

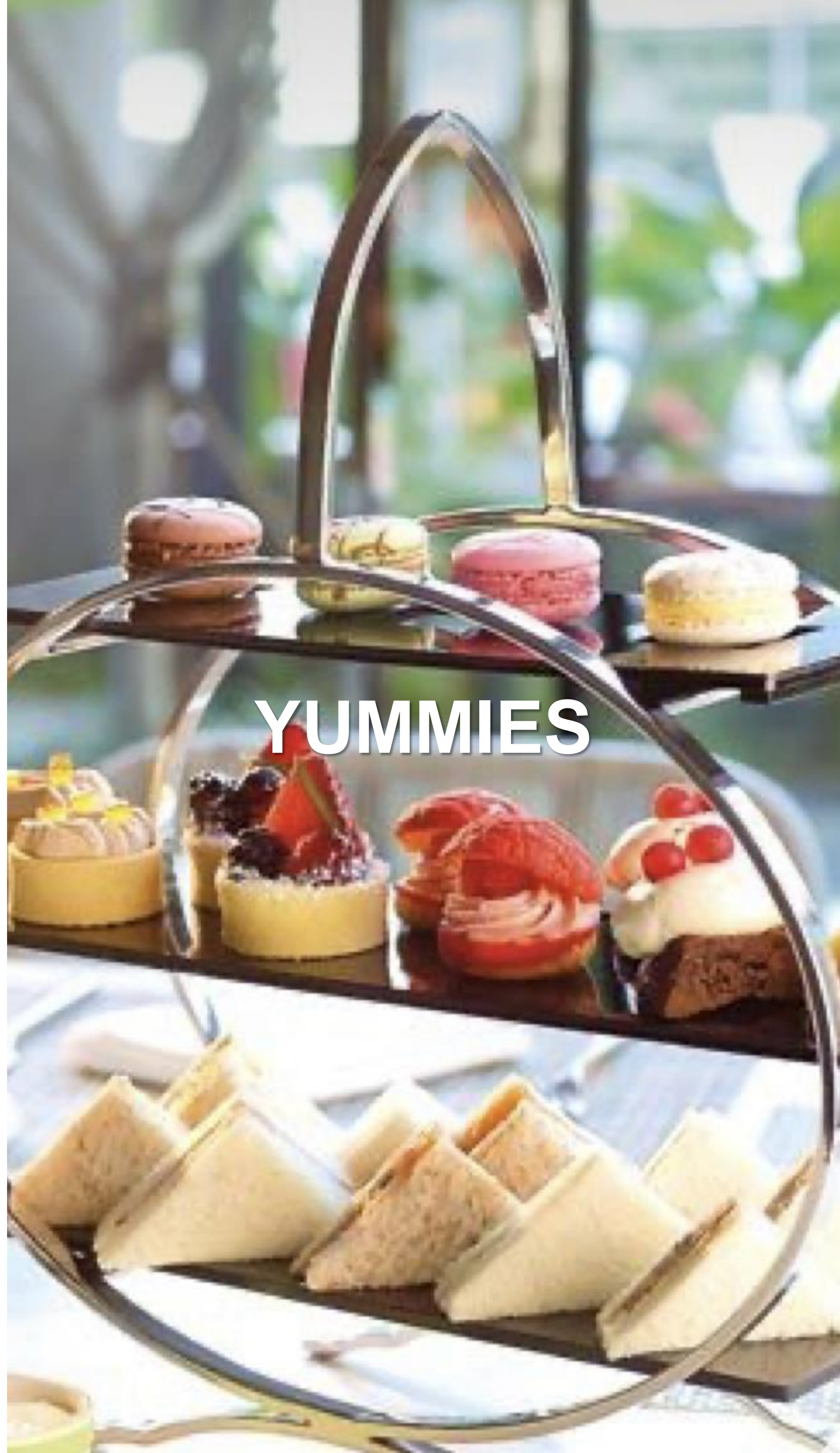
Sweets & Tea Party



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BEVERAGES



YUMMIES



ENTERTAINMENT



ESTABLISHED 2019 WITH INSTANT SUCCESS



WHY



Sweets & Tea Party is an elegant production that brings thousands of quality VIPs together for an evening of networking, philanthropy while getting spoiled for a day.

Guests get to experience a mouth-watering journey of custom sweets, beverages from around the globe.

We feature live tastings, shopping, red carpet receptions, games, themed rooms, pet / high fashion, pampering, mixologists, live performances & much more.

