



LEGGINGS LOUNGE

YOGA + HAPPY HOUR

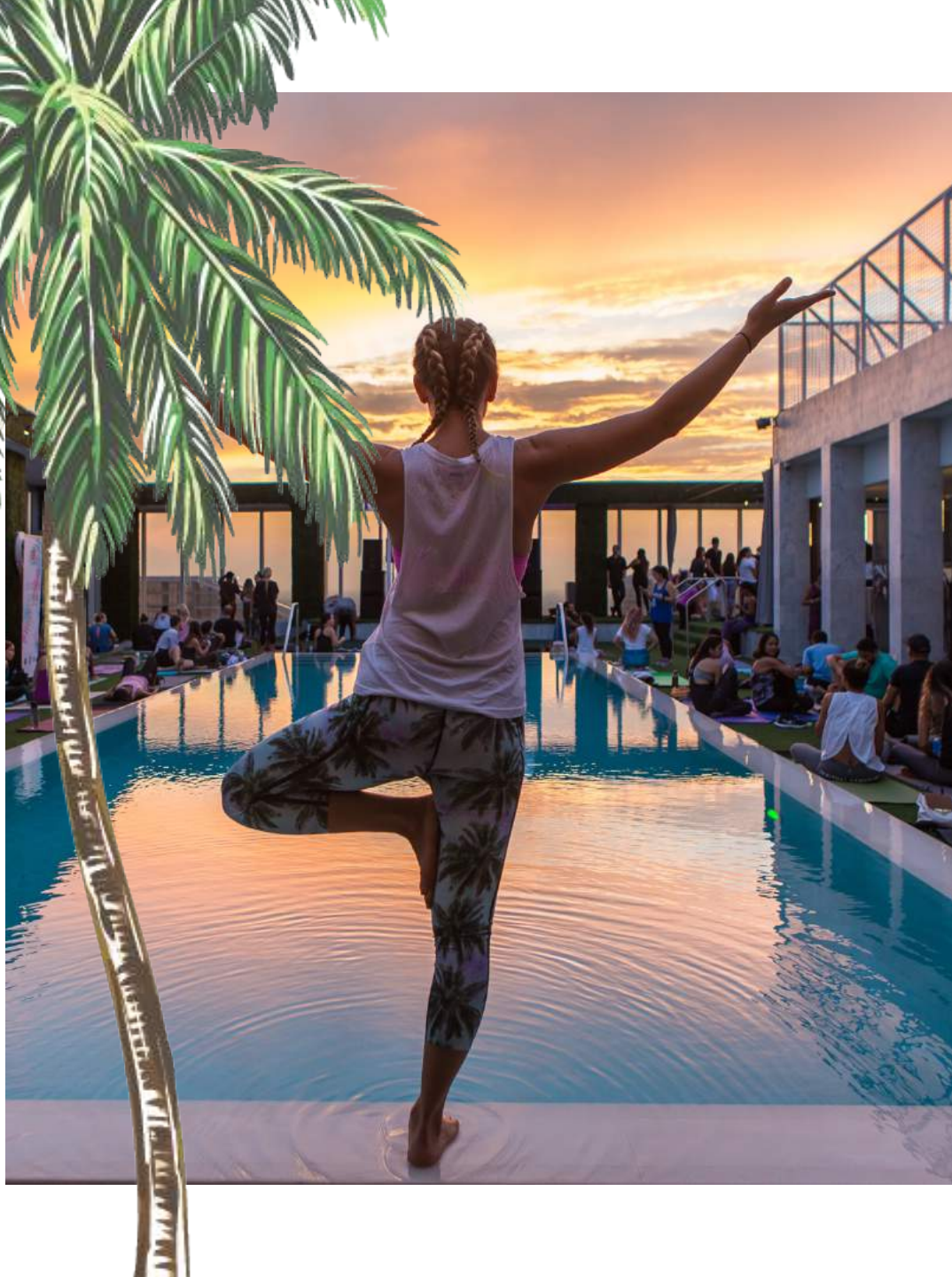
2018 SPONSORSHIP DECK.

