



BENTLEY

BENTLEY ATLANTA



# Sweets & Tea Party

**JUNE-11-22**

**3PM - 9PM**



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|                           |              |
|---------------------------|--------------|
| <b>TALENT .....</b>       | <b>3</b>     |
| <b>ABOUT .....</b>        | <b>4</b>     |
| <b>PROGRAM .....</b>      | <b>5</b>     |
| <b>MARKETING .....</b>    | <b>6</b>     |
| <b>BRANDING .....</b>     | <b>7</b>     |
| <b>DEMOGRAPHICS .....</b> | <b>8</b>     |
| <b>VENUE .....</b>        | <b>9</b>     |
| <b>WHO WE ARE .....</b>   | <b>10</b>    |
| <b>EXPERIENCE .....</b>   | <b>11</b>    |
| <b>MEDIA .....</b>        | <b>12</b>    |
| <b>PARTNERSHIPS.....</b>  | <b>13-17</b> |
| <b>THANK YOU .....</b>    | <b>18</b>    |





**FEATURING  
CELEBRITY CHEFS  
MIXOLOGISTS  
DESIGNERS  
PERFORMERS AND  
MANY MORE**



**ANTONIO HILL**



**FARRIER BELL COUTURE**



**MAD VIOLINIST**



**CLAY LUXURY**



## 4. ABOUT

**The Sweets And Tea Party is an exclusive event where VIP guests are invited to enjoy a mouth watering journey of delicious sweets and beverages from around the world.**

**Other perks include live entertainment, unique productions, pampering, luxury brands, gifts & much more.**





# 5. PROGRAM



3PM

**RED CARPET RECEPTION**

4PM

**TASTINGS & BRAND EXPERIENCES**

5PM

**PAMPERINGS & BUBBLES AT THE POOL**

5.30PM

**PAW FASHION**

6PM

**HIGH TEA EXPERIENCE**

8PM

**CONCERTS & HIGH FASHION**

**FIREWORKS**





## 6. MARKETING STRATEGIES

OUR MARKETING CAMPAIGNS WILL FOCUS ON LOCAL, REGIONAL, NATIONAL AND INTERNATIONAL MARKETING.

### **SOCIAL MEDIA CAMPAIGNS**

DAILY ORGARNIC IMPRESSIONS  
SOCIAL MEDIA BUSINESS AD BUYS  
MESSAGING PROMOS **#YOURBRAND...**  
CONTEST GIVEAWAYS & TIE IN  
SOCIAL INFLUENCER PARTNERSHIPS  
BRANDED CONTEST INTERGRATIONS  
CONTENT BLITS ON ALL SM PLATFORMS TO  
BOOST ALGORITHMS



### **PARTNERSHIPS**

FILMING THE PROJECT  
SOCIALLITES  
INVITATIONS OF VIPS & POLITICIANS  
CITY HALL  
TEASER CAMPAIGNS  
MEDIA PARTNERSHIPS  
NEWS LETTER CAMPAIGNS  
WEBSITE (S)  
PR CAMPAIGNS  
AGENCIES & EXECUTIVES  
TEXT BLASTS  
DIGITAL FLYERS





## 7. BRANDING

# SOCIAL MEDIA CHALLENGE

Creative social media content to engage with the community such as win tickets, sponsored prizes and giveaways

- **Photo ops with VIPs**
- **Fundraiser campaigns**
- **Vendor branding**
- **Exclusive VIP ticket wins**

# PR & MARKETING CAMPAIGNS

Innovative, outside the box social media and media campaigns and partnerships

# PARTNERSHIPS

All partnerships are encouraged to giveaway products, gifts or services to help boost a successful content campaigns to increase brand awareness and effective algorithms





## 8. DEMOGRAPHICS

### AGE

|         |       |
|---------|-------|
| 25 - 34 | 23.4% |
| 35 - 44 | 37.6% |
| 44 - 54 | 22.3% |
| 55 - 64 | 11.4% |
| 65+     | 4.9%  |

### INCOME

|                       |     |
|-----------------------|-----|
| \$100,000 - \$250,000 | 34% |
| \$250,000 - \$500,000 | 28% |
| \$500,000 - \$1M      | 23% |
| \$1M - 10 M           | 11% |
| \$10,000,000 +        | 4%  |

### GENDER

71.5% WOMEN  
29.5% MEN

### ETHNICITY

CAUCASIAN  
AFRICAN AMERICAN  
LATIN  
OTHER





## 9. VENUE

S&T fest will be held at a mansion located in Atlanta's most affluent district -Buckhead. You will get to enjoyed several fun themes and perks activities throughout the entire property.

- **Lakefront views**
- **Pool**
- **Garden areas**
- **Themed rooms**
- **Cabanas**
- **Game room**
- **Pampering room**
- **Movie room**
- **Trail**
- **Water Fountains**
- **Fireworks**





## 10. WHO WE ARE



# