



ROXI
parties with you!

#RoxiLaunchNYC #RoxiPartiesNYC

Roxi's NYC Launch Event
March 20, 2020
Sponsor Proposal

Prepared For: **<TBD>**

Prepared By: Roxi

Delivered On: **02/21/2020**

What is Roxi?

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Roxi is for private party hosts and event planners who want to spend more time with their guests. Roxi connects hosts through an on-demand platform to party staff who can work their parties or events. Our service facilitates the communication, coordination, payment and ratings between hosts and workers. Roxi is available to iPhone and Android customers.

Not only does our platform make it easier for hosts to enjoy themselves during their own parties, it gives local professional hospitality workers the ability to control their own schedule and earn money.

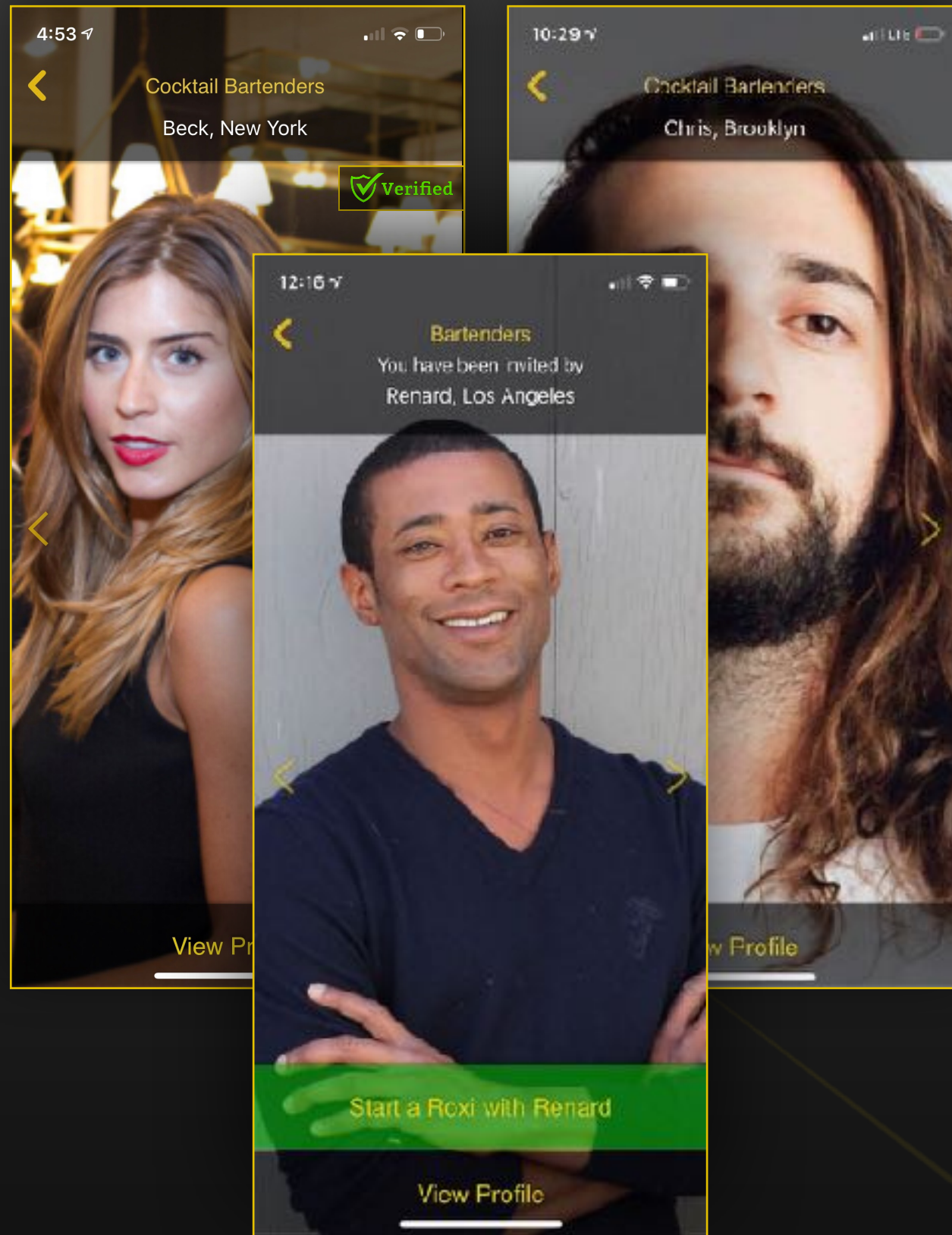
Traction & Status

For the last year, Roxi has operated in a “beta” mode in NYC and LA. This March, we are officially launching in NYC. Roxi has over 2,000 hosts and workers, and there have been over 100 parties to date.

