



# WINE & PICNIC MUSIC FESTIVAL

Powered by: **The Nation of Pollen & Pollen Nation Events**



# The Concept

- **LE PIQUE NIQUE** – A premier outdoor picnic-entertainment themed event with mass international appeal. Le Pique Nique will be a niche event for lovers of great wines, delicious cuisine and great music.
- **Oskar Schindler Performing Arts Center (OSPAC)** in West Orange, NJ will be the host venue for this spectacular outdoor event. Live musical performances, a wide assortment of wines: Red, White, Sparkling & Champagne, paired with amazing cuisine, and topped off by musical performances from platinum selling international recording artists.
- **“Le Pique Nique Wine & Picnic Music Festival”** This annual festival is a celebration of artistry, creativity and the joy of celebration.

# About Us



- **Collin & Kelly Abraham**, creators of international premier signature events, **Pollen Nation Events** ([www.pollennation.net](http://www.pollennation.net)), owners and designers of **The Nation of Pollen** ([www.flowersbythenationofpollen.com](http://www.flowersbythenationofpollen.com)) known for their amazing event designs, and décor concepts worldwide.

## **Collin & Kelly Abraham have designed exclusive events for:**

- President Barack Obama's 2008 & 2012 Inauguration.
- The wedding of Hip-Hop's royal couple Jay-Z & Beyonce'.
  - SONY music chairman Antonio "LA" Reid.
- Bad Boy Entertainment CEO Sean "Puffy" Combs.
  - Supermodel Naomi Campbell
    - HBO.
  - General Electric.
  - Warner Bros. Music.
  - Macy's Herald Square.

## **Trinidad & Tobago VIP Events**

**LIME Carnival fete – Hyatt Regency Trinidad** (7K annual attendance)

**The Red Light Concert Series with R-Kelly & NEYO** – Sold out show (27k attendance)



## Event Overview

- Saturday 25<sup>th</sup> August, 2018 beginning at 2pm.
- The **Oskar Schindler Performing Arts Center (OSPAC)** West Orange NJ.
- 8 hour outdoor picnic-themed event.
- Wide variety of international wines.
- Cuisine specifically curated and presented in our **Le Pique Nique** picnic bags.
- Free Le Pique Nique branded picnic blankets for our VIP patrons.
- Entertainment: Local & Grammy Award winning performers.
- Proposed Number of Attendees: 1800-2200.



## Charity / Giving Back

At the very heart of the “**Le Pique-Nique Wine & Picnic Music Festival**” is the desire to serve to our communities and giving back to them many “causes” that need us, is our greatest desire. That’s why we have partnered with the **American Autism Association** ([www.myautism.org](http://www.myautism.org)), a non-profit organization dedicated to helping families & individuals affected by autism, while increasing awareness of the varied difficulties individuals with Autism Spectrum Disorder face on a daily basis.

Part proceeds of **Le Pique Nique** will go towards the **American Autism Association**.

Let’s talk about how you can be a part of the “**LE PIQUE-NIQUE WINE & MUSIC FESTIVAL**”



American  
Autism Association





# THE EVENT





# The Event

- **The Le Pique Nique Wine & Picnic Music Festival** seeks to bring friends, neighbors, associates, business professionals and simply lovers of having a great time, together in a sophisticated outdoor ambiance.
- At “**Le Pique-Nique**”, patrons will gather together for an amazing evening, all culminating with three simple ingredients: delicious wines, amazing cuisine & infectious music, all in a secured venue covered with “**picnic blankets**” laid out on the pristine grounds of **OSPAC**.
- A considerate amount of time was spent on carefully planning “**Le Pique-Nique**”, selecting the right wines, the right partners, brands, cuisine & music to ensure that our patrons walk away not just satisfied, but fully entertained.
- “**Le Pique-Nique’s**” focus is to formally introduce residents of West Orange and surrounding communities, to an amazing exclusive well executed outdoor event, all while having a great experience with friends, neighbor, business associates and colleagues.
- “**Le Pique-Nique’s**” menu and cuisine offerings was curated by our Chef, with each morsel delicately paired with all our wines.
- Patrons attending **Le Pique Nique**, are free to bring their own food, or purchase from our gourmet menu.
- **NO OUTSIDE ALCOHOL OR GLASS BOTTLES ALLOWED AT LE PIQUE NIQUE.**