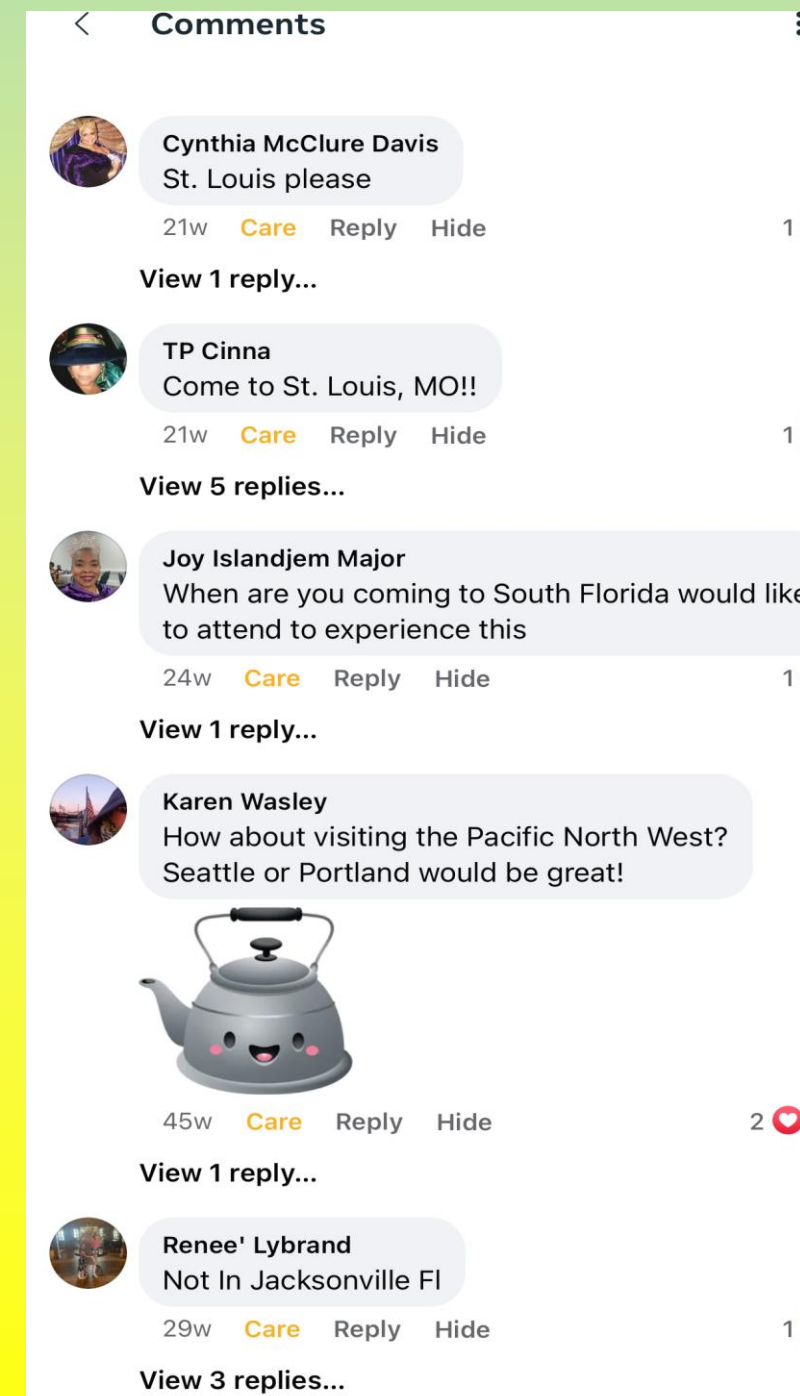
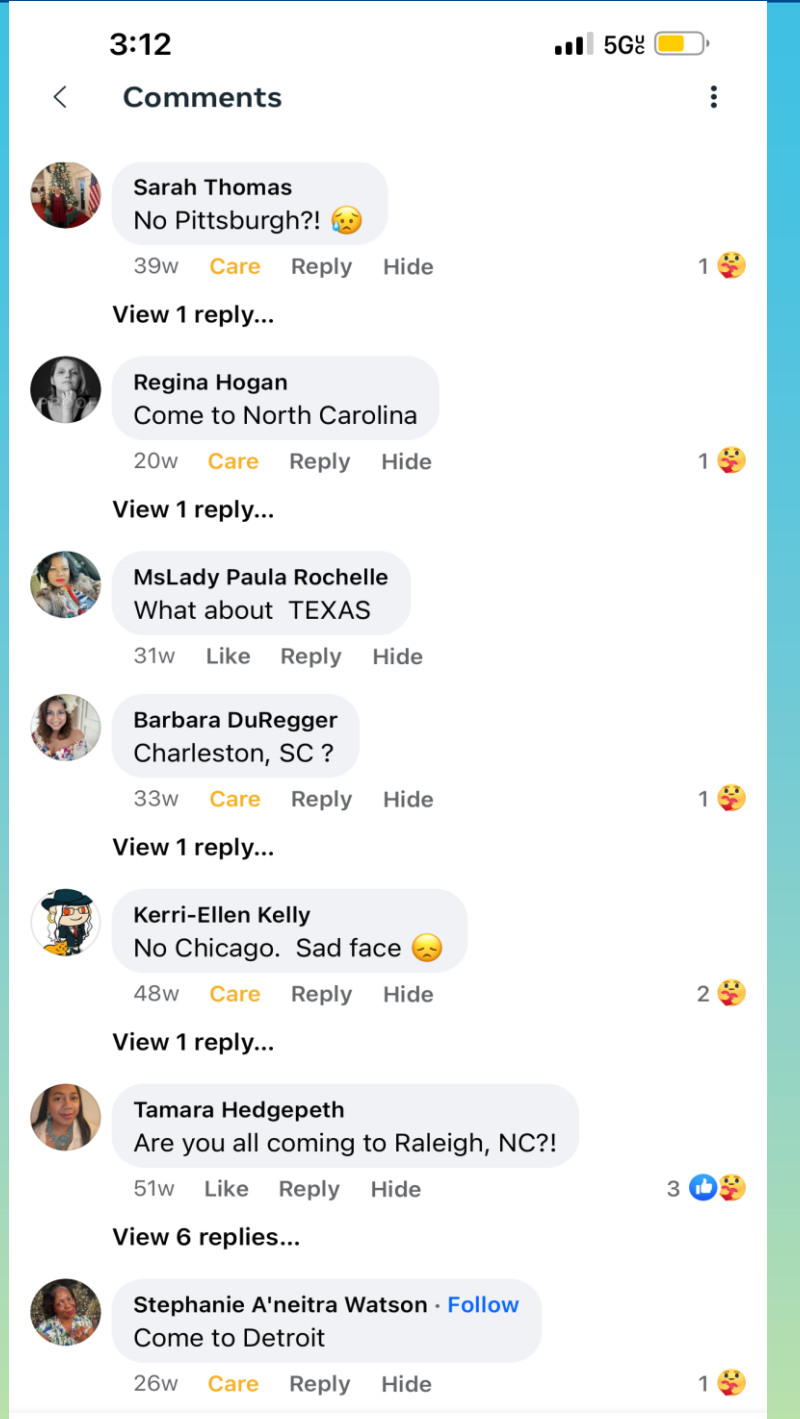
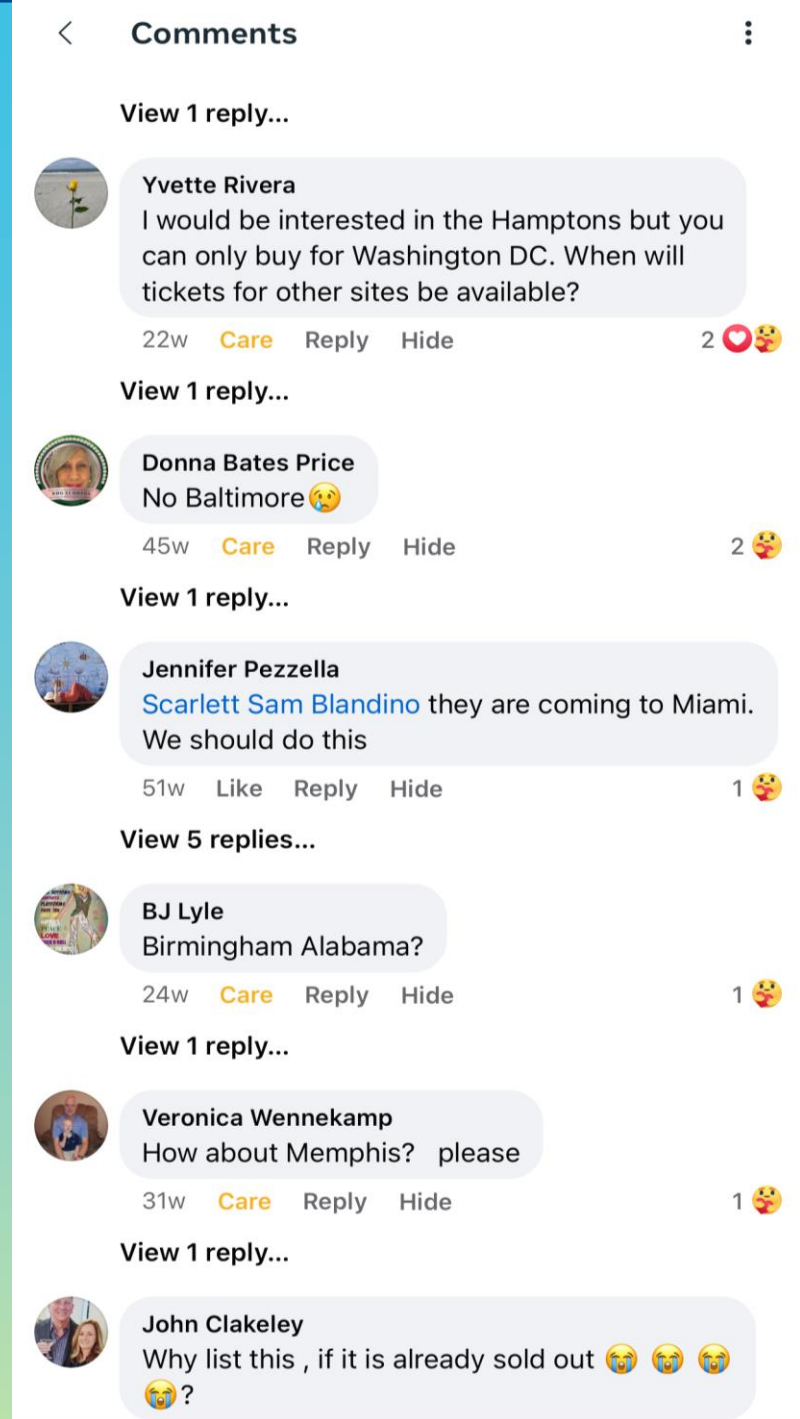
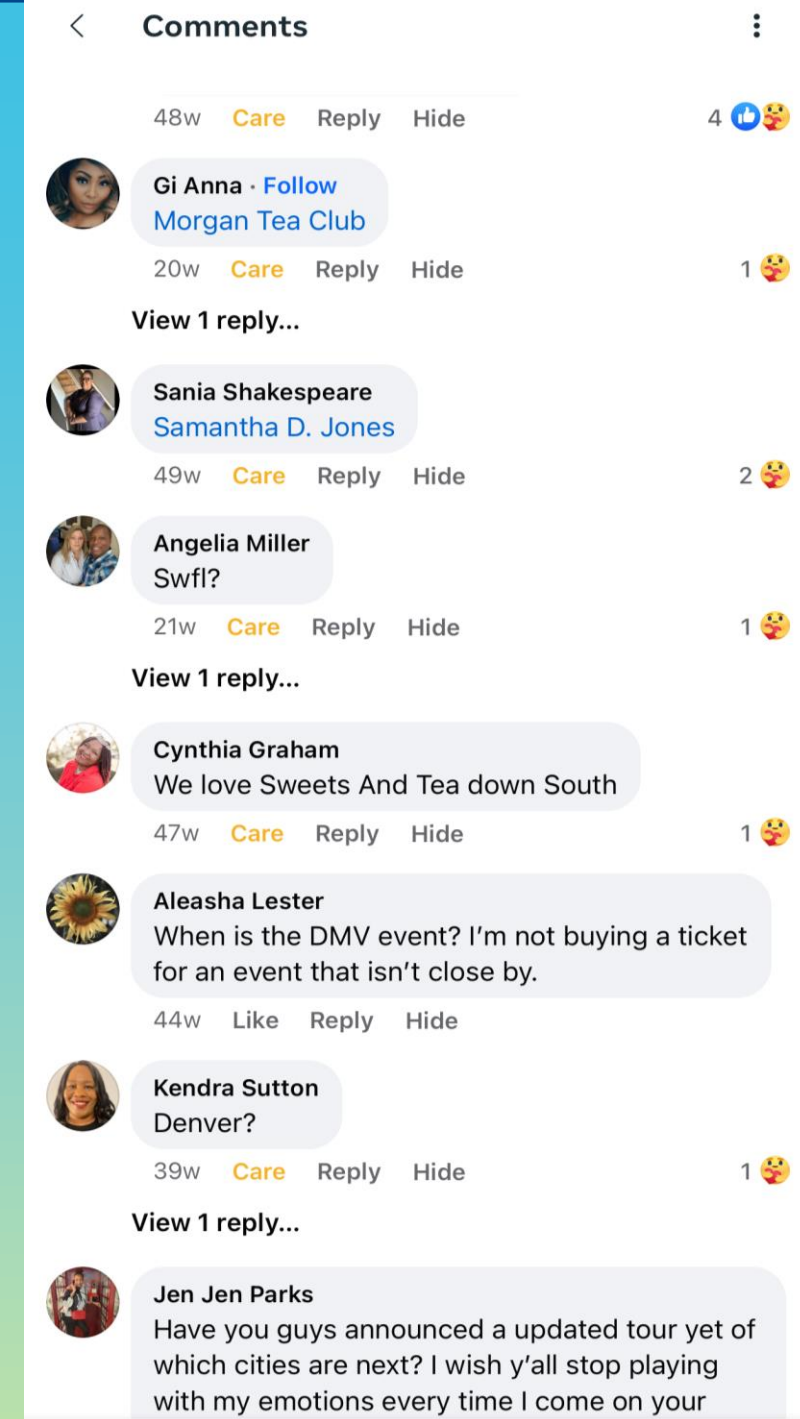
Since inception, we have collected a very high amount of data that will be useful to market and promote your brand. We are growing at very rapid pace with a very high demand for us to host in over 83 cities which is leading to large festivals.