Private & Confidential

@LEGGINGSLOUNGE

WWW.LEGGINGSLOUNGEMIAMI.COM

#DetoxToRetox
#NamastayAndSip



LEGGINGS LOUNGE

YOGA + HAPPY HOUR

EVENT OVERVIEW.

Leggings Lounge is a monthly pop-up event catered to an elite demographic that will circulate in Miami in efforts to promote a balanced lifestyle. The event will feature a relaxing 1 hr. free yoga session followed by a refreshing happy hour. The event will run for a minimum period of 6 months.

2018 DATES.

MARCH 15TH
APRIL 26TH
MAY 17TH
JUNE 28TH
JULY 26TH
AUGUST 23RD
SEPTEMBER 27TH

MARK YOUR CALENDAR.



2018 HIGHLIGHTS

MARCH 15th

Pre-Launch Presented by
European Wax Center
Hosted by @AndreaMinski

APRIL 26th

2 Year Anniversary Celebration
Hosted by @GingerHarris

MAY 17th

Hosted by @AnnietheAlchemist

JUNE 28th

Summer Kick-Off
Hosted by @AlexaOlavarria

JULY 26th

Swim Week Close-out!
Hosted by @ImNotSorryDarling

AUGUST 23rd

Hosted by @TheDailyBella

SEPTEMBER 27th

Series Finale
Co-Hosted by: @TheFashionPoet,
@GingerHarris & @TheDailyBella



WEBSITE & REGISTRATION.

WWW.LEGGINGSLOUNGEMIAMI.COM



SOCIAL MEDIA FLYERS.

@LEGGINGSLOUNGE
ON INSTAGRAM

PRODUCED BY
@THINKREDINC
ON INSTAGRAM
TWITTER
FACEBOOK
SNAPCHAT

1.1 MILLION
SOCIAL MEDIA
IMPRESSIONS
MONTHLY!





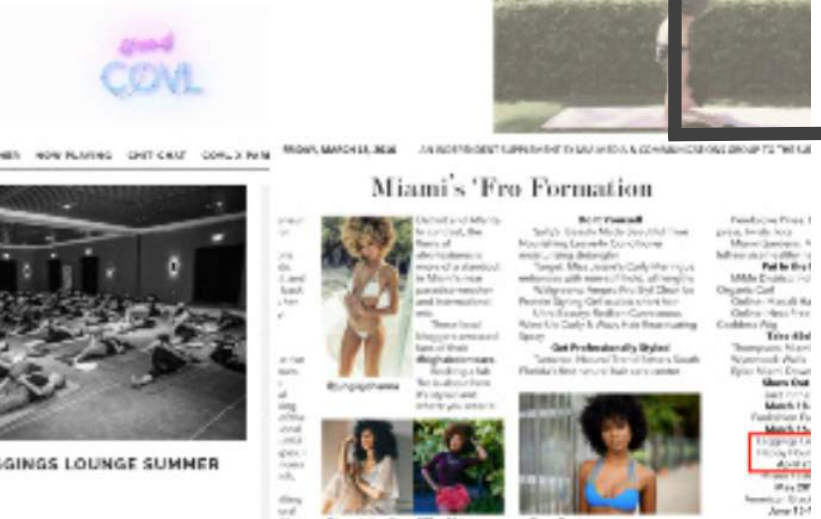
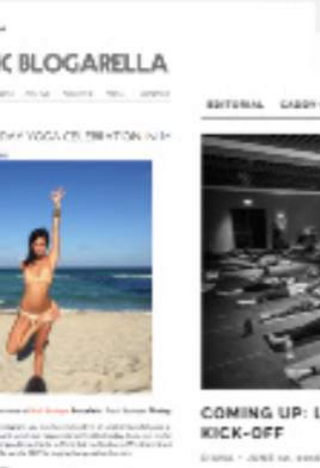
BRANDING OPPORTUNITIES.

- Gift Bag inclusion (60)
- On-site pop-up/activation
- Photobooth backdrop
- Photobooth social share image
- Customized co-branded items: water bottles, cups, towels, yoga mats, etc.