# Marketing



- Our plan, to grow the “**Le Pique Nique**” brand to the level that it becomes an annual event on the social calendar of events in **West Orange**, and **Essex County**.
- This will be done through social, digital & print media, public relations, developing partnerships and various marketing initiatives.
- Our marketing team has created an aggressive marketing campaign, that will engage our followers, patrons through daily posting of interesting content to our **Twitter**, **Instagram** and **Facebook** pages, as well as e-blasts to initiate meaningful interaction with fans, potential patrons & sponsors.
- Our partners & sponsors will be featured and highlighted throughout the evening via various mediums, and will have the ability to promote their companies, and or products in an elegant tasteful atmosphere.
- Unique event marketing and offerings will spur the exclusivity and the must-attend factor for the event, which will drive the needed interest among our targeted niche audience.
- Networking – the opportunity to build personal & business relationships within our active community, corporate identities, current and past business partners.



# Niche Marketing



**“The Le Pique Nique Wine & Picnic Music Festival”** intends to target & attract the following clientele:

- Corporate executives & clients.
- The “Who’s Who” in West Orange & Essex County.
  - Athletes.
  - Business Professionals.
  - Friends, Neighbors, Residents.
- Socialites and trendsetters alike, ranging in ages from mid to late 20’s to 60’s.
- The residents of West Orange and surrounding towns, Livingston, Millburn, Verona, Montclair, Maplewood & Short Hills all with disposable incomes, refined taste, and palate.

# Social Media



Over 200K Social Media impressions in 2016  
Celebrity Mentions, Retweets, Reposts,  
Media and Social Media Exposure.

**Nation of Pollen, Pollen Nation Events & Le Pique Nique: Instagram 10K. Facebook 12K. Twitter 10K.**





# “CUISINE”





# Menu Options



## Basket (1) – Bon Appetit

### Appetizer Choices

Assorted cheese/crackers  
Watermelon Salsa with chips  
Crudit  & dipping sauce

### Salad Choices

#### **Tomato Cucumber Salad**

English cucumbers, fresh tomatoes, fresh basil with balsamic vinegar

#### **Strawberry Spinach Salad**

Baby spinach, purple onion, strawberries, sliced almonds, feta cheese with balsamic vinegar  
\*\*allergen alert – sliced almonds\*\*

### Sandwich Choices

**Roast Beef**, arugula, red pickled onions with horseradish spread on a baguette

**Roasted Turkey**, arugula, sharp cheese with cranberry chutney spread on ciabatta roll

**Rotisserie Chopped Chicken**, lettuce, tomato, red onion with honey mustard spread of focaccia bread

### Snack/Dessert Choices

Sea Salt Potato Chips  
Lemon Bars  
Brownie Bites

## Basket (2) – Vegetarian/Gluten-Free

### Appetizer Choices

Assorted cheese/crackers  
Watermelon Salsa with gluten-free chips  
Crudit  & dipping sauce

### Salad Choices

#### **Edamame Summer Salad**

Edamame, fresh corn, red bell peppers, green onion, parsley, fresh basil and avocado

#### **Brussel Sprout, Cranberry & Quinoa Salad**

Shredded brussel sprouts, cranberries and pecans  
\*\*allergen alert – pecans\*\*

### Sandwich Choices

#### **Portobello Mushroom (PLT)**

Smoked maple flavored Portobello mushroom with lettuce, tomato on gluten-free ciabatta roll

#### **Veggie Focaccia**

Artichoke heart, roasted red pepper, spinach and mozzarella cheese with basil pesto spread on focaccia bread

### Snack/Dessert Choices

Jerked beet chips  
Gluten-free chips  
Lemon Bars – Gluten-free  
Bag of Cookies – Gluten-Free

