

~~VERSUS~~

**SPONSORSHIP  
PROPOSAL**

# VERSUS

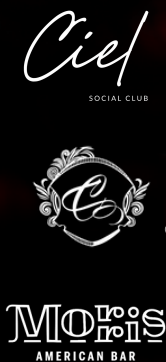
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VERSUS is a multi-vertical lifestyle brand with best-in-class hospitality venues, a cutting-edge marketing agency and an innovative venture arm.

Our 4 verticals – hospitality, activations, agency, venture – synergistically work together to create extraordinary spaces, captivating campaigns, compelling content, immersive experiences, and groundbreaking products.

At VERSUS, we work with products and people that we believe in – and together we push the boundaries of the status quo.

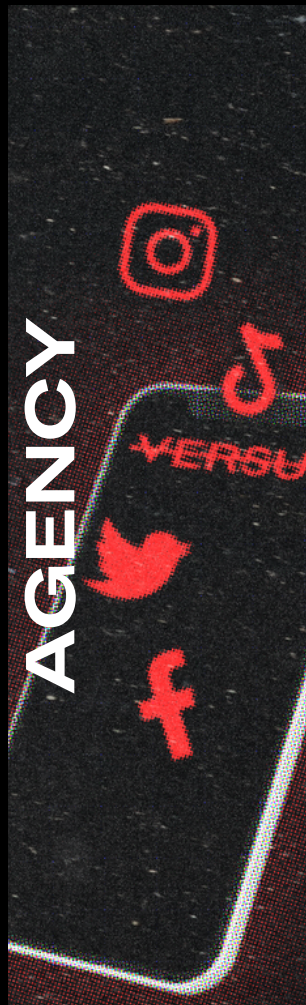
## HOSPITALITY



## ACTIVATIONS



## AGENCY



## VENTURE



# HOSPITALITY

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## MOJO'S AMERICAN BAR

Sophisticated Wes Anderson-inspired cocktail lounge with pastel aesthetics, inviting bar, and charming patio. Serves rotating, expertly crafted cocktails made with fresh juices, house-made syrups, and hand-cut ice paired with small plates. This 120 person venue makes the ideal date and event spot.



## Ciel SOCIAL CLUB

Upscale luxurious penthouse lounge and restaurant with nearly 360 degree views of DC atop of the AC Hotel. Serves artisanal cocktails and delectable small bites that rotate with our pop-up activations. The heavenly venue is perfect for private events up to 170 people.



## WASHINGTON DC HEIST

Underground and intimate nightclub for up to 125 people that features music from hand-selected DJs and provides exception VIP experiences. A diverse crowd of club goers engage in light-hearted fun, including renowned figures like the Obamas, Drake, LeBron James, and the Chainsmokers.



## CASTA'S CUBAN RUM BAR & CERVEZA GARDEN

Cuban inspired rum bar and lounge that serves rum-based cocktails, authentic Cuban dishes, and fine cigars. This venue, which fits 250 people, transports patrons to Havana with it's Spanish mosaic tiles, murals, stained glass orbs, and lively atmosphere.



# HOSPITALITY



CASTA'S

CUBAN RUM BAR & CERVEZA GARDEN



21-35 age range



60,000+ average annual guests



232,000+ google business profile views



49,000+ Instagram reach and 171,000+ impressions



124,000+ Facebook reach



108,000+ ads reach and 241,000+ ads impressions

Ciel

SOCIAL CLUB



28-42 age range



60,000+ average annual guests



186,000+ google business profile views



41,000+ Instagram reach and 170,000+ impressions



96,000+ Facebook reach



75,000+ ads reach and 152,000+ ads impressions

WASHINGTON DC  
HEIST



21-35 age range



28,000+ average annual guests



150,000+ google business profile views



12,000+ Instagram reach and 109,000+ impressions



55,000+ Facebook reach



500+ VIP visits including Drake and the Obamas

MOE'S  
AMERICAN BAR



28-40 age range



32,000+ average annual guests



393,000+ google business profile views



35,000+ Instagram reach and 53,000+ impressions



86,000+ Facebook reach



87,000+ ads reach and 189,000+ ads impressions



# ACTIVATIONS

As the worlds of art, fashion, sports, entertainment and culinary experiences continue to overlap into traditional hospitality, our activations and pop-ups create some of our most compelling experiences for our guests and our partners.



HEIST SUMMER SERIES AT  
THE WHARF



WHITE HOUSE  
CORRESPONDENCE



CIEL CHERRY  
BLOSSOM POP-UP

## PREVIOUS PARTNERSHIPS

ELLE

SOHO HOUSE

WASHINGTON  
CAPITALS

COURVOISIER  
*Le Cognac de Napoléon.*

Dom Pérignon

CBS

Hennessy  
COGNAC

LOVERBOY

Red Bull®



BACARDI

Veuve Clicquot

The  
Kennedy  
Center

W

MODERN LUXURY  
DC

LIVE NATION

# ACTIVATIONS CASE STUDY: HEIST SUMMER SERIES X THE WHARF

VERSUS launched the return of Heist Summer Series where combined the energetic atmosphere of Heist nightclub with the breathtaking views of DC from the Wharf for 3 consecutive Sundays. As the first ever Sunday day party of its kind in DC, guests enjoyed an immersive ambiance with top-notch DJs, multiple dance floors, VIP tables, bottle service, food, and extraordinary dance performers. The entire venue was positioned with a backdrop of the Washington monument and serene waters, making it an unforgettable summer affair.





