

785

How to:

SEMINAR SERIES



HOW-TO SERIES: BUSINESS SEMINARS & SHOWCASES

The "How-To" Event Series is a monthly business seminar and networking showcase to empower emerging and established entrepreneurs. Each event attracts 250+ attendees, including professionals, creatives, and business owners eager to learn, network, and support their communities.

The event format includes a panel discussion, business presentations, a hands-on workshop, and a vibrant art exhibition with live music and an open bar. This is an unparalleled opportunity for food and beverage sponsors to reach a highly engaged and diverse audience.



Our seminars are designed to guide participants through the critical steps of developing their brands.

FOOD & BEVERAGE SPONSORSHIP OPPORTUNITIES

Exclusive Beverage Sponsor

- Branding on all drink menus, bar signage, and cocktail napkins.
- Opportunity to create a signature cocktail named after your brand.
- Dedicated drink station for sampling your product.

Catering Sponsor

- Showcase your food with branded serving stations.
- Feature dishes or snacks inspired by your product line.
- Logo placement on buffet signage and table cards.

Tasting Sponsor

- Host a live tasting session during the networking hour.
- Promote new or flagship products with interactive demos.
- Placement of branded menus and handouts at tasting stations.

EVENT BENEFITS FOR FOOD & BEVERAGE SPONSORS

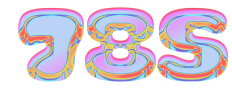
- **Brand Exposure:** Logo placement on digital and print materials, event banners, and email promotions reaching 3,000+ subscribers.
- **On-Site Visibility:** Dedicated space to serve and showcase your products in high-traffic areas.
- **Audience Interaction:** Engage directly with 250+ attendees, including professionals, business owners, and art enthusiasts.
- **Social Media Features:** Brand mentions in pre-event, live, and post-event content shared across our 10k+ social followers.

FUNDRAISING

Passes are "pay what you want" as our goal is to raise money for the Kickstarter campaign 'Thank You For Being Here'. Our mission is to launch an application with resources to provide companionship to people dealing with hardships such as medical conditions, terminal illness, and mental health.



Donations of \$50 or more will be given a signature tote bag.



SPONSORSHIP TIERS

Platinum Sponsor – \$7,500

- Exclusive branding of the open bar or buffet area.
- Full-page feature in the event newsletter.
- Logo placement on stage backdrops, event programs, and the website.
- Up to 10 branded tote bags distributed to VIP attendees.

Gold Sponsor – \$5,000

- Branding of one drink station or food serving area.
- Half-page feature in the event newsletter.
- Onboarding table to interact with guests.
- Up to 6 branded tote bags distributed to VIP attendees.

Silver Sponsor – \$3,500

- Logo placement on bar menus and food stations.
- Quarter-page feature in the event newsletter.
- Opportunity to include product samples in attendee gift bags.
- Up to 5 branded tote bags for distribution.

WHY PARTNER WITH US?

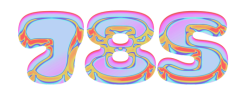
- **Attendee Demographics:**
Our events attract entrepreneurs, professionals, and creatives, ages 25-45, who are trend-conscious and eager to support local and emerging businesses.
- **Proven Success:** Past events have consistently achieved high engagement, with over \$5,000 in on-site sales and strong community feedback.
- **Tailored Engagement:**
Showcase your products in an authentic, community-driven environment where attendees can sample and experience your brand firsthand.



METRICS OF SUCCESS

- 250+ attendees per event interacting with your product.
- 3,000+ impressions from email marketing campaigns.
- Social media reach exceeding **10,000 followers** with branded posts.
- Post-event feedback and direct sales opportunities from your showcase.





OUR PARTNERS



Victoriarose Vargas is a social media marketing coach who specializes in online content creation and promotion.

She partners with us to create strategies and execution plans to optimize our audience outreach and gain new community members.



AD Exhibitions is an art pop-up exhibition that cruates events all over NYC. They have curated 8 art shows, with over one hundred artists.

They partner with us on events to curate the art exhibitions at the beginning of our business seminars and grants.



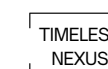
Escape2NY is an events business that caters to communities in the tri-state area on creating spaces for local performers, dj's and venues to connect.

They partner with us on promoting the event, and our performance line-up.



Brave Through Faith is a platform dedicated to teaching emerging professionals vital skills needed to succeed.

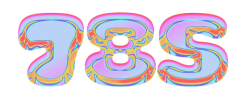
They partner with us to provide workshops to cultivate business skills that are transferable..



Timeless Nexus is a record label that connects people through music; providing unique experiences while showcasing artists and their productions.

They partner with us on promotion and performance lineups.

Our partners play a crucial role in scouting panelists, participants, and performers, as well as helping to promote the event to a wider audience.



**JOIN US TO MAKE A LASTING IMPRESSION ON AN ENGAGED,
MOTIVATED AUDIENCE WHILE EMPOWERING LOCAL
BUSINESSES AND COMMUNITIES.**



For sponsorship opportunities and inquiries:

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