



SPONSORSHIP PROPOSAL

De L'or Cakery Valentine's Day Sip & Decorate

ABOUT US


De L'or Cakery is a Five Star Artisan Cake Catering Company located in City Island, NY. Our mission is to build a more connected and confident community by cultivating young minds interested in the field of sugar artistry. We offer a trip around the world with every bite – our unique blend of exotic flavors are infused with the taste of Caribbean culture. We believe that you deserve only the very best, which is why we only use high quality, organic ingredients sourced from around the world. We value communication and honesty, offering expert and professional services to our customers.

BRANDS WE HAVE WORKED WITH:

 Chefmaster®

 Hey There
Beautiful
FOUNDATION

 Craftsy

 livingsocial

 fondarific

 PROJECT 7
Products For Good®

 Teatulia
ORGANIC TEAS

 Brunchon

OUR EVENT

Valentine's Day Sip & Decorate

 **Saturday February 15th, 2020**

 **5:30PM - 8:30PM**

 **Lips Cafe 1412 Nostrand Avenue, Brooklyn, New York**

Sip & Decorate is a savvy, chic, and fun “adulting” cake decorating class curated by Cake Designer Kayisha Thompson served up with music, cocktails, and hands-on instruction. Attendees will enjoy event swag bags, cocktails, light bites, dessert and music, all paired with the opportunity to work on decorating a personalized cake for themselves.

EACH INDIVIDUAL WILL WORK ON THEIR OWN CAKE WHICH THEY WILL TAKE HOME TO ENJOY WITH LOVED ONES AND FRIENDS.



SPONSORSHIP PACKAGES

GOLD SPONSOR \$5,000

- ***One Available***
- Podium Presentation - Sixty Second commercial video aired during the event
- Program Guide Advertisement – Full page
- Signage to display your organization as the Gold Sponsor
- 2 event tickets
- A brochure in the event Swag Bag
- An event giveaway sponsored by the Gold Sponsor
- Sponsor's logo display at event and on our website with link to your organization's website
- Social media advertising with link to organization's social media handles
- ***Exclusivity can be discussed***

SILVER SPONSOR \$2,500

- ***Two Available***
- Program Guide Advertisement – Half page
- Signage to display your organization as the Silver Sponsor
- 2 event tickets
- A brochure in the event Swag Bag
- Sponsor's logo display at event and on our website with link to your organization's website
- Social media advertising with link to organization's social media handles

BRONZE SPONSOR \$750

- ***Five Available***
- Program Guide Advertisement – Quarter page
- Signage to display your organization as the Bronze Sponsor
- A brochure in the event Swag Bag
- Sponsor's logo display at event and on our website with link to your organization's website
- Social media advertising with link to organization's social media handles

IN-KIND SPONSORSHIP



BEVERAGES/ COCKTAIL SPONSOR

We are requesting sponsored beverages and wine to serve up to 25 attendees.

- De L'or Cakery will create 2-3 unique recipes for the sponsors' s blog as well as cross link on our website and across all of our social media platforms.

SWAG BAG SPONSOR

We are requesting items for placement in our swag bags for up to 25 attendees.

- De L'or Cakery's swag bags will be distributed to our diverse target audience.



EVENT DEMOGRAPHIC

Our market is divided into three different demographics: Dashing Divas, Celebrators, and Gourmet Wannabees.

- **The Dashing Divas** are single women who travel every other year internationally, they typically shop at Bloomingdales, Gucci, and Louis Vuitton, they love high-end restaurants, they often venture to dessert spots profiled by Insider, and are earning \$60-\$90K annually.
- **The Celebrators** are married couples usually newlyweds with at least one child in the household, they travel internationally annually and they have a combined household income of \$140K.
- **The Gourmet Wannabees** are amateur cake artists, they typically watch the Food Network (Cake Boss), The Food Channel, & easily spend \$50 for the latest cookbook and \$300-\$400.00 on supplies. These are individuals that have sought out DLC for business advice and are interested in paying for startup service guidance/ coaching.

WHY SPONSOR?

BRAND AWARENESS & EXPOSURE

Partnering with De L'or Cakery will give your business and brand the opportunity to increase its exposure to its target audience. My blog has gained over 18.6K impressions over the last three months and our social media presence has grown tremendously. We currently have 3K followers on Facebook with a post reach of 525 and post engagements of 212 without paid advertising. Our strategic marketing plan will allow consumers to recognize your brand as a leader within its industry and influence consumers to choose your brand over that of its competitors.

ACCESS TO NEW DEMOGRAPHICS

For some of our sponsors, this partnership will allow your brand the opportunity to access new demographics. Our demographics, as outlined above, are diverse. They all have high disposable incomes and will be generally open and willing to support the brands of our sponsors in the future. Marketing to new demographics will allow you to possibly expand your target audience and increase your profitability with the investment being reflected in increased sales.

OUR SPONSORS WILL ALSO BENEFIT FROM:

- **Professional Video Recording:** This will extend your business presence long after our event. These videos will be reposted every few weeks as a throwback Thursday (#tbt) to build up following and engagement for our brands upcoming events.
- **Opportunity to connect with the on-site sponsors:** We would love to have a representative from each sponsoring company.
- **Online Reviews:** Kayisha Thompson is a budding Google Guide with a current viewership of two million views on her restaurant, store, and product reviews. She will review your item on her google guide page.



I've created content for Sweet Sticks which is a company that sells edible art paint in Canada which resulted in American Cake Decorating Magazine and Cake Master Magazine reaching out to me to further highlight the company generating the company to lead in 164k followers in under a year from their highlights.

Pastry Artist Kayisha

SPONSORSHIP FORM

Company Name: _____

Company Contact: _____

Contact Phone: _____

Contact Email: _____

Company Address: _____

Sponsorship Level (please select one):

(☐) Gold Sponsor \$5,000 & Above

(☐) Silver Sponsor \$2,500 & Above

(☐) Bronze Sponsor \$750 & Above

In-Kind Sponsorship Details: _____

Payment by Check: (Payable to: **De L'or Cakery**)

Payment by Credit Card:

Amount to be charged to Credit Card: \$ _____

Name on Card: _____

Card Type (please circle one):

VISA MasterCard Other: _____

Card Number: _____

Expiration Date: _____ Security Code: _____

Billing Address: _____

Cardholder Signature: _____



CONTACT US!

De L'or Cakery Corporation
Sugar Artist Kayisha
347-560-1262
Kayisha@Delorcakery.com
www.Delorcakery.com