



# SPONSORSHIP PROPOSAL

THE WK&F GROUP AND VP PRODUCTIONS TRAVEL

THE MIAMI TAKEOVER GROUP, LLC

THIS SPONSORSHIP PROPOSAL HIGHLIGHTS THE EXECUTION OF A SERIES OF TARGETED EVENTS THE WEEKEND OF JULY 10-14, 2014. ALL EVENTS PROVIDE SIGNIFICANT BRAND ACTIVATION OPPORTUNITIES WITH SEAMLESS INTEGRATION INTO YOUR BRAND'S POSITIONING STRATEGY FOR THE TARGETED DEMOGRAPHIC.



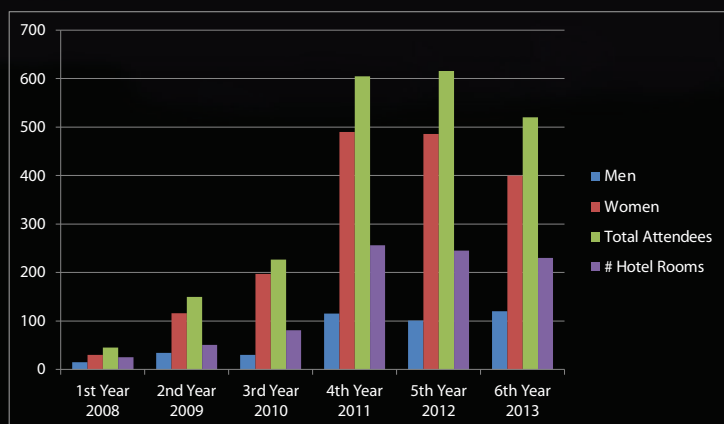
WK&F Group LLC is a full scale event marketing and promotions company based out of the nation's capitol, Washington, DC. We host tastemaker events throughout the Washington, DC metropolitan area as well as annual weekend events held in Dallas, Miami, NBA All-Star weekend, NFL Super Bowl and CAAA weekend. In the six years since the company has been founded, WK&F Group have hosted in excess of 50 events and have entertained a host of notable personalities such as:

Sanaa Lathan (Actress)  
Doug E. Fresh (Rapper/Celebrity Host)  
Joe Clair (Comedian)  
Reesa Renee (Performing Artist)  
Emily B (Reality TV Star)  
Sam Madison (NFL Super Bowl Champion-Retired)  
Allen Iverson (NBA All Pro-Philadelphia 76'ers)  
Rajon Rondo (NBA — Boston Celtics)  
Dave Chapelle (Comedian)  
Red Grant (Comedian)  
Lance Gross (Actor)  
Larenz & Lahmard Tate (Actors)  
John Singleton (Director)  
Trey Songz (Performing Artist)  
MC Lyte (Celebrity DJ/Rapper)  
Jadakiss (Performing Artist)  
Lorenzo Thomas (Miami/Washington DC Radio Personality)  
Big Tigger (DC/Atlanta Radio Personality and BET Host)

Miami, Florida has been an international travel and vacation destination for the better part of the last three decades. With it's beautiful beaches, vibrant culture and acclaimed nightlife, it is no wonder Miami has become the preferred travel destination of more than 12 million people on an annual basis. In 2008 with the assistance of friends, supporters and business sponsors, WK& F Group developed the concept for an all inclusive weekend getaway to this vacation haven. The Miami Takeover aimed to provide its participants the opportunity to see South Beach through the clear vision of a South Beach native/promoter instead of through the blurred sight of a first-time visitor. Now in its'seventh year, The Miami Takeover has increased its registration and event sponsorship by 300%, since it's inception, while establishing itself as the preferred vehicle of the DC Metro area for a South Beach Getaway. This premiere event has created such a buzz that it has now attracted participants in the Atlanta, Charlotte, Dallas, Delaware, Detroit, Houston, Los Angeles, Philadelphia and New York areas.



