



Giving You First Class Experience In Anything Entertainment

FULLSTOP ENTERTAINMENT LLC

8083 Tributary Ct Springfield Virginia 22153 USA
Email: info@fullstopent.com | Telephone: 1 732 236 8279
Website: www.fullstopent.com

Dear Valued Sponsor,

We are proud to offer you a great opportunity to sponsor FullStop Entertainment's 4th Annual **ELEVATION** Weekend, to be held on November 10th through November 12th, 2017 in Washington, DC. ELEVATION Weekend is a three-day event celebrating the richness of Caribbean music and culture.

- **TREMORS: Friday November 10th** – Is a welcome weekend kickoff event for new and returning locals and out of town patrons. The event is an informal social/welcome reception alongside a live international band and DJs. At the following video link showcases a snapshot of the audience that attended this event last year on November 18th 2016: <https://www.youtube.com/watch?v=LKMCpMuqB1Y>
- **ELEVATION: Saturday November 11th** – Is the weekend's "main event" a star-studded concert featuring top performing Caribbean musical artists and DJs. Patrons are presented with a wide variety of international culture and cocktails. At the following video link showcases a snapshot of the audience that attended this event last year on November 19th 2016: https://www.youtube.com/watch?v=w_Grblo8wAs
- **AFTERSHOCK: Saturday November 12th** – Is the weekend's culminating event: A Brunch Day Party. Patrons will have the opportunity to enjoy brunch and then continue partying alongside a live band, world class DJs and an artistic performance. At the following video link showcases a snapshot of the audience that attended this event last year on November 20th 2016: <https://www.youtube.com/watch?v=GaC1lffMYZVg>

ELEVATION Weekend draws the largest crowd of young and seasoned professionals for an event of its kind in the Washington, DC-metro area. It attracts those who appreciate Caribbean culture from the District of Columbia, Maryland, Virginia, as well as, Atlanta, Florida, Philadelphia, New York, North Carolina, New Jersey and Canada. TREMORS 2016 had sale of over 150 tickets, AFTERSHOCK 2016 had a sale of over 200 tickets and ELEVATION 2016 had a sale of over 700 tickets, and we expect to increase those numbers this year. Current projections target to sell 1,000 ELEVATION tickets this time and we expect to meet our goal as the news of the last three year's success spreads. These events will be marketed through a mix of printed advertisements, radio announcements, email newsletters, and various social media channels to past attendees and new lead generation. Participating in this lucrative marketing opportunity will increase your company's brand awareness and introduce your business to a new potential consumer/customer base through interaction on a face-to-face level with potential patrons.

Why should you align your organization and brand with FULLSTOP Entertainment? As a Participating Sponsor in FULLSTOP Entertainment's ELEVATION Weekend, we are offering you/your business:

- ✓ A unique opportunity for product placement of your brand in front of a very diverse audience, which would increase your brand awareness and enhanced your brand image;
- ✓ The chance to gain exposure and promote your products to a segment of the public and Caribbean diaspora that would recommend your product to others;
- ✓ The occasion to give your products a competitive edge and maintain a high rate of visibility;
- ✓ A competitive edge through discernibility with a high-quality entertainment production (our past sponsors have gained more patronage over our various exclusives offers);
- ✓ An opportunity to work with a dedicated event planning organization capable of executing outstanding events, with a team consisting of experienced personnel from the entertainment industry.

It is my greatest pleasure to offer your company a fantastic and exclusive opportunity to align your organization and brand with FULLSTOP Entertainment, and join in a partnership that ensures that the Caribbean cultural experience is shared throughout the Washington DC Metro area. To learn more about us visit our website www.fullstopent.com.

Enclosed is a detailed brochure of sponsorship options and benefits. For any additional questions or concerns please contact me directly at 1-732-236-8279 or email sheldon@fullstopent.com. I look forward to working with you.

Regards,
Sheldon Grant
Founder & CEO of FULLSTOP Entertainment

SPONSORSHIP PACKAGES

FULLSTOP has created several sponsorship packages that are available for the ELEVATION weekend. We offer few naming sponsorship opportunities that will allow your brand the most exposure at the weekend's events. We look forward to partnering with you in providing exposure to your brand.