Future Growth

Later this year, all users on Roxi will be able to post, chat and share content with each other in a closed party social feed. Workers will also get exclusive access to benefits, insurances and perks that they need and do not get at their current restaurant/bar jobs.

Roxi will ultimately expand outside of NYC into other cities i.e. Los Angeles, Miami, Phoenix, etc. in 2021. Roxi projects that there will be approximately 20,000 hosts and workers on Roxi by yearend 2020 in NYC.



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Event leadership team

Paris Hilton



Chief Promotion Officer

Paris is the original influencer, media personality, businesswoman, socialite, model, singer, actress, fashion designer, and DJ. Paris is involved on a regular basis with Roxi. She helps with product direction and promotions.

Paris is co-hosting the launch event, will be talking about Roxi, and meeting with VIPs, press and investors during the event.

Paris will use her powerful social network (Instagram, YouTube & Twitter) to promote Roxi and the launch event.

Pat Guariglia



CEO & Founder

Pat is founder and CEO of Roxi. He is building the Roxi brand and product along with an experienced team of engineers, business strategists and marketing specialists.

Pat is co-hosting the event, leading the planning and coordination, and is working with PR and marketing partners to maximize the press and publicity related to the event.

During the event he will be showcasing the product with Paris, talking to VIPs, the press and investors.

Event venue & guests

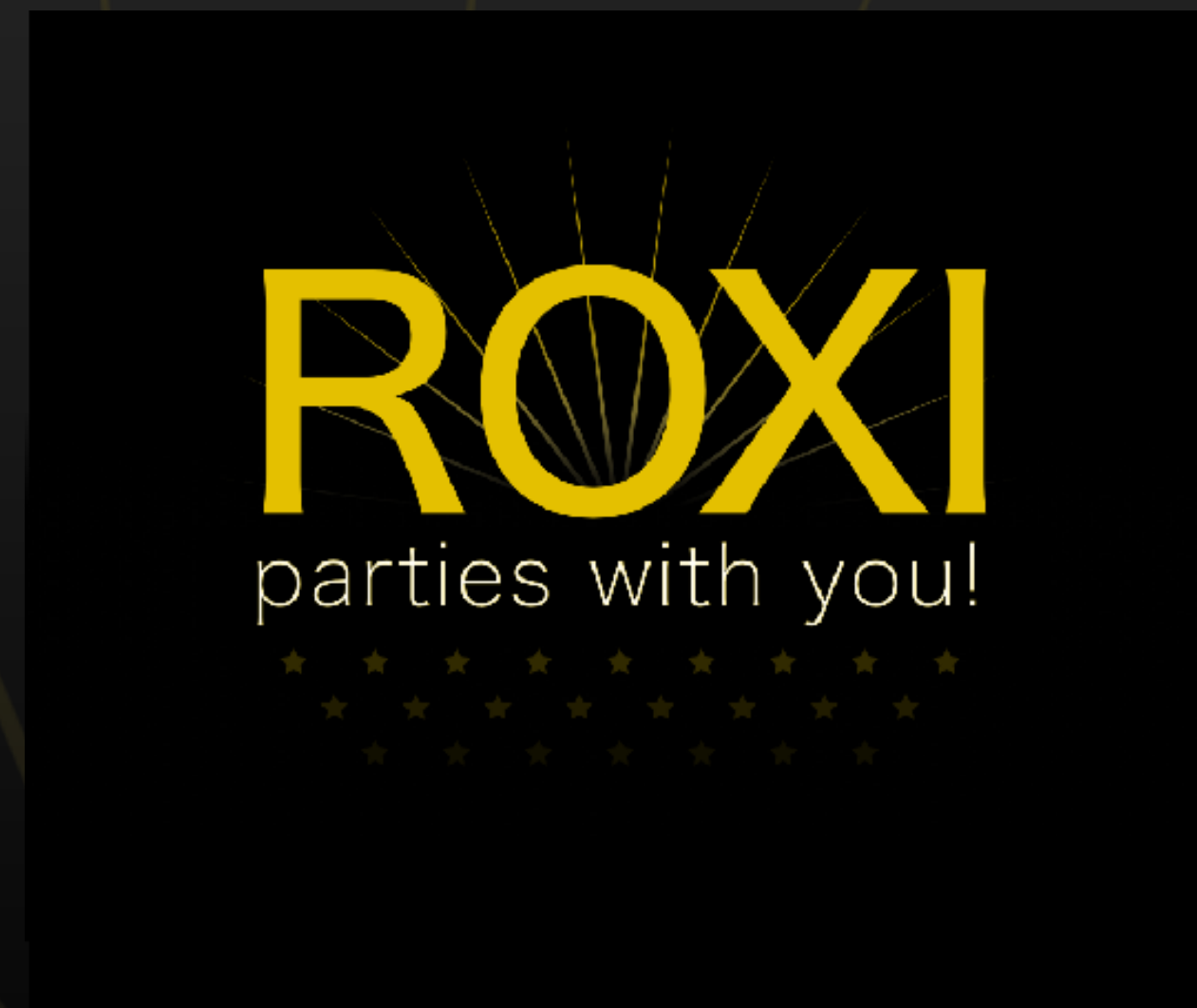


LAVO - New York City

LAVO is part of The TAO GROUP, a leading restaurant and nightlife company that develops, owns and operates many of the most successful food, beverage and nightlife entertainment venues in the United States.