## GROWTH OF MIAMI TAKEOVER FROM INCEPTION:



The entertainment team of The WK&F Group and VP Productions Travel are providing visitors and citizens of Miami with four (4) signature events that will guarantee an entertaining and exciting weekend. The variety of the events will provide you the ideal opportunity to integrate YOUR BRAND in lifestyle marketing program delivered through multiple channels: social media, e-mail, event activation, peer to peer influencer outreach, and print media. Your participation as an event sponsor will provide you direct access to the 500+ guest rooms and 1500 guest that are reserved for the trip while competitively positioning YOUR BRAND to a segment of ready, willing and able buyers.

### TARGET AGE RANGE:

28-45 years old

### TARGET ETHNICITY:

African-American  
Asian-American  
Caucasian  
Latino-American

### GENDER:

60% Female; 40% Male

### MARITAL STATUS:

Predominately single;  
20% previously married

### EDUCATION:

45% College Educated;  
45% Advanced & professional degrees

### GEOGRAPHIC REACH:

Atlanta, Charlotte, Dallas, Detroit, Houston, Los Angeles, Maryland, New Jersey, New York, Philadelphia, Raleigh and Washington DC

### PROFESSIONAL BACKGROUND:

Business Owners, Attorneys, Teachers  
Account Execs, Engineers

### PSYCHOGRAPHIC:

Upwardly mobile, Active social life,  
Heavy social media users, Brand Conscious



## IMPACT MARKETING:

As a full scale event promotional company, we have cultivated and established relationships with local and national promotional partners with proven success producing and promoting events. As such, we also receive promotional support from third party partners, some of which include:

**eVIPlist.com**<sup>5.1</sup>  
Urban Media Powered By You -  
Go ahead, "eVIP it!"

**FLY CANDY**  
FLY ■ LIVE ■ REWARDING

**DIGITALGUESTLIST** **cityalert**  
Going Out Is Easy, Knowing Where To Go Isn't...  
.com

## DIGITAL PROMOTIONS:

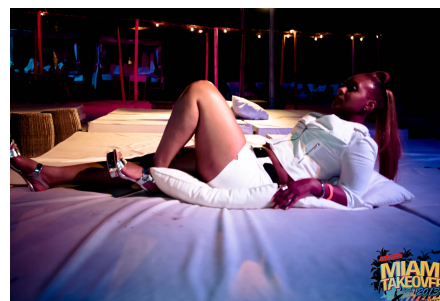
Email buys and web community distribution in the following metropolitan areas:

Atlanta, GA  
Baltimore, MD  
Charlotte, NC  
Chicago, IL  
Cleveland, OH  
Connecticut  
Dallas, TX  
Delaware

Detroit, MI  
Houston, TX  
Los Angeles, CA  
Miami, FL  
New York, NY  
Philadelphia, PA  
Raleigh, NC  
Washington, DC

Social media marketing campaign on Facebook, Instagram and Twitter with combined national impressions of over 500,000+.

Viral Facebook video commercial created by The Cool Concepts PR firm and distributed throughout targeted groups; estimated 500,000+ impressions.





## **PROMOTIONAL PARTNERS:**

- DC & National Travel Agents promoting travel packages for weekend events
- Endorsement & partnership from Washington, DC & Miami, FL based organizations
  - o Miami Black MBA Association
  - o DC Black MBA Association
  - o Florida A&M University DC Alumni Association
  - o Florida A&M University Miami, FL Alumni Association

## **PUBLIC RELATIONS:**

Local & Regional PR campaign managed by DeeWorks Enterprises LLC

## **MEASURABILITY:**

- 1.5M direct impressions and Facebook event photo tags reaching thousands more

# **WHY SPONSOR THE 7TH ANNUAL MIAMI TAKEOVER WEEKEND?**

## **AN EVENT WITH FLAIR & GROWTH POTENTIAL...**

The Miami Takeover Weekend is well positioned to become a signature yearly travel event/destination. Miami has become an international tourist destination as well as an annual host of several marquee entertainment events. The event weekend provides the sponsor a platform to access the more than 12.6 million people that visit the greater Miami, FL area. In a study conducted for the Greater Miami Convention Visitors bureau in 2011, the Miami area broke tourism records and approximately 12.6 million people visited Miami Beach and spent a total of \$18.8 billion. Sponsorship of this event weekend will provide YOUR BRAND a staple identified event platform to reach tens of thousands of consumers on a yearly basis.