PAMPERING :: MIXOLOGISTS :: PASTRIES :: FASHION :: ENTERTAINMENT :: GAMES :: FUN

DEMAND

We are constantly getting bombarded with emails, texts, comments, DM's from different cities to host a Sweets and Tea party in their respective cities.

We are open to partnerships, that can also benefit locally, nationally & internationally



ATTENDEES

Women now drive the world economy. Globally, they control about \$20 trillion in annual consumer spending. Given those numbers, Sweets & Tea party has successfully managed to tap into a very unique & powerful consumer.

AGE

25 - 34	13.4%
35 - 44	17.6%
44 - 54	32.3%
55 - 64	31.4%
65+	4.9%

EVENT ATTENDANCE

VIP EXCLUSIVES	400
GENERAL ADM	15,000

DATA COLLECTED

RSVP'S TO DATE	63,000
SUBSCRIBERS	712,383

DEMO

EXECUTIVES
INFLUENCERS
ELITES
CELEBRITIES

ETHNICITY

DIVERSE

INCOME

\$100,000 - \$250,000	8%
\$250,000 - \$500,000	14%
\$500,000 - \$1M	21%
\$1M - 10 M	43%
\$10 M +	14%



82%
Female



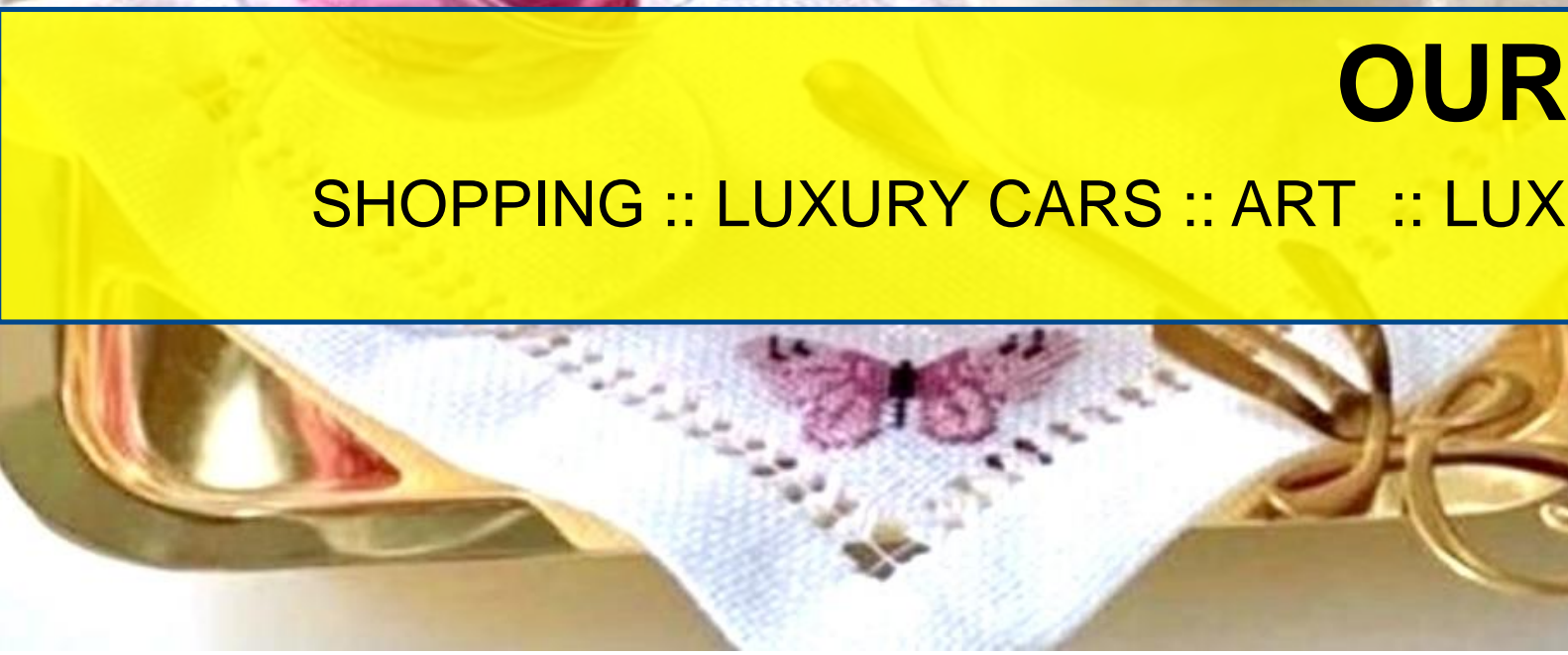
18%
Male

PSYCHOGRAPHICS



OUR ATTENDEES HAVE MULTIPLE INTERESTS

SHOPPING :: LUXURY CARS :: ART :: LUXURY JEWELRY :: FOODIES :: LUXURY LIFESTYLES :: GOLF :: TENNIS :: LUXURY TRIPS :: YACHTS ETC