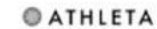
MEDIA COVERAGE.



Leggings Lounge has been featured on Kelly's Closet Blog, Electric Blogarella, Hedonist / Shedonist, Snap Lola, PrimopianoTV, Hey Event, Runaway Habit, COVL, JooMag.com to name a few.

PAST SPONSORS.

SPECIAL THANKS TO THE FOLLOWING BRANDS FOR PARTNERING WITH LEGGINGS LOUNGE!



LEGGINGS LOUNGE

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SPONSORSHIP OPPORTUNITIES.



LEGGINGS LOUNGE POWER SPONSORSHIP.

Event Frequency : 1 x a month for 6 months, APRIL - September 2017

Event Location : Miami, FL

No. of Anticipated Guests : 75+

SERIES EVENT PACKAGE.

CUSTOM BRANDING OPPORTUNITIES*

- Co-branded embroidered towels
- Co-branded gift bags
- Co-branded water bottles
- Co-branded photo booth backdrop
- Co-branded photo booth social share image

INFLUENCER MARKETING

- 1 nationally recognized lifestyle influencer (local) to host each event
- 2 non-dedicated Instagram posts using brand handle, by hosting influencer
- 2 non-dedicated mentions on Twitter using brand handle, by hosting influencer
- 1 non-dedicated blog post, by hosting influencer (Post to include 2-3 event images)

ON-SITE ACTIVATION

- On-site Pop-up Activation -- full branding / signage capacity
- On-site giveaways
- Product inclusion inside event gift bags

EVENT MARKETING

- Logo inclusion on all event marketing and promotional materials, on all, but not limited to: social media flyers i.e. save the date, invitation, thank you
- Logo inclusion in email blast to 2,000+ Leggings Lounge database
- Logo inclusion on event registration website, premium positioning
- Access to all event photos with publicity release

INVESTMENT.

\$7,500* series sponsorship / 6 events total

*Branding opportunities are custom products -- not included in sponsorship investment. think red, inc will provide estimates for all custom branding solutions EWC would be interested in, and will facilitate production.



LEGGINGS LOUNGE POWER SPONSORSHIP.



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These are general guidelines. We gratefully accept contributions of any level and will work with your brand to provide adequate recognition for your contributions.

NAMASTE PACKAGE

+ Branding +

- Co-branded embroidered towels
- Co-branded water bottles
- Owner, instructor and blogger to wear brand throughout event

+ Influencer Marketing +

- 1 non-dedicated Instagram post using brand handle
- 1 non-dedicated blog post
 - Post to include 2-3 event images

+ On-Site Activation +

- On-site giveaway opportunities
- On-site pop-up shop
- Co-branded photo booth shareable image

+ Press & Marketing +

- Logo inclusion on all event marketing and promotional materials
- Logo on event registration website with clickable link to site
- Access to event photos
- Photo gallery inclusion on Think RED, Inc website and Facebook page

\$300 FINALE

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LOUNGE PACKAGE

+ Branding +

- Owner, instructor and blogger to wear brand throughout event

+ Influencer Marketing +

- 1 non-dedicated Instagram post

+ On-Site Activation +

- On-site giveaway opportunities
- On-site pop-up shop

+ Press & Marketing +

- Logo inclusion on all event marketing and promotional materials
- Logo on event registration website with clickable link to site site
- Access to event photos
- Photo gallery inclusion on Think RED, Inc website and Facebook page

\$150 FINALE

Did we miss something?

We are open to creative ideas. If you have a custom activation idea for Leggings Lounge, please contact us. Custom packages and other opportunities are available upon request.





EVENT MANAGEMENT | INFLUENCER MARKETING | CREATIVE CONCEPTS
305.707.2314 | HELLO@THINKREDINC.COM | WWW.THINKREDINC.COM

A horizontal banner with a background of palm trees and greenery. The text "THANK YOU!" is centered in a large, bold, black, sans-serif font.

THANK YOU!