## **TARGETED TO A DEMOGRAPHIC:**

The individuals that will be attending the events during the Miami Takeover weekend are highly educated, have great jobs, and are influential within their social circles. For YOUR BRAND, that means you have a ready, willing and able consumer and nothing provides a greater Return on Investment (ROI) than a consumer with tremendous buying power.



## 2014 MIAMI TAKEOVER EVENT BREAKDOWN

The Miami TakeOver weekend attracts an estimated 5000 guests from Pennsylvania, DC, Maryland, Virginia, Texas, North Carolina, and Michigan who travel to Miami during the weekend, in addition to the 92,000 travelers expected to visit the Miami Beach area that same weekend who will be targeted to attend the weekend's events and festivities.

## COMMUNITY SERVICE PROJECT

In addition to the four signature events during the weekend, we are proud to continue our efforts to give back to the city of Miami by conducting a Beach Sweep, as well as support a local Miami charity, the Overtown Youth Foundation. For the past 3 years, we have partnered with Environmental Coalition of Miami & the Beaches and the Miami Beach Convention Center to conduct a Beach Sweep. Our guests enthusiastically and graciously take time out of their weekend to clean a portion of the beach. Also in giving back, our Saturday evening event is dedicated to raising funds for the Overtown Youth Foundation. As an added feature to our guests, we have included workshops to promote health and wealth. Topics will range from health and beauty, finances, entrepreneurship, and wellness and being. To further enhance your branding opportunities, sponsorship in these areas is also available.

## LINKS:

<http://www.miamibeachconvention.com>

<http://www.clevelander.com>

<http://www.Nikkibeach.com>

## 2013 CELEBRITY TALENT

MC Lyte

Let It Flow & Vybe Band

Eddie Bryant

The Comedian TALENT

Lorenzo Thomas

Ms Kimmy

## HOST DJs

DJ Eskada , DJ Schemes & DJ Phife

Dee Jay Casper (Official Miami Takeover DJ)



## FRIDAY & SATURDAY DAY WORKSHOPS

### FRIDAY NIGHT:

WELCOME TO SOUTH BEACH  
ALL WHITE AFFAIR

NIKKI BEACH  
ONE OCEAN DRIVE  
10PM-4AM

### SATURDAY:

SEXY ON THE BEACH DAY PARTY

THE CLEVELANDER  
1020 OCEAN DRIVE  
2PM-8PM

### SATURDAY NIGHT: LUAU BEACH PARTY

NIKKI BEACH  
ONE OCEAN DRIVE  
10PM-4AM

### SUNDAY:

COMMUNITY SERVICE BEACH SWEEP

LOCATION: BEACH AREA

PARTNERSHIP WITH ENVIRONMENTAL COALITION OF MIAMI  
& THE BEACHES  
11AM-2PM

### SUNDAY NIGHT:

COMEDY SHOW & POOL PARTY  
Location: TBD





Within the dynamic energy of South Beach, Shore Club offers a fresh, modern vibe, its white-sand beach is a natural gift of the Atlantic Ocean and its nonstop pulse is generated by the most passionate tastemakers in Miami. This South Beach Hotel, offer the jet-set a luxurious playground for fun. Skybar, housing four separate bars in tropical gardens, has no shortage of space to contain the electricity. The legendary Nobu Japanese restaurant serves classic cuisine with a modern flair. Overlooking the pools, experience Terrazza, which offers breakfast, lunch and dinner both indoors and on the terrace.

There's no need to daydream. Your stay at the beachfront Surfcomber Hotel in Miami Beach places you in the core of SoBe life. Ocean views, sparkling pool, swaying palm trees. Direct beach access and easy, warm hospitality. Surfcomber Hotel, a Kimpton Hotel centered in South Beach, puts the best of Miami at your doorstep while taking you to a world away from all your worries. Play hard, sleep well and indulge in luxury services and amenities at our boutique South Beach hotel.