## Basket (3) – Nut Free

### Appetizer Choices

Assorted Cheese/Crackers  
Watermelon Salsa with chips  
Crudit  & dipping sauce

### Salad Choices

#### **Blueberry Watermelon Mint Salad**

Fresh blueberry, watermelon, red onion, mint, and feta cheese

#### **Mango Cucumber Salad with Jicama**

Fresh mango, cucumber, jicama, lime and cilantro

### Sandwich Choices

**Asian Grilled Chicken** thinly sliced with avocado, cucumber and roasted red pepper on a ciabatta roll

**Honey Ham**, sharp cheese with pineapple chutney spread, butter lettuce on ciabatta roll

**Grilled Flank Steak** sliced with manchego cheese, arugula lettuce, tricolor peppers and onion chutney spread of focaccia bread

### Snacks/Desserts Choices

Sea Salt Potato Chips  
Lemon Bars  
Brownie Bites



# Champagne



As the **TITLE** Sponsor of “**LE PIQUE-NIQUE WINE & MUSIC FESTIVAL**”, you will receive the following for an investment of **USD \$30,000.00**

- An invitation to all pre marketing events leading up to event.
- 30 invitations to the **LE PIQUE-NIQUE MUSIC FESTIVAL**
- Special enclosed sponsor’s reserved seating area for 30 persons on event day with VIP-service
- Continuous corporate mention during event.
- Logo and company profile on **LE PIQUE-NIQUE’s** website.
- Company logo on all promotional materials at **LE PIQUE-NIQUE**.
- Logo on all promotional and marketing materials and tickets, inclusive of press advertisements, mention on all radio & TV advertisements.
- Mention on all TV and radio interviews.
- Logo on screens throughout the event.
- Special mention in press releases, Facebook, Instagram and Twitter.
- Logo on step and repeat at entrance to event
- Your specially designed area within **LE PIQUE-NIQUE MUSIC FESTIVAL**.



# Chardonnay



As a **CHARDONNAY** Sponsor at the **LE PIQUE-NIQUE WINE & MUSIC FESTIVAL**, you receive the following for an investment of **USD \$20,000.00**

- An invitation to all pre-events leading up to event.
- 20 invitations to the **LE PIQUE-NIQUE MUSIC FESTIVAL**.
- Seating area on the day which will be shared with other **Chardonnay** sponsors.
- Mention of company during event and on all promotional material at **LE PIQUE-NIQUE**.
- Logo and company profile on **LE PIQUE-NIQUE's** website.
- Logo on all promotional and marketing material, tickets and press ads.
- Mention at any TV interviews and radio interviews.
- Logo on any screens placed in event and media launch.
- Special mention in press releases, Facebook, Instagram and Twitter.
- Logo on step and repeat at entrance to event.
- Your specially designed area at **LE PIQUE-NIQUE MUSICAL FESTIVAL**.

# Merlot



As a **MERLOT** Sponsor at “**LE PIQUE-NIQUE WINE & MUSICAL FESTIVAL**, you will receive the following for an investment of **USD \$15,000.00**.

- An invitation to all pre events leading up to event.
- 15 invitations to the **LE PIQUE-NIQUE MUSIC FESTIVAL**.
- Seating area on the day which will be shared with other sponsors.
- Mention of company during event.
- Logo and company profile on **LE PIQUE-NIQUE's** website.
- Logo on all promotional and marketing material and tickets and press ads.
- Logo on any screens placed in event and media launch.
- Special mention in press releases, Facebook, Instagram and Twitter.
- Logo on step and repeat at entrance to event.

# Pinot Grigio



As a **PINOT GRIGIO** sponsor at “**LE PIQUE-NIQUE WINE & MUSIC FESTIVAL**”, you will receive the following for an investment of **USD \$10,000.00**.

- An invitation to all pre events leading up to event.
- 10 invitations to the **LE PIQUE-NIQUE MUSIC FESTIVAL**.
- Seating area on the day which will be shared with other sponsors based on space availability.
- Mention of company name during event.
- Logo on **LE PIQUE-NIQUE's** website.
- Logo on all promotional and marketing material and tickets and press ads.
- Logo on any screens placed in event and media launch.
- Special mention in press releases, Facebook, Instagram and Twitter.
- Logo on step and repeat at entrance to event.

## Contact Us

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**WE LOOK FORWARD TO PARTNERING WITH YOU**



American  
Autism Association





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