NEW YORK



ATLANTA



MIAMI



DC

WASHINGTON DC
Location: Donahue, Georgetown
Washington DC

Saturday August 24th & Sunday 25th 2024

- ❖ **1260 guests rotation**
- ❖ **4pm-8pm**
- ❖ **9pm-2am**
- ❖ **We are working with local DMV influencers**



ATLANTA GA
Location: Shops Of Buckhead

Saturday Sept 21st 2024

- Up to 800 guests 4pm - 12am**
- ❖ **Tickets on sale to the public**
- ❖ **1200 guests in rotation**
- ❖ **12pm-12am**
- ❖ **We are working with local Atlanta influencers**



NY

Location: Hamptons - Private

Saturday October 5th 2024

- ❖ **Tickets for sale to the public**
- ❖ **Up to 900 guests**
- ❖ **11 am - 8pm**
- ❖ **We would acquire 1 day liquor permit**
- ❖ **We would allow Diageo products for sampling**
- ❖ **We would engage major celebrities for branding**



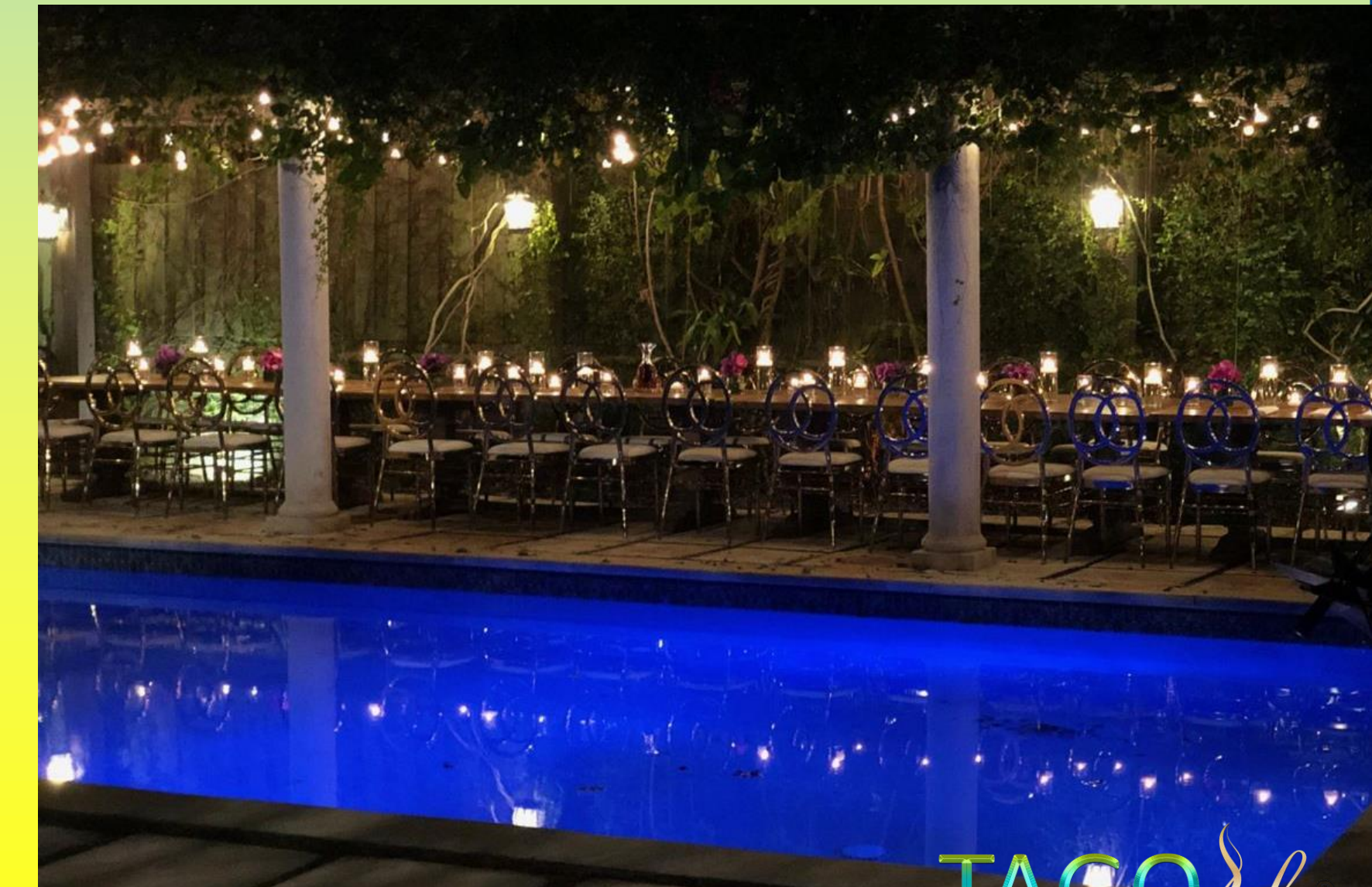
MIAMI FL

Location: Private Property

Saturday Dec 7th 2024

Up to 400 VIP guests 4pm – 8pm

- ❖ **Tickets on sale to the public**
- ❖ **1200 guests in rotation**
- ❖ **12pm-12am**
- ❖ **We are working with local Miami influencers**