TITLE SPONSOR PACKAGE - \$15,000 US

- Your company presents ELEVATION Weekend.
- Promotional rights to be reference as the premiere sponsor.
- Numerous Company mentions from the Stage, host & DJs throughout the all 3 events.
- Dual branded ELEVATION Weekend Merchandise.
- Advertising:
 - One optimum main stage (Center) signage banner (provided by sponsor).
 - Banner ads, placed at high visible places around the venue such as entrance, bar area, VIP Area etc.
 - Distribution of marketing materials and/or merchandise at all events.
- Sponsorship Link and Logo on FULLSTOP Website.
- (20) Special Ads/references on all promotions on social media platforms: Facebook, Instagram & Twitter etc. Reaching an audience of over 200,000 via marketing partners.
- (8) VIP ELEVATION Passes.
- (8) FULLSTOP Branded T-shirts.

PLATINUM SPONSOR PACKAGE – \$10,000 US

- Numerous Company mentions from the Stage, Event host & DJs throughout the all 3 events.
- Dual branded ELEVATION Weekend Merchandise.
- Advertising:
 - (2) Stage Signage Banner (provided by sponsor).
 - (5) Banner ads, placed at high visible places around the venue such as entrance, bar area, VIP area etc.
 - Distribution of marketing materials and/or merchandise at all events.
- Sponsorship Link and Logo on FULLSTOP Website.
- (10) Special ads/mentions on all promotions on social media platforms: Facebook, Instagram & Twitter etc. Reaching an audience of over 200,000 via marketing partners.
- Company demonstration booth or table to display, sample and/or sell your company's products and services.
- (6) VIP ELEVATION Passes.
- (6) FULLSTOP Branded T-shirts.

GOLD SPONSOR PACKAGE - \$5,000 US

- Numerous Company mentions from Event host & DJs at two events.
- Advertising:
 - (2) Banners placed on either side of stage or on DJ Booth (provided by sponsor).
 - (2) Banner ads, placed at high visible places around the venue such as entrance, bar area, VIP area etc.
 - Distribution of marketing materials and/or merchandise at two events.
- Sponsorship Link and Logo on FULLSTOP Website.
- (5) Special ads/mentions on all promotions on social media platforms: Facebook, Instagram & Twitter etc.
- Company demonstration booth or table to display, sample and/or sell your company's products and services at two events.
- (4) VIP ELEVATION Passes.

SILVER SPONSOR PACKAGE - \$2,500 US

- Company mentions from Event host & DJs at one event.
- Advertising:
 - (2) Banner, placed at high visible places around the venue such as entrance, bar area, VIP area etc.
 - Distribution of marketing materials and/or merchandise at one event.
- Sponsorship Link and Logo on FULLSTOP Website.
- (2) Special ads/mentions on all promotions on social media platforms: Facebook, Instagram & Twitter etc.
- Company demonstration booth or table to display, sample and/or sell your company's products and services.
- (2) VIP ELEVATION Passes.

BRONZE SPONSOR PACKAGE - \$500 - \$1000 US

- Advertising:
 - Distribute marketing materials and/or merchandise at one event.
- Company demonstration booth or table to display, sample and/or sell your company's products and services at one event.
- (2) ELEVATION Passes.

LIQUOR SPONSOR PACKAGE

- Company mentions from Event host & DJs at specified event(s).
- Featured Liquor at the bar at specified event(s)
- Advertising:
 - (2) Banner ads, placed at high visible places around the venue such as stage, entrance, bar area, VIP area etc.
 - Distribute marketing materials and/or merchandise at event(s).
- (5) Special ads/mentions on all promotions on social media platforms: Facebook, Instagram & Twitter etc. Reaching an audience of over 200,00, via marketing partners.
- Sponsorship Link and Logo on FULLSTOP Website.
- Company demonstration booth or table to display, sample and/or sell your company's products and services at one event.
- (2) VIP ELEVATION Passes.

RADIO AD SPONSOR PACKAGE

- Company mentions from Event host & DJs at specified event(s).
- Advertising:
 - (2) Banner ads, placed at high visible places around the venue such as stage, entrance, bar area, VIP area etc.
 - Distribute marketing materials and/or merchandise at event(s).
- (5) Special ads/mentions on all promotions on social media platforms: Facebook, Instagram & Twitter etc. Reaching an audience of over 200,000 via marketing partners.
- Sponsorship Link and Logo on FULLSTOP Website.
- (2) VIP ELEVATION Passes.