



Sponsorship and Brand Promotion Program

Chillounge Night's goal with each event is to create "A Night to Remember" for all attendee's via the unique transformation of a simple outdoor space into a magnificent relaxation lounge.

The combination of great entertainment, subtle lighting, chic outdoor furniture, and outstanding service creates the "Ultimate in cool" ambiance and sets the annual event night apart from other social gathering entertainment events.

Chillounge Night provides a "one of a kind" opportunity to promote your brand and creates an envious Business to Business communication platform.



Promotional & Rights Inventory

- Tickets
- Hospitality
- Presentation Rights
- Signage
- Media Inclusion • Benefit Pass Thru Rights



The Total Experience

- Unique (setting, mood, energy)
- Involving (planned activity, personal commitment, shared experience)
- Active, Fashion Oriented, Social Audience
- Multiple Points of Contact (on-site, media)



Event Information & Audience Demo

- One Night Ticketed Event
- Average attendance 2,500 to 3,500
- Adult Only Event - 21 years and over
- Attendees: Socially active singles and couples as well as affluent adults with teens
 - 50% Adult 35-50
 - 27% Adult 24-34
 - 18% Adult 50+
 - 50% of our attendees fall into suburban family and suburban elite profiles
 - 23% of these attendees have the presence of teens in their household
 - 25% of our attendees fall into single city and urban achievers profiles
 - 10% have a \$150K + HHI
 - 35% have a \$75K - 150K HHI
 - 20% have a 50K - 75K HHI
- A benefiting charity has been a hallmark of every Chillounge Night



Sponsor Sampling

Leveraging event exposure and entertainment property. Chillounge Night is an excellent opportunity for brand exposure, client relationship development and a unique marketing reach.

- Anheuser-Busch (Michelob Ultra)
- Audi
- Bacardi
- BMW
- Cadillac
- Cointreau
- New Amsterdam Vodka
- Lexus
- Hyatt Hotels
- Marine Max
- Morgan Stanley
- Porsche
- Remy Martin
- Toyota
- Cox Media
- Celebrity Cruises



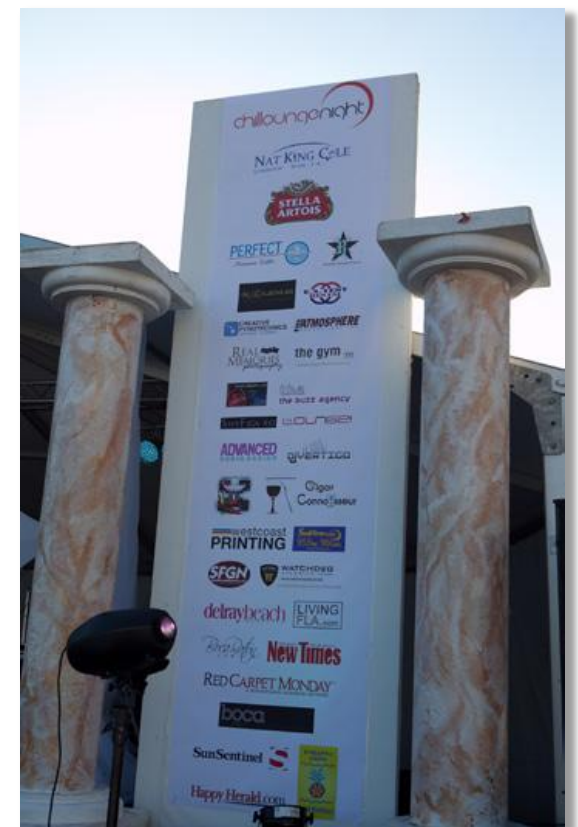
Media and Promotional Opportunities

- Logo inclusion in Newspaper Ads promoting the Chillounge Night event
- Event Sponsor acknowledgement in all paid radio with appropriate media partners
- Website logo on Chillounge Night official website and social networking sites
- Promotional pass thru of rights to Sponsor's Clients
- TV advertising inclusion in all paid media
- Logo inclusion in all Street Furniture and Street marketing programs
- Event and brand exposure throughout event site

Brand Exposure & Development

An opportunity for Sponsor to:

- Extend B2B relationships
- Enhance relationships with staff
- Build an "off property" platform to offer targeted image exposure
- Promote Lifestyle association to active and outgoing consumers
- Expose Premium Products to target audience



VIP Club Hospitality

When in doubt, **Chillout ... VIP style**

In today's market everyone is looking for the edge, that clever and strategic engagement with their prospect or valued client that will provide that exceptional quality platform and will make the relationship special. The Chillounge VIP area is an amenity space where you and your guests will enjoy a more intimate setting with many fine foods, wines and spirits.





Legal Disclaimer *CONFIDENTIAL AND PROPRIETARY NATURE OF PROPOSAL: This proposal is proprietary to Chillounge Night and its affiliates (collectively Chillounge). Chillounge reserves all rights in such proposal. Accordingly Sponsor agrees to protect the confidentiality of all information contained in this document, except as may be required by any applicable law, government order, or regulation, or by order or decree of any court of Competent jurisdiction. Sponsor shall not, without prior written consent of Chillounge, publicly divulge, announce or in any manner disclose to any unrelated third party, any information or matters revealed herein, or any of the specific terms and conditions of this proposal, and each party shall do all such things as are reasonably necessary to prevent any such information from becoming known to any party other than the parties to this proposal. Chillounge and Sponsor understand that there will be additional details, including but not limited to legal and financial details, which will require further negotiation and discussion between the parties. It is understood that Chillounge will not be obligated to Sponsor or any other entity until a written agreement approved by Chillounge corporate office has been executed by both parties."