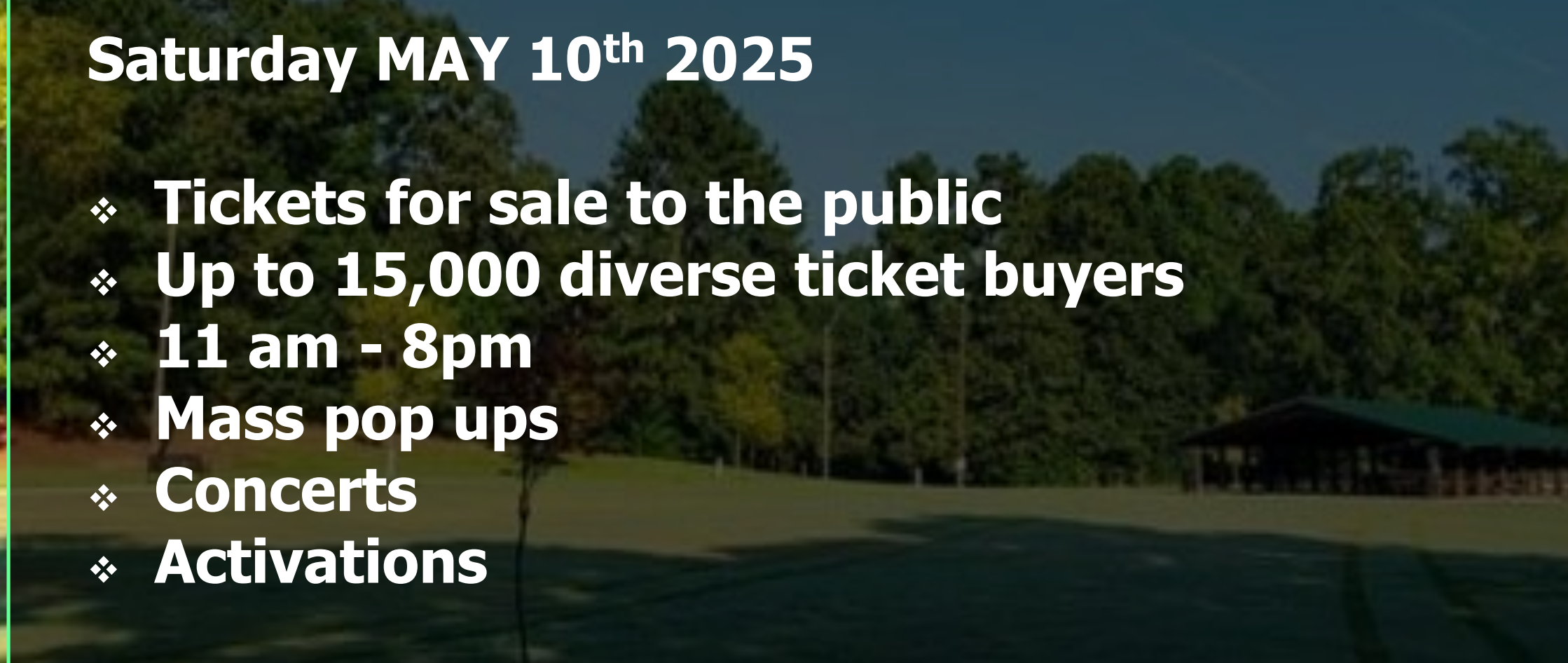


GROWTH OPPORTUNITIES

ATLANTA GA LAUNCH OF THE S&T FESTIVALS Location: Blackburn Park

Saturday MAY 10th 2025

- ❖ Tickets for sale to the public
- ❖ Up to 15,000 diverse ticket buyers
- ❖ 11 am - 8pm
- ❖ Mass pop ups
- ❖ Concerts
- ❖ Activations



2025 LAUNCH OF MULTI - CITY TOURS



MARKETING STRATEGIES

PRE, DURING & POST EVENT MARKETING CAMPAIGNS OPPORTUNITIES

CAMPAIGNS & IMPRESSIONS

EMAIL LIST 3.1 MILLION

TEXT LIST 2.2 MILLION

WEBSITE 2,365,736 MILLION

SUBSCRIBERS 712,383

SOCIAL MEDIA BUSINESS AD BUYS

CONTEST GIVEAWAYS & TIE IN

BRANDED CONTEST INTERGRATIONS

CONTENT BLITZ ON ALL SM PLATFORMS TO

BOOST ALGORITHM

NEWSLETTER, FLYERS & MAIL INVITES 10,000

PARTNERSHIPS

LIVE BUY TECHNOLOGY

INFLUENCER / SOCIALITES

INVITATIONS OF VIPS

CROSS PROMOTIONS

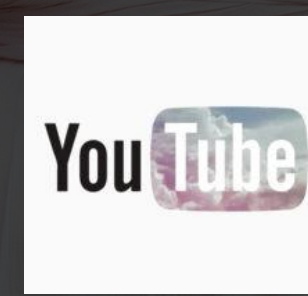
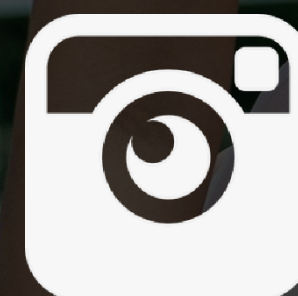
TEASER CAMPAIGNS