The Catalina Hotel + Beach Club has a decidedly European jet-set vibe and a splashy beach club where you can get poolside manicures and pedicures. The Catalina Hotel + Beach Club also offers two restaurants, two pools, four bars, a media library, a rooftop terrace, a Japanese Koi fishpond and a Zen garden. In addition, the hotel boasts a dedicated library, which can serve as a meeting space for small groups. The Catalina offers affordable luxury and great value in a stylish and sophisticated environment. This hotel is much more than just a place to sleep, although guest rooms are equipped with Tempur-Pedic Swedish Mattresses™, 300-thread count Belgian sheets, goose down comforters and pillows; the Catalina intertwines scintillating style and harmonious sophistication.



## **BECOME A PARTNER: MAKE AN IMPRESSION**

The WK&F Group and VP Productions Travel team is interested in developing sponsor partner-ships that would be mutually beneficial and provide optimal ROI to the prospective sponsor. As a Title Sponsor of the 6th Annual Miami Takeover Weekend, you will have the opportunity to integrate YOUR BRAND in lifestyle marketing program delivered through multiple channels. The event will provide a unique and intimate opportunity to increase your brand's visibility and brand equity with an extremely targeted group of upwardly mobile young professionals who are brand conscious, brand loyal, and have significant buying power.

Our weekend of events is ideal for your business and will provide hands-on promotional opportunities for customers to interact with YOUR BRAND. Liquor sponsors will have category exclusivity while business and other product sponsors will be given the opportunity to work closely with the event to assure that you receive true value from your investment and attendees have hands-on interaction with YOUR BRAND.

### **PLATINUM: TITLE SPONSOR \$10,000**

- Title exclusivity with creative naming rights (i.e. "WK & F Group...")
- Category exclusivity
- Principal & premiere sponsor of event
- Customized brand integration and event activation tailored to your core brand values and product attributes
- Brand logo tagged on event photos to be distributed throughout Face book
- On site or post-event audience research for your brand with opportunity to collect demographic information
- Recognition of signature sponsor in all press releases and media
- Maximum logo presences on all promotional/marketing channels including Facebook, Twitter, e-flyer, email campaigns, website and event photos
- Live mentions of branding by Djs and National Artists during events
- Premier on-site signage/branded marquee at event
- On-site promotional interaction
- Full page, front or back cover, ad in the MT02014 Welcome Magazine
- 10 VIP passes to all weekend events
- VIP section at each event
- Two (2) Complimentary Hotel Rooms for 3 nights

**PLATINUM: TITLE SPONSOR**

**\$10,000**





## **GOLD: \$5,000**

- Customized brand integration and event activation tailored to your core brand values and product attributes
- Brand logo tagged on event photos to be distributed throughout Facebook
- On site or post-event audience research for your brand with opportunity to collect demographic information
- Recognition of signature sponsor in all press releases and media
- Maximum logo presences on all promotional/marketing channels including Facebook, Twitter, e-flyer, email campaigns, website and event photos
- Live mentions of branding by Djs and National Artists during events
- On-site signage/branded marquee at event
- On-site promotional interaction
- Full page ad in the MT02014 Welcome Magazine
- 5 VIP passes to all weekend events
- VIP section at each event
- One (1) Complimentary Hotel room for 3 nights

**YOUR INVESTMENT:**

**\$5,000**

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## **BRONZE: \$2,500**

- Customized brand integration and event activation tailored to your core brand values and product attributes
- Maximum logo presences on all promotional/marketing channels including Facebook, e-flyer, email campaigns, website
- Live mentions of branding by Djs and National Artists during events
- On-site signage/branded marquee at event
- On-site promotional interaction
- Half page ad in the MT02014 Welcome Magazine
- 2 VIP passes to all weekend events
- VIP section at each event

**YOUR INVESTMENT:**

**\$2,500**

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## CONTACT US

We would relish the opportunity to show you what we are building and how we can fit into your branding strategy. Our 7th Annual Miami TakeOver weekend is the ideal platform for direct consumer interface and is customized to providing our partners the greatest ROI while continuing to build value for your brand.

Thank you for your consideration!



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