely unforgettable magic! This wasn't just entertainment; it was an unforgettable journey, a perfect fusion of athletic prowess and artistic brilliance that left me utterly speechless and already eager for the next one. A truly legendary night from Mr. Unger, Bernie and Tenor Tetelman.



asobei Edited · 3w

Last night was pure magic ✨
My first concert inside the sacred walls of Carnegie Hall, it was a "wow" experience for me.

Bernie Williams absolutely brought the house down in his Carnegie Hall debut — soulful, powerful, and deeply moving. Sharing that stage energy with Jonathan Tetelman made the night even more special.

C

Roy Pick 9:08 AM

to me

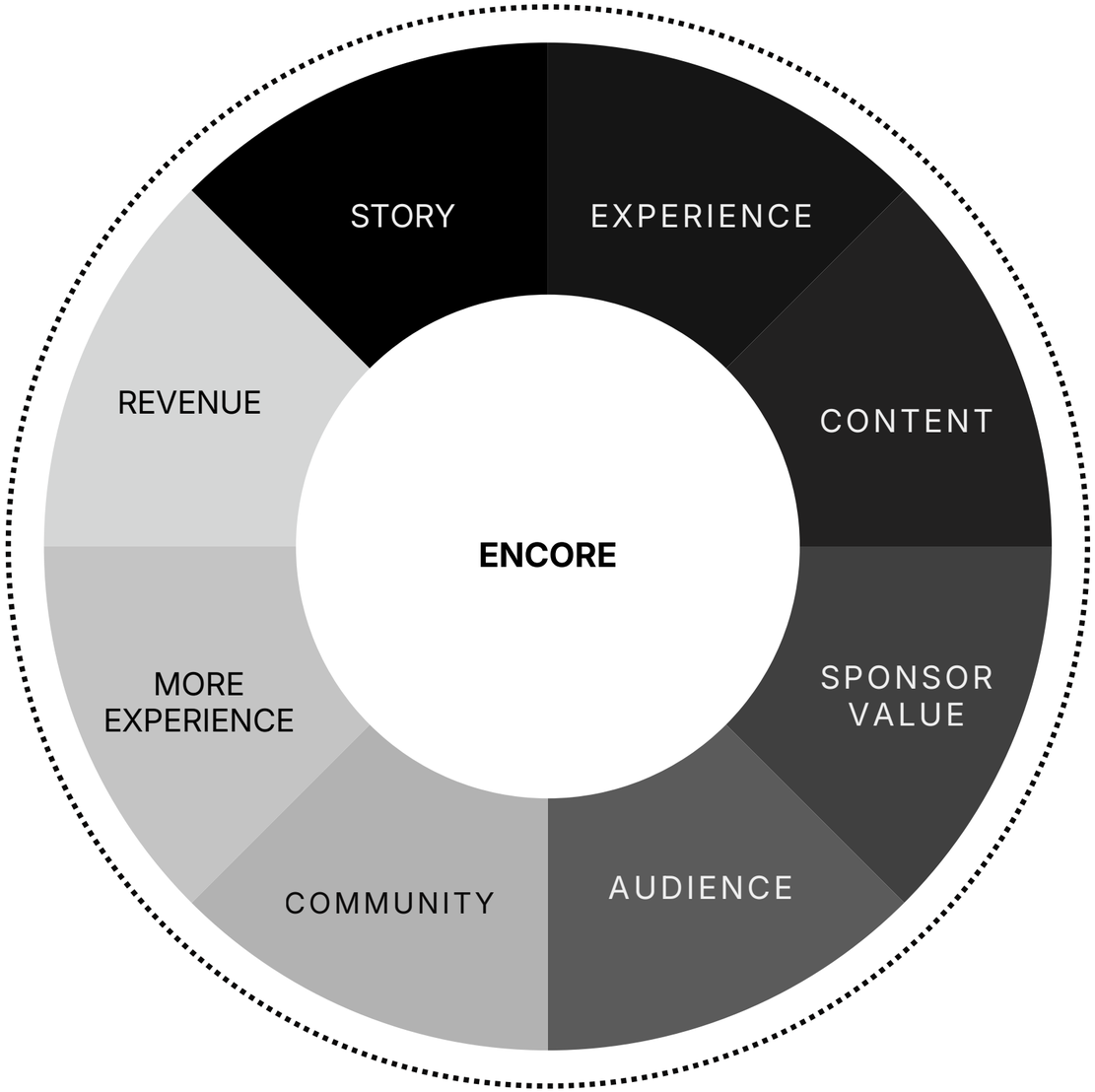
We took our nine year old grandson and our adult children to the most unique and ingenious concert we have ever attended .
The concert blended classical music with Broadway and music of my times.
Who would ever imagine seeing and hearing Bernie Williams performing at Carnegie Hall? Jonathan Tetelman's voice just blew the evening away .
This tenor was beyond magical for all ages attending.
Much thanks to Adam Unger for having the insight and innovativeness to put together this musical sensation . This can be the start of a new wave of music introduction for all ages .
Sent from my iPhone