MEDIA, TV & RADIO PARTNERSHIPS

WEBSITE (S)

MEDIA & PR CAMPAIGNS

STREAMING SERVICES



CUSTOM PARTNER BENEFITS

BRAND ACTIVATIONS

Let's brainstorm on a unique activation that would attract sales or sampling of your brand



RIGHTS

Obtain rights for licensing rights for branding, PR, consumer marketing promotions, media etc



BRAND INTEGRATIONS

As an official sponsor across you get to enjoy perks prior, during and after the events



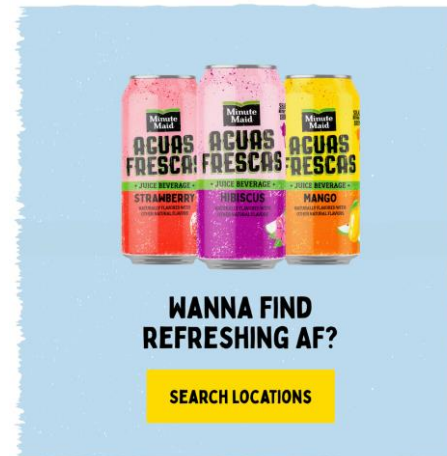
TICKET ACCESS & HOSPITALITY

Your brand will receive perks & complimentary event tickets to be used for your internal promotional/marketing initiatives



PREVIOUS MEDIA & PARTNERSHIPS

GETTY, BUCKHEAD SOCIAL, TMZ, EMI, BET, JIMMY KIMMEL, UNIVERSAL, E-ONLINE, KNBC, LA TIMES, BILLBOARD, ROLLING OUT, CREATIVE LOAFING, JEZEBEL, AJC, WSB, 11 ALIVE HAUTE MIAMI, MIAMI TIMES, ENTERTAINMENT TONIGHT, HOLLYWOOD REPORT, M MUSIC, ETC



TRINA TURK



YOUR BRAND GOALS

INFLUENCERS

Join our network of influencers to promote your brands through our creative partnerships

MEDIA TOURS

Opportunities to join our media interviews and coverage to discuss or showcase your brand

SOCIAL MEDIA GIVEAWAYS

Creative social media content to engage with the community such as tickets & prizes giveaways

SAMPLING/SALES/DEMO

Ability to convert your brand to create awareness & sales

TEXT & NEWSLETTER BLASTS

Opportunities to cross promote, engage or giveaway incentives

CUSTOM INTERGRATION

We will integrate custom ideas of your brand into the entire campaign and day of programs

THE POSH

\$9K

Your company's logo will be displayed across all online promotional materials

Shout-out on social media upon confirmation of partnership, prior, during and after the festival

Right to use logo: Official Supporter of Sweets & Tea Party

Logo on all print ads

2 tickets

All-Access Passes

Customized activation and experience

9000 email blast

THE CHOMP

\$15K

All the above plus

4 Passes

Category exclusivity for certain market

Product Sampling/Placement

Your company's name will be mentioned prominently on our social media

Shout-out on social media upon confirmation of partnership, during the lineup launch, during the week of the festival, and after the festival is complete

15,000 email blasts



TAGO Life

THE BLOSSOM

\$30K

- All the above plus
- Logo on all promo and recap videos
- Partner name on all press releases
- Premium Product Sampling/Placement
- Opportunity to weave in influencer network
- 360° integration
- Customized ad on all printed tickets
- Extra tickets for the VIP lounge at the Main Event
- Logo on step & repeat
- Social media campaign & giveaways
- Email campaigns (30,000 database)
- VIP hospitality lounge (5 passes)

THE FASCINATOR

\$50K

- All the above plus
- Live streaming & ads on the Tago Life Network powered by Roku, Prime, Apple
- Logo on step & repeat outside the venue visibility
- Product display by reception area
- Company logo inclusion on website, social media outlets
- Social media campaign & giveaways
- Email & SMS campaigns (50,000 subscribers)
- Inclusion in gifting
- Onsite Activation
- VIP hospitality lounge (7 passes)

TAGO Life®

CHAI SPONSOR

\$75K

- All the above plus
- Display of product outdoors
- Logo inclusion on website, social media outlets and promotional materials
- Logo display on screens throughout the event
- Social media campaign & giveaways
- Email & SMS campaigns (75,000 subscribers)
- Inclusion in gifting
- Onsite Activation
- VIP hospitality lounge (10 passes)

HIGH TEA SPONSOR

\$100K

- All the above plus
- Instant buys via onsite + via live streaming technology.
- Logo on step & repeat outside the venue visibility
- Product display by main door entry way
- Logo display on top floor screens throughout the event
- Company logo inclusion on website, social media outlets and promotional materials
- Social media campaign & giveaways
- Email & SMS campaigns (100,000 subscribers)
- Video & photo assets
- QR Code activations
- Inclusion in gifting
- Onsite Activation
- VIP hospitality lounge (15 passes)

FESTIVAL SPONSOR

CUSTOM OPTIONS TO FIT IN YOUR BUDGET

- All the above plus
- Pre marketing activations & branding in each city
- QR Code & mail invitations to each city with your brand integration.
- Vehicle van / bus brandings
- Billboard marketing
- Influencer campaigns
- Giveaway campaigns
- Email & SMS blasts to 7 million subscribers
- Partner name on event wristbands
- Weekly shout-outs on social media
- Opportunity to say a few words during the event
- Logo on IG/FB profile image
- Media tour interviews in each city
- Category exclusivity
- Customized activation and experience - first right of refusal
- Your company's logo on all tickets



