



# **Project Lit: The Endless Dawn**

## **Sponsorship Prospectus**

**March 1, 2017**

Dear potential partner,

I am writing to invite you to consider a sponsorship opportunity that will connect you to the largest generation in U.S. history – the Millennial generation. These 80 million young people are demonstrating a tremendous buying power with some estimates suggesting they will be spending \$200 billion annually by 2017 and up to \$10 trillion as consumers during their lifetime. There's no question tapping into youth consumers is a company's most important marketing goal.

We have recently developed LitCircle, a party discovery app that enables users to find parties happening around them. At the same time we are releasing the app we're organizing our Endless Dawn party series – a series of events fulfilling this age group's fantasy of attending massive Gatsby-type parties. These events will be held in select Los Angeles mansions and warehouse destinations that will be transformed into nerve centers of cultural revelry with tens of thousands attending over the course of the year. The events and series are specially designed to generate 'a moment' that will gain appreciable media coverage.

The LitCircle / Endless Dawn release hits the exact pinpointed interests shared among this otherwise diverse group of consumers. Relevantly, according to the Pew Research Center, more than 80% of this generation sleep with their mobile devices next to them. Mobile applications have a special and exclusive appeal for them not existent for other product genres. These sharing patterns on social media channels reflect their eagerness for connection, using online alerts to broadcast where they are in record numbers. All of this can be channeled with The Endless Dawn. And best yet, the Millennial age group is passionate about the values of companies they do business with. They *enjoy* endorsing brands they trust. A positive experience with your brand can be a pivotal growth moment for your company.

Sponsoring our party series will shine a light on your company brand with your company positioned front and center in unique, immersive settings crafted for meaningful interactions with the attendees. The social media shares and online traffic alone will achieve far more for your brand than what is possible from other paid advertising channels.

When you purchase a sponsorship package, you're pledging to deliver a valuable experience specifically tailored to the Endless Dawn's audience -- one incompatible product placement can ruin the entire event experience. We will make this work for all parties involved and deliver something truly special.

Thanks for taking the time to read my short letter. I look forward to hearing from you and hope we can develop a business relationship that's a change agent for your brand.

For more information about our sponsorship invitation, please call us at 310-367-8449 or email us at [litcircleparties@gmail.com](mailto:litcircleparties@gmail.com) - I look forward to hearing from you.

Your Truly,

Jordan

Founder & CEO of LitCircle



# Executive Summary

## Objective

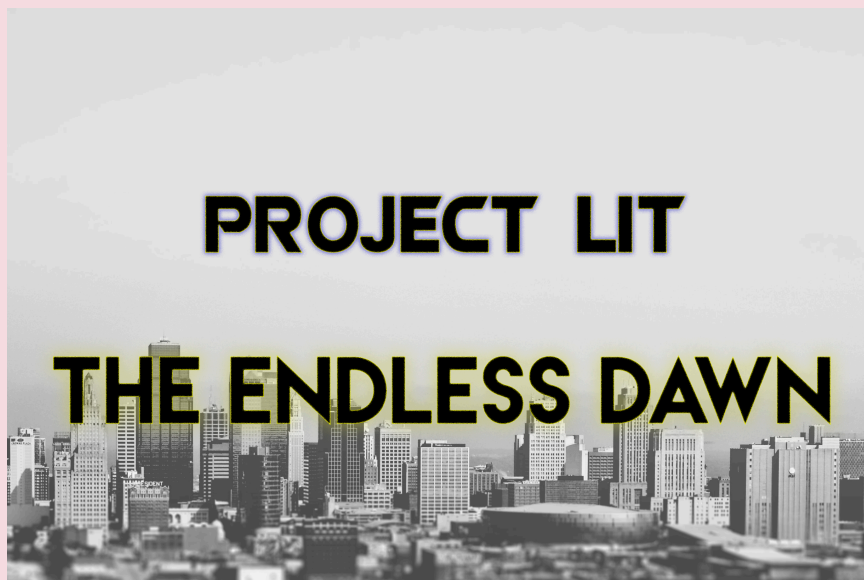
Create event-enhancing experiential moments for The Endless Dawn's thousands of attendees. This is an event-series created specially for the Millennial age demographic.

## Process

1. Create experiential moments with partnering sponsorship products
2. Manufacture apt exposure for aforementioned brands
3. Trigger brand activations among thousands of Millennial attendees

## Outline

The Endless Dawn plans to transform premium Los Angeles event venues into cultural festivals. The events will be exposed to tens of thousands online and subsequently sell thousands of tickets for the events. In order to amplify the events entertainment and to activate relevant sponsor brands we will implement memorable product placement. Following the initial parties, The Endless Dawn plans to continuously run through the end of 2017 and will continue sponsor brands throughout.



## Platinum

- > Main sponsor on all event materials and advertising
- > Brand representation on all distributed party materials
- > Creative logo placement at events
- > Naming rights to entire party series
- > Signage on event staff

## Golden

- > Headlined as sponsor on event materials
- > Hype Men to promote your product
- > Exclusivity of your product variety
- > Naming rights to themed spaces

## Diamond

- > Social media initiatives include brand-specific content
- > DJ Special mentions
- > Free set of VIP tickets for group of your employees

## Pearl

- > Product placement implemented in creative way
- > On-site product sampling with all sales going to you

## Perks

- 1: Product Placement**
- 2: Product Sales**
- 3: VIP Tickets**
- 4: Special Mentions**
- 5: Marketing Materials**
- 6: Naming Rights**
- 7: Brand Representation Distributed**
- 8: Brand representation on event staff**
- 9: Contact for more.....**



Sponsorship Packages	Price	1	2	3	4	5	6	7	8
Platinum	\$ 75,000	√	√	√	√	√	√	√	√
Golden	\$ 40,000	√	√	√	√	√	√		
Diamond	\$ 25,000	√	√	√	√				
Pearl	\$ 15,000	√	√						



# We look forward to hearing from you

Sponsorships are awarded on a first-come, first-serve basis

Contact [litcircleparties@gmail.com](mailto:litcircleparties@gmail.com) for more information about  
sponsoring The Endless Dawn