WHAT PEOPLE FELT

The proof is not only in ticket sales and media coverage. It is in memory.

Encore experiences create the kind of moments people describe, share, and remember.

THE PLATFORM FLYWHEEL



Most experiences end when the room empties. Encore is designed to create lasting assets: content, audience relationships, sponsor value, community, and repeatable formats.

Each Encore experience turns one extraordinary person’s gift into a platform that can be experienced, shared, extended, and monetized.

THE PLATFORM IN MOTION



BERNIE WILLIAMS
SEP/OCT 2026 | NYC
The original proof point:
gift beyond baseball.



COLE TUCKER & VANESSA HUDGENS
OCTOBER 2026 | LA
A musical experience revealing joy, rhythm, gratitude, imagination, and resilience.



KATIA LINDOR
DECEMBER 2026 | NY
An artistic experience recognizing the gifts and contributions that often go unseen.



STEVIE MACKEY & NFL PRO PLAYERS CHOIR
SUPERBOWL WEEK | LA
A musical experience where athletes reveal voice, identity, teamwork, and belonging.



DONOVAN PEOPLES-JONES
FALL 2027 | NY
An immersive exploration of creativity, movement, innovation, and body intelligence.



BERNIE WILLIAMS & CHRISTIAN MCBRIDE
STERN AUDITORIUM CARNEGIE HALL 2028
A landmark public production celebrating mastery, collaboration, creativity, and lifelong artistic growth.

WHY BRANDS PARTICIPATE

Brands don’t buy events. They buy meaningful association with the ideas their audiences and employees already care about.

Encore places brands, companies, and institutions inside live cultural stories about the fuller gifts of extraordinary people.

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- Cultural Relevance
- Premium Hospitality
- Thought Leadership
- Original Content
- Community Impact
- Client Engagement
- Employee Engagement
- Brand Association
- Talent Development
- Media Amplification
- Audience Relationships
- Human Potential

PARTNERSHIP MODELS

PLATFORM PARTNERSHIPS

Multi-experience relationships across the Encore platform.

CUSTOM EXPERIENCES

Experiences designed around specific business, cultural, talent, leadership, hospitality, client engagement, or community objectives.

PUBLIC PRODUCTIONS

Large-scale public experiences with sponsorship, media, hospitality, ticketing, and cultural visibility.

CULTURAL & INSTITUTIONAL COLLABORATIONS

Experiences created with performing arts centers, museums, teams, leagues, universities, foundations, or cultural institutions.

CONTENT COLLABORATIONS

Extensions beyond the live experience through original content, storytelling, social, media, and distribution.



THE GIFT MADE EXPERIENCEABLE

WHY ADAM UNGER

Adam Unger is an attorney, former professional baseball player, and classically trained singer whose life has moved across sports, law, music, and live performance.

That background gives him a unique ability to recognize the fuller gift inside extraordinary people — and to turn that gift into cultural experiences that connect audiences, institutions, brands, and communities.

Through All Star Encore, Adam is building a platform for the part of a person's gift the world has not fully seen yet.