Paris Hilton



~150 People including:

Mega influencers & mid-range influencers

Local NYC party and event planners

NYC-area investors

Celebrities and VIPs

Local & national press

<https://lavony.com/>

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Launch event summary & goals

March 20, 2020 8PM - 11PM

Lavo on E 58th St, NYC

Schedule:

8 - 9PM Private VIP, Guest, Roxi Social, Red Carpet

9 - 9:30PM - Roxi Q&A, product demo

9:30 - 10PM - Private social continued

10 - 11PM - Special programming for guests

Summary

The Roxi launch event will inform our target customer base, influencers and investors that

Roxi is available now in NYC.

There will be a mix of nearly **200 guests** including: influencers, VIPs, investors, local press, dignitaries, event planners, etc.

We will publicize the launch through **Paris Hilton's social network, VIP influencers, local press, national business publications, radio and Roxi's social media channels..** PR activities will lead up to the event, carry on during the event, and continue for several weeks beyond March 20th.

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Packages

	Gold	Silver	Bronze
Number of Packages Available	1	2	3
Sponsorship Amount	\$30,000	\$15,000	\$5,000
Product/Brand included in Paris Hilton's YouTube video	✓	-	-
Paris Hilton post promotion on Instagram with link etc. of product sponsor	✓	-	-
Paris Hilton post promotion on Twitter with link etc. of product sponsor	✓	-	-
Paris Hilton hashtag and mention on Instagram of product sponsor	✓	✓	-
Paris Hilton hashtag and mention on Twitter of product sponsor	✓	✓	-
Premium radio promos/ads pre, during and post event	✓	*	*
Guest speaker spot at opening or closing of VIP portion of event	✓	-	-
Roxi post promotion on Instagram, FB, Twitter with event hashtag of product sponsor	5	2	1
Roxi customer credit toward Roxi Talent party staff	4 Roxi staff for 4 hours (bartender, server, clean up, etc.)	2 Roxi staff for 3 hours (bartender, server, clean up, etc.)	1 Roxi staff for 3 hours (bartender, server, clean up, etc.)
Red carpet / step and repeat shots and placement	Yes - Brand on Step & Repeat	Yes	Yes
Charity donation included	✓	✓	✓
Product sponsor's brand on product table	Exclusive Space	Shared Space	Shared Space
Free passes to the event	6	3	2
Meet and greet passes for Paris and the rest of the Roxi team	6	3	2
Free passes to Paris's DJ event following the launch party	6	3	2
Estimated Total Value	\$130,000	\$45,000	\$15,000

**shared promotions on radio*

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“Gold” Package

Overview

As a Gold Sponsor, you'll get star treatment and premium product placement and publicity coverage relating to the launch event. Your brand will have exclusive representation along with Roxi on all print collateral, advertising, swag, step-and-repeat, and electronic media associated with the event. You'll also be invited to display banners and set up a table at the venue.

This package provides the most bang for your sponsorship. Not only will you have wide brand/product coverage at the event, but you'll be able to benefit from all of the pre and post-event publicity as well. Paris Hilton and iHeart Radio will be promoting our event, and as Gold Sponsor, your brand will be part of that.

Your sponsorship includes 6 tickets to the launch event, which includes VIP treatment. Ticket holders will be able to mingle with VIPs, celebrities, influencers, investors and press. Use the tickets for yourself or use them for your own promotional prize giveaways. A representative from <TBD> will be invited to speak at the opening of the event.

We think your market and our audience are a perfect match. Ensure the loyalty of your existing customers and resonate with new ones.

“Silver” Package

Overview

As a Silver Sponsor, you'll get maximum exposure to VIP guests, influencers and the press. Silver Sponsors will have shared representation along with Roxi and one other Silver Sponsor on all print collateral, advertising, swag, step-and-repeat, and electronic media associated with the event.

You'll also be invited to display banners and share a table at the venue will benefit from all of the related publicity leading up to the event, during the event, and for a couple of weeks post event.

