



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), owners and designers of **The Nation of Pollen** (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 25th 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), 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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