A LA CARTE OPPORTUNITIES

VIP EVENT VENDORS

Small tables starting at \$350

Long tables starting at \$650

Food Vendor starting at \$750

FESTIVAL VENDORS

8 x 8 tent starting at \$850

10 x10 tent starting at \$650

Food trucks starting at \$1250

VIP sections starting at \$2500

Vendors are allowed to bring in their own décor. Submit photo of booth presentation. Food vendors have to provide insurance / safe serve certificates. All products must be legal, approved & align with our brand

OTHERS

Influencer shout Outs \$800 each

Digital screens Ads \$4K

Activation Buildouts \$14K +

VIP hospitality lounge \$13K

Local Media Tour \$18K

Influencer partnerships (Custom discussions)

CUSTOM PACKAGES ARE ENCOURAGED TO HAVE A SUCCESSFUL CAMPAIGN



AUTOMOBILE DONATION

RAFFLE GIVEAWAY

A pre event campaign to engage TV, radio, magazines, social media & influencers to win a vehicle for a cause (write off)

LOANER

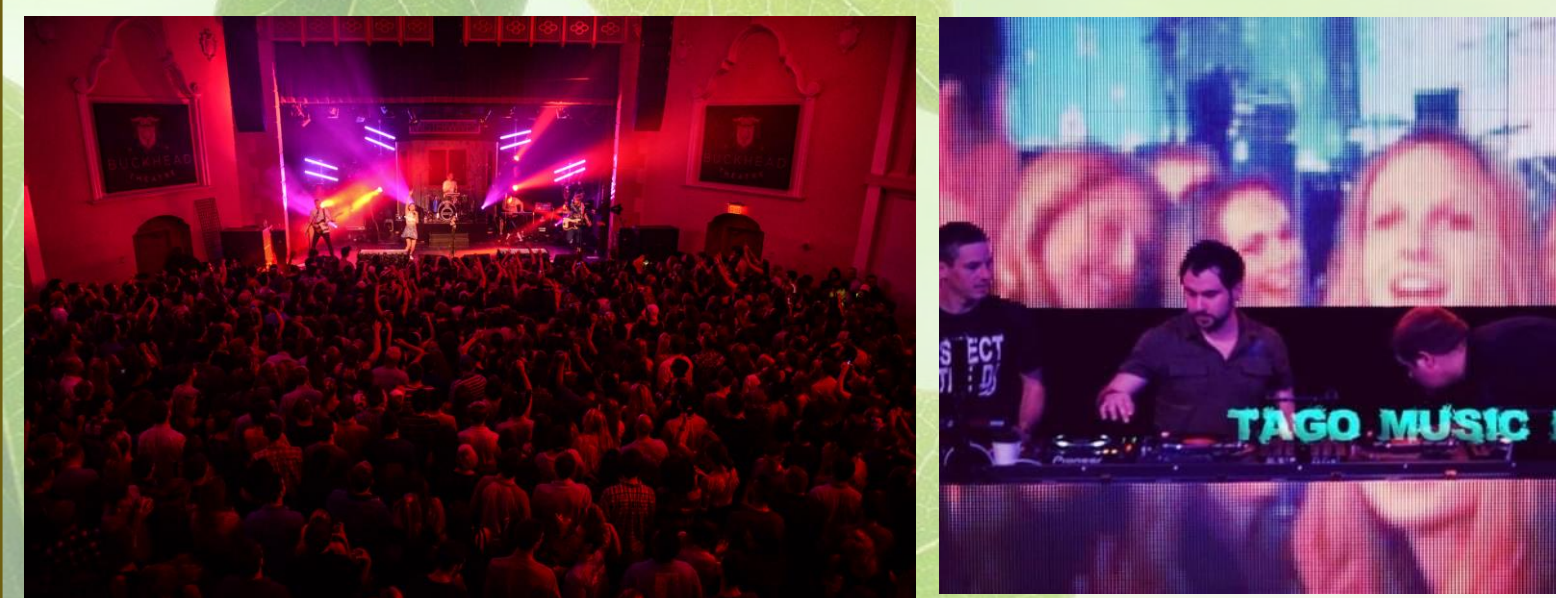
Opportunities to wrap, drive, park your vehicle in the appropriate neighborhoods and location with the target demographics

SAMPLING/SALES/DEMO

Ability to convert your brand to create awareness & sales

All vehicle donations will require a promotional budget, wrapping, gas, models, parking fees etc

ABOUT TAGO LIFE



- Concerts & Tour DJ 1993-2004
- Miss Metro Atlanta 2004 - 2007
- Tens In Paradise 2006 -2008
- Celebrity Red Carpet Events 2007 – 2012
- London Bistro & Ultra Lounge 2009 - 2014
- Tago Event Centers 2015 - Present
- Nu York Lounge 2016 - 2019
- The Journey Awards 2019 - Present
- Sweets And Tea Party 2019 - Present
- Miracle Shakes 2020 -Present
- Tago Life Network 2023 - Present
- World Party Experience 2023 - Present

TAGO Life®

Having produced over 200 successful events, this once homeless industry leader, started from extreme poverty. Working his way up the ladder sometimes 20 hours a day, in the midst of starvation and cold nights. Such extreme experiences & attributes, have equipped him with a strong will to thrive within the industry.

Armed with decades of building strong alliances amongst influencers, media & VIPS , combined with the urge of pushing the envelope to create unique, intriguing concepts and experiences.



TAGO *Life*®

We are an Atlanta based entertainment and lifestyle company. The brand was officially launched in October 2012

We specialize in creating special events, music & film productions, award shows, event designs, concerts and much more.

Our main objective is to inspire the new generation through entertainment & philanthropy.

www.Tago.Life

THANK YOU FOR YOUR CONSIDERATION

CONTACT US TODAY SO WE CAN BUILD A UNIQUE & CREATIVE PARTNERSHIP

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