This package provides very high value for your sponsorship. Not only will you have wide brand/product coverage at the event, but you'll be able to benefit from all of the pre and post-event publicity as well. Paris Hilton and iHeart Radio will be promoting our event, and as a Silver Sponsor, your brand will be part of that.

Your sponsorship includes 3 tickets to the launch event, which includes VIP treatment. Ticket holders will be able to mingle with VIPs, celebrities, influencers, investors and press. Use the tickets for yourself or use them for your own promotional prize giveaways. A representative from <TBD> will be invited to speak at the opening of the event.

We think your market and our audience are a perfect match. Ensure the loyalty of your existing customers and resonate with new ones.

Roxi's Customer Reach



Our launch-event publicity, promotions via digital and radio coverage will target the NYC market, specifically potential hosts within this demographic.

Sponsorship Terms & Agreement

SPONSORSHIP AGREEMENT

Created on **02/21/2020**

This Sponsorship Agreement [known hereafter as the "Agreement"] is executed on this [02/11/2020] between [**<TBD>, known hereafter as the "Sponsor"**] and [**Roxi Parties**], known hereafter as the "Sponsee."

Terms of Agreement

1. Sponsee Obligations

The Sponsee will give the Sponsor contribution for the following benefits:

- [**TBD based on sponsorship package**]

2. Sponsor Obligations

The Sponsor agrees to pay the amount of [**TBD**] made payable to [**Roxi**] and due on [**TBD**].

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Sponsorship Terms & Agreement

SPONSORSHIP AGREEMENT (CONTINUED)

3. Sponsor Trademarks and Materials

Subject to the terms and conditions of this Agreement, the Sponsor grants the Sponsee the right to use the Sponsor's trade names, logo designs, trademarks, and company descriptions as provided in Sponsor marketing materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed solely in connection with **Roxi Launch Event**. Sponsee agrees to use materials according to Sponsor's trademark usage guidelines.

The Sponsor agrees to offer the following materials for marketing and promotional purposes:

- **Product Placement**
- **Brand Representatives**
- **Promotional Giveaways**
- **Brand Booth at Event**

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Sponsorship Terms & Agreement

4. Indemnity

4.1 The Sponsor will indemnify, defend, and hold the Sponsee harmless from and against any claims relating directly or indirectly to, or arising out of, content posted on the Sponsor's respective website, use of Sponsor materials, or use of Sponsor's logos and trademarks.

4.2 The Sponsee will not be responsible for damage to or loss of property belonging to the Sponsor, its employees, contractors, or agents or for personal injury to the Sponsor's employees, contractors, agents, directors, or invitees except to the extent that claims may be solely and directly attributed to willful misconduct or gross negligence of the Sponsee and Sponsee's employers, directors, or officers.

4.3 Sponsor will give Sponsee prompt written notice of any suit or claim that comes within the purview of these indemnities.

5. Limitation of Liability

In no event shall either party be liable to the other party for any consequential, incidental, indirect, or punitive damages regardless of whether such liability results from breach of contract, breach of warranties, tort, strict liability, or otherwise.

Sponsorship Terms & Agreement

6. Term and Termination

6.1 This Agreement will be valid for the period of **[02/21/2020] to [03/21/2020]**.

6.2 The Sponsee may terminate this Agreement at any time for any reason. In the event that the Sponsee terminates this Agreement for any reason other than Sponsor's breach of Agreement, the Sponsee shall refund any fees received from the Sponsor and return any materials, equipment, hardware, or software loaned by the Sponsor for the event, at the Sponsor's expense.

6.3 The Sponsor may terminate this Agreement for breach of Agreement by the Sponsee after giving Sponsee at least ten (10) days prior written notice specifying the nature of the breach and giving the Sponsee at least ten (10) days to resolve such breach. If breach occurs less than ten (10) days before the event, Sponsor may terminate this Agreement if breach is not resolved by the first day of the event.

Sponsorship Terms & Agreement

7. Disagreement

In the case of a disagreement at any point, the parties will refer the matter to an independent arbitrator appointed by mutual agreement.

8. Miscellaneous

8.1 This Agreement will supersede any or all prior oral or written forms of understanding between the Sponsor and Sponsee. This Agreement may not be amended or modified except when one or both parties execute amendments in writing and amendments are signed by both parties.

8.2 This Agreement shall be governed by and executed in accordance with the laws of the State of New York applicable to agreements made and to be performed entirely within this state.

8.3 The terms and conditions of this Agreement shall not be divulged to any third party without prior written approval from both parties.

[Signature page on following page.]

Sponsorship Terms & Agreement

In witness whereof, the Sponsee and Sponsor hereby agree to enter into this Agreement on the day and year first written above by affixing their respective signatures below.

[Sponsor Signature]

[Sponsor Title]

[Sponsor Package Type]

[Date]