# ACTIVATIONS CASE STUDY: HEIST SUMMER SERIES X THE WHARF

## Over 25.2 Million Total Media Impressions

- 35 Best Things to Do in the DC Area This Week: Sam Smith, Heist Summer Series, and “Moulin Rouge! The Musical” (Washingtonian) – 486,621 UVPM
- Heist Summer Series (District Fray) – 45,000 UVPM
- The 20 best things to do in D.C. this weekend and next week (The Washington Post) – 17,520,000 UVPM
- Day party at The Wharf with Heist's summer pop-up series (Flipboard) – 3,884,411 UVPM
- Day party at The Wharf with Heist's summer pop-up series (Axios) – 2,993,000 UVPM
- Who are we seeing at The Wharf this Sunday? (@washingtonianprobs on Instagram) – 80,900 views
- The best day party in DC (@washingtonianprobs on Instagram) – 114,000 views
- Things happening in DC (Aug 2-6) (@yourdcbestie on Instagram) – 136,000 views
- Influencer generated content on Instagram and TikTok



# ACTIVATIONS CASE STUDY: WHITE HOUSE CORRESPONDENCE EVENTS

VERSUS Collaborated with organizations like Elle and CBS to host 5 different pop-up activations throughout the White House Correspondence weekend. The events had attendance from hundreds of high profile individuals including Jill Biden, Winnie Harlow, Julia Fox, Ashley Biden, Mayor Bowser, Amy Klobuchar, Elena Velez, and Mary Peltola.



- Elle Magazine Women of Impact Event at Ciel
- Ashley Biden's Welcome to Washington after party at Heist with Moet Hennessy
- Morris and Casta's Pop-up Bar at Tammy Haddad's White House Correspondence Annual Garden Brunch
- Heist Pop-up Bar at the CBS afterparty at the French Ambassadors Residence
- Collaborated with Echostage to bring Tiesto to the CNN Hangover Brunch



# ACTIVATIONS CASE STUDY: WHITE HOUSE CORRESPONDENCE EVENTS

## Over 8.7 Million Total Media Impressions

- First Lady Jill Biden, Winnie Harlow, Julia Fox, and More Celebrated ELLE's 2023 Women of Impact (ELLE) – 4,433,238 UVPM
- Bidens rub elbows with activists, lawmakers celebrating Elle's Women of Impact (The Hill) – 3,854,155 UVPM
- PHOTO RECAP: White House Correspondents Dinner Weekend (Washingtonian) – 486,621 UVPM



# AGENCY

VERSUS Agency is a strategically assembled group of marketers, creators and storytellers focused on bespoke, innovative digital solutions. We work with brands, industry maven, celebrities, concepts and executives with one common goal – growth.



# VENTURE

Our successes in Hospitality and Agency have propelled us to use our marketing engine to launch our own in-house products and brands. We invest in people, concepts and entertainment that complement the VERSUS mission of creating culture and reflect our values and brand image.





# AGENCY CASE STUDY:

## PLNT BURGER

- Helped support 7 successful store openings in 4 different markets
- Grew PLNT Instagram from 12K to 32K followers in 2 years and acquired IG verification
- Doubled Twitter followers in 2 years to over 1K
- Created 300+ TikTok's over 2 years, leading to 5K+ new followers and 10+ videos earning 100K+ views
- Manage the app sales channel which earned \$1.8 million in revenue in 2022
- Earned \$120K+ in total generated sales from in-app promotions in 2022
- #NoMeatNovember (November 2022) yielded \$30,000 in total generated sales, designed disruptive and viral social media assets, and seeded 32 influencers to promote the campaign
- Supported 20+ new PLNT product launches like new menu items and brand collaborations



# PARTNERSHIP

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We have the opportunity to work with local businesses, organizations, and individuals for our event activations in a mutually beneficial relationship. Our partners provide us with funds, products, and opportunities to collaborate, and we provide our partners with luxury hospitality offerings, unique event experiences, direct access to priority consumers, and brand visibility. Sponsorship amounts vary by partnership option and event type.

## PARTNERSHIP OPTIONS

### **Annual Partnership Packages**

- Tiered package offerings to be an official VERSUS sponsor in an annual contract
- Benefits could include industry exclusivity, consistent access to our hospitality venues, activations, and marketing agency, prominent logo placement on our website, co-branded social media marketing materials, exclusive VIP experiences, and collaboration on venture investments

### **Activation partnership**

- Singular or multiple event partnership for a pop-up activation
- Benefits could include logo placement on physical infrastructure, branded physical collateral, co-branded social media promotional materials, cross-promotional press coverage, and brand exposure to priority audiences

### **Event partnership**

- Partnership to host a singular social event at one of our venues – either for internal staff or a priority audience
- Benefits could include co-branded social media marketing materials, access to our audience and contact list after the event, cross-promotional press coverage, and brand exposure



# PARTNERSHIP OPPORTUNITY: CASTA'S HAVANA NIGHTS AT LA COSECHA

## Event Details

- Casta's Rum Bar and La Cosecha, a Latin American marketplace and community hub, are partnering to present "Havana Nights at La Cosecha" – a party in honor of Hispanic Heritage Month
- Casta's will transform the 20,000 square foot space into a pop-up Latin nightclub with a unique blend of Latinx culture & community, dance performances, extravagant bottle service, multiple bars, and beats from The District's top Latin DJs
- The first event will be Saturday, September 30th from 10pm – 2am
- We have the option to make this a monthly series if we acquire enough sponsorship funding to host the events monthly
- Each event will have 500 to 1,000 attendees (100 VIP, 400+ GA), age ranges 21-45
- Sponsorship funding will go towards staffing, security, DJs, sound, infrastructure, and other operations costs