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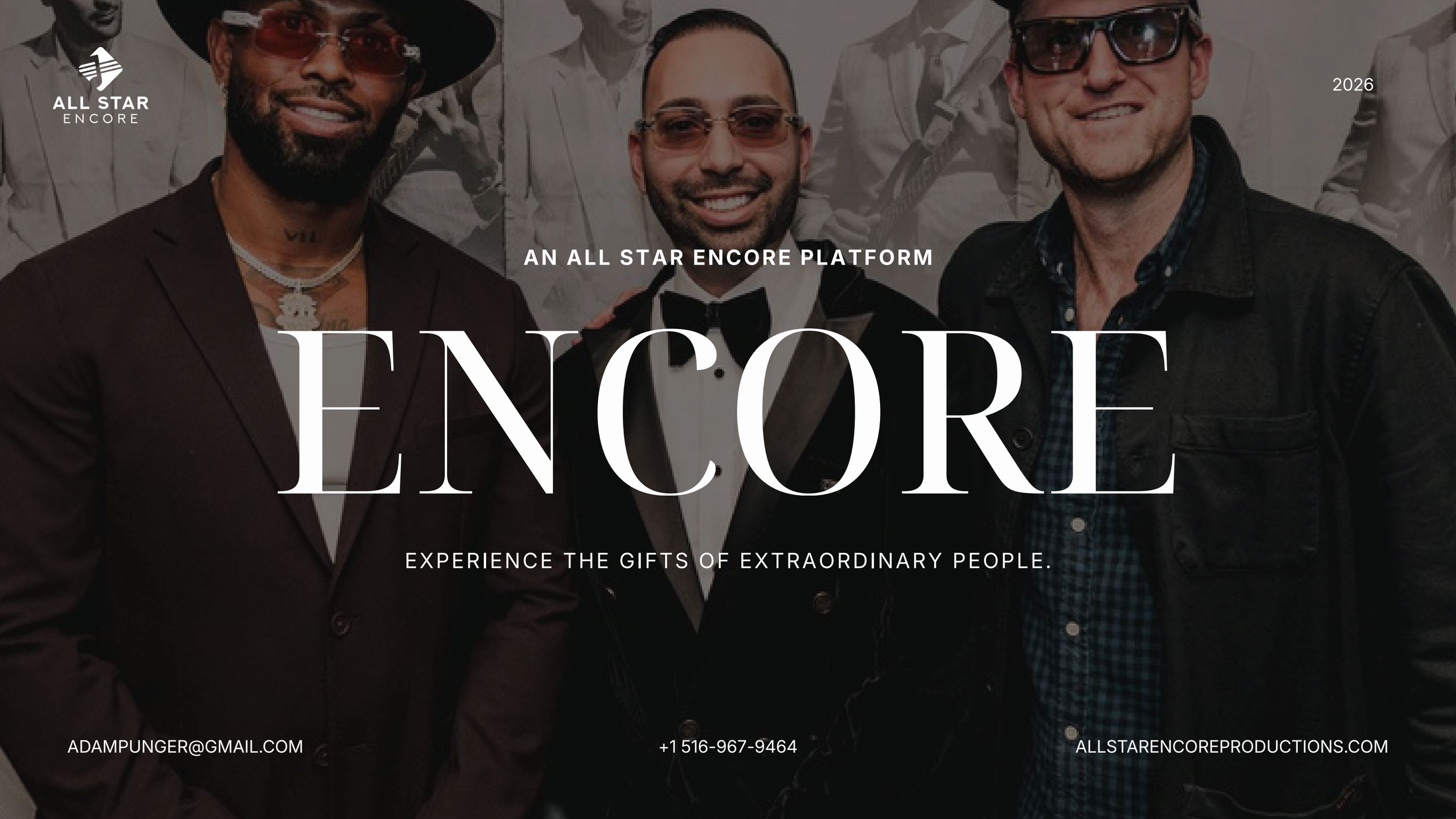
THE VISION

The world does not need another event company. It needs experiences that help people encounter the fuller gifts of extraordinary human beings.

Encore is building a platform where talent, creativity, perspective, performance, belonging, and human potential are made visible through live cultural experience.

From private rooms to public stages, Encore turns gift into story, story into culture, and culture into lasting value.

Let's build the next one together.



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