

The logo for Chillounge Night features the word "chillounge" in a lowercase, rounded, orange font, followed by "night" in a lowercase, black, sans-serif font. A registered trademark symbol (®) is positioned to the upper right of "night". A large, thin, red arc curves around the right side of the text.

chillounge[®]night

The ultimate outdoor lounge experience

Sponsorship Package

The information contained in this Sponsorship Package is proprietary to Chillounge Night and Design O'Fresco Corp. and is to be considered confidential. By accepting the document, the recipient agrees to maintain the material as confidential and shall not make copies or distribute information without the consent of Chillounge Night / Design O'Fresco Corp.





Chillounge Night

Chillounge Night is a developer and producer of unique events for the business development, promotion and entertainment markets. Chillounge Night's signature production transforms a large public or private outdoor space into a magnificent outdoor lounge, complete with furniture, food and beverage service, and an evening of eclectic, upscale entertainment.

Chillounge Night produced its first event February 2, 2008 in Sarasota, FL on Palm Avenue. The heart of Sarasota's Art District was transformed that Saturday evening from 6:00 pm to 11:00 pm with chic outdoor furniture, multiple cash bars and food vendors, an inviting VIP Lounge, and an entire evening of entertainment featuring Tango dancing, Opera, Smooth Jazz instrumentals, fashion show, Daybed Parade with stunning lingerie models, and an upbeat Brazilian Samba Parade. The event had approximately 2,400 attendees... with rave reviews.

Since that initial production, Chillounge Night has gone on to producing numerous events throughout Florida.

August, 2014 Chillounge Night announces "Cirque du Chill" an exciting new twist for Chillounge Night. Cirque du Chill will feature spectacular entertainment by world-renowned circus artists that will be unlike any Chillounge Night experience yet to date.

Why Support Chillounge Night

1. Media Coverage: In-event media, radio, newspapers, television, local news
2. Web Presence: Chillounge Night maintains a strong web presence at www.chilloungenight.com. In addition, Chillounge Night maintains a strong Facebook following and Newsletter subscriber base.
3. Associate with a unique event - entertain clients in a more relaxed environment
4. Charity: We work with the local community along with deserving charities, and pride ourselves on giving back
5. Promotional Activation: A great way to get product into the hands of your customers



Charitable Giving

A benefiting charity has been a hallmark of every Chillounge Night and is expected to continue as an important marketing tool. In each location, a different charity is designated to receive a donation from the event. The designation of a local charity has served a number of purposes for Chillounge Night:

1. It benefits the local community and is seen as a positive action from the municipality in the regulatory process and their support for the event.
2. Patrons appreciate the benefit going to the local charity and Chillounge Night gains support for future events.
3. The charity assists the event from a marketing standpoint by getting the word out to its supporters and to the community in a variety of ways.
4. The charity provides needed volunteers to help and assist in certain aspects of the event.
5. The sponsors can utilize the charity as an additional marketing benefit.

Our Goal

Chillounge Night's goal with each event is to create "A Night to Remember" for its patrons. This includes the unique transformation of outdoor space into a magnificent outdoor lounge with special lighting, signage and decoration. It includes the sky tracker, chick outdoor furniture, a variety of quality and unusual forms of entertainment, excellent food and beverage service, and security. With extensive media coverage, all of these elements come together with a "mystique" that conveys that "Chillounge Night is the place to be".

To create the appropriate environment, Chillounge Night has formulated a team of professionals to insure that each event is unique, efficient, and yet maintains Chillounge Night standards from event to event to establish continuing success.



Past & Present Sponsors and Partners

Chillounge is fortunate to be involved with a host of companies and partners. Chillounge provides a place where our sponsors and partners are able to leverage our marketing, press, and venues to distribute their message and products, as well as entertain their clients.

Cointreau

Michelob Ultra

Peroni

Bacardi Rum

New Amsterdam Vodka

Hyatt Regency

Marine Max

Toyota

BMW

Remy

Cadillac

The Vinoy Resort

Mini Cooper

Russian Standard

Morgan Stanley

Gallo Winery

Glacéau Vitamin Water

Gold & Diamond Source

Mount Gay Rum

Audi

Piper Heidsieck

Cox Media

Celebrity Cruises

Peroni

Whole Foods Market

Smart Car

Bert Smith



Additional Chillounge Night Marketing Tools

Downtown Lamp post banners
Special screen advertising / sponsor commercials during event
Oversized banners
Special signage (UCP Headquarters)
Backpack banner at local events
VIP giftbags, lanyards
Poster displays
Restaurant checkbook inserts
T-shirts, labeled water bottles, wrist bands
Special signage
Press and Media Kick-Off event



Sponsorships

\$5,000 Level - Fashion Show Sponsor

- 10 VIP Sponsor Lounge tickets
- 10 General admission tickets
- Named in press release
- Special name placement on the event Flyer / Poster / Advertising
- Featured on the Chillounge Night website with link
- Logo on sponsor wall
- Recognition during fashion show

Company promotional materials can be provided in the VIP Lounge gift bags (if available)

\$5,000 Level - Gold Sponsor

- 10 VIP Sponsor Lounge tickets
- 10 General admission tickets
- Named in press release
- Special name placement on the event Flyer / Poster / Advertising
- Featured on the Chillounge Night website with link
- Logo on sponsor wall

Company promotional materials can be provided in the VIP Lounge gift bags (if available)

\$10,000 Level - VIP Lounge Sponsor

- 20 VIP Sponsor Lounge tickets
- 10 General admission tickets
- A lounge area with signage in the VIP lounge
- Named in press release
- Special name placement on the event Flyer / Poster / Advertising
- Featured on the Chillounge Night website with link
- Logo on sponsor wall
- Special signage at the VIP lounge entrance

Company promotional materials can be provided in the VIP Lounge gift bags (if available)

- Microphone recognition on stage

\$10,000 Level - Platinum Sponsor

- 20 VIP Sponsor Lounge tickets
- 10 General admission tickets
- A private lounge area with loungers and signage in general admission area
- Named in press release and Stories



Special name
placement on the event Flyer / Poster / Advertising
Featured on the Chillounge Night website with link
Logo on sponsor wall
Company promotional materials can be provided in the VIP Lounge gift bags
(if available)
Microphone recognition on stage during the event

\$10,000 Level - Stage Sponsor

20 VIP Sponsor Lounge tickets
10 General admission tickets
Featured on the Chillounge Night website with link
Exclusive logo placement on the stage and stage area
Named in Press Release and Stories
Logo on Sponsor Wall
Microphone recognition on stage
Special name placement on the event Flyer / Poster / Advertising
Company promotional materials can be provided in the VIP Lounge gift bags (if available)

\$15,000 Level - Co-Presenting Sponsor

30 VIP Sponsor Lounge tickets
15 General admission tickets
Featured on the Chillounge Night website with link
Named in Press Release and Stories
Logo on Sponsor Wall
Microphone recognition on stage
Logo placement on the event Flyer / Poster / Advertising
Company promotional materials can be provided in the VIP Lounge gift bags (if available)

\$20,000 Level - Title Sponsor / Presenting Sponsor

40 VIP Sponsor Lounge tickets
20 General admission tickets
Prime logo placement on the Chillounge Night website with link
Prime logo placement on all Chillounge Night collateral (wristband, etc.)
Title Sponsor recognition in all Press Releases and Stories
Name recognition in all marketing (i.e. radio, TV, print)
Title Logo on Sponsor Wall
Microphone recognition on stage
Logo placement on the event Flyer / Poster / Advertising
Company promotional materials can be provided in the VIP Lounge gift bags (if available)