

SUNDAY FUNDAYS

Every Sunday

DAY-TIME

1 PM-7 PM

MUSICAL SCORE PROVIDED BY:

CHICAGO'S HOTTEST DJ'S

NO COVER

THE BAR 10 DOORS
1259 W. TAYLOR

TO WIN OPEN BAR PACKAGE OR FREE BIRTHDAY PARTY
WWW.KEVINKBBURNS.COM

SPONSOR PACKET



Dear Business Owner:

Two of Chicago's top promoters, Kevin "Kb" Burns and Craig Elliot, are launching a highly anticipated and innovative summer event. Starting in May 2012, the kick-off of the "Sun Day Party" will give attendees a new refreshing way to enjoy their Sunday afternoon. For more than over 30 years combined, these two gentlemen have been successfully hosting events throughout the Chicagoland area. The success of their events is credited largely to their keen savvy of being able to provide patrons with the perfect blend of an urban and upscale atmosphere. One of the most recent successes that continually receive rave reviews from customers is their weekly Wednesday Night Karaoke.

I am writing this letter to ask your sponsorship for the "Sun Day Party" event. The organizing of this event will include patio seating, drink specials, full menu, and music by some of Chicago's most renowned DJs. We would like to book your business for the month of May. Potential estimated audience of 100+ attendees would benefit tremendously from the services you offer. The cost to sponsor this event is detailed in the following pages.

The event is scheduled to be held every Sunday starting May 6, 2012 from 1pm-7pm at Bar 10 Doors, 1259 W Taylor, Chicago, IL. Your munificent sponsorship would be returned by:

- Business name and logo in announcements and promotional materials
- Brand exposure to potentially over 25, 000 urban professionals
- An opportunity to display product/service once at the event during sponsorship period
- Acknowledgement on all of our Social Media sites
- Promotional commercials during the live stream of the event on Swank Society Radio

Our client would love to partner with you and your business during this new venture. We will be happy to answer any questions you may have by email at purnellenterprises@gmail.com or by phone at (773) 331-3459. Thank you in advance for your consideration to be a part of the "Sun Day Party" and make a difference in the success of our event.

Best Regards,

Cheresa Purnell
Purnell Enterprises Inc.
Owner
773-331-359 (p)
www.purnell-enterprises.com
purnellenterprises@gmail.com



SPONSOR PACKAGES

Diamond Sponsorship

As a Diamond sponsor, the sponsor, as well as the goods and services they provide, will be marketed and strongly promoted. These sponsorships will last for one month. Diamond sponsorships include the following:

- Company's logo and link will be placed in the banner position on the marketing emails each week during sponsorship month. Email will be sent to approximately 25,000 urban professionals weekly so visibility will be high.
- Company will be given 4 promotional commercials during the live stream portion of the Wednesday Night Karaoke event during sponsorship period.
- Diamond sponsors will also have the opportunity to engage the crowd once at the event to promote and/or sell product/services.
- Company will be mentioned as a sponsor of all "Sun Day Party" events during assigned month.
- Diamond sponsors will be highlighted through all forms of social media.

Cost of Diamond Sponsorship: \$400

Platinum Sponsorship

As a Platinum sponsor, the sponsor, as well as the goods and services they provide, will be marketed and strongly promoted. These sponsorships will last for one month. Platinum sponsorships include the following:

- Company's logo and link will be added on the marketing emails each week during sponsorship month. Email will be sent to approximately 25,000 urban professionals weekly so visibility will be high.
- Company will be given 2 promotional commercial during the live stream portion of the Wednesday Night Karaoke event during sponsorship week.
- Platinum sponsors will also have the opportunity to engage the crowd once at the event to promote and/or sell product/services.
- Company will be mentioned as a sponsor of all "Sun Day Party" events during assigned month.
- Platinum sponsors will be highlighted through all forms of social media.

Cost of Platinum Sponsorship: \$300



Gold Sponsorship

As a Gold sponsor, the sponsor, as well as the goods and services they provide, will be marketed and strongly promoted. These sponsorships will last for two weeks. Silver sponsorships include the following:

- Company's logo and link will be added on the marketing emails two weeks during sponsorship month. Email will be sent to approximately 25, 000 urban professionals weekly so visibility will be high.
- Company will be given 1 promotional commercial during the live stream portion of the Wednesday Night Karaoke event once during sponsorship weeks.
- Company will be mentioned as a sponsor of all "Sun Day Party" events during assigned weeks.
- Gold sponsors will be highlighted through all forms of social media.

Cost of Gold Sponsorship: \$200

Silver Sponsorship

As a Silver sponsor, the sponsor, as well as the goods and services they provide, will be marketed and strongly promoted. These sponsorships will last for one week. Silver sponsorships include the following:

- Company's logo and link will be added on the marketing emails each week during sponsorship month. Email will be sent to approximately 25, 000 urban professionals weekly so visibility will be high.
- Company will be mentioned as a sponsor of all "Sun Day Party" events during assigned month.
- Silver sponsors will be highlighted through all forms of social media.

Cost of Silver Sponsorship: \$150