



## **Sponsorship Package**

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# chillounge night®

*the coolest outdoor lounge party*





## 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.

## 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](http://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  
Rain Vodka  
Bacardi Rum  
Ceviche  
Hyatt Regency  
Select Vodka  
Toyota  
BMW

Remy  
Cadillac  
The Vinoy Resort  
Mini Cooper  
Russian Standard  
Morgan Stanley  
Bear Boat Wine  
Glaceau Vitamin Water  
Perfect Vodka

Mount Gay Rum  
Audi  
Piper Heidsieck  
Firefly Vodka  
Mattison's  
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
- Naming rights to all Chillounge Night events
- 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)





**Sponsorship Pledge Form**

Business / Company Name: \_\_\_\_\_

Business Name to be used on all applicable signage: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Website: \_\_\_\_\_

**Sponsorship Commitment:**

- Title / Presenting - \$20,000
- Co-Presenting - \$15,000
- Platinum - \$10,000
- Gold Sponsor - \$5,000
- Other: \_\_\_\_\_
- Stage - \$10,000
- VIP Lounge - \$10,000
- Fashion Sponsor - \$5,000

Event and Proposed Date: \_\_\_\_\_

Check Enclosed / Amount: \_\_\_\_\_

(Please make check payable to: Design O’Fresco, Corp.)

- Sponsorships must be committed to 90 days prior to event.
- Payment for sponsorships is due 90 days prior to the event sponsored.
- Corporate logos must be received 90 days prior to an event to insure inclusion in signage and print materials.
- This Agreement should be forwarded to: rainerscheer@yahoo.com or mailed to Design O’Fresco Corp., Attn: Rainer Scheer, 4909 Gulf Dr. #1B, Holmes Beach, FL 34217.
- For additional information contact Rainer Scheer at (941) 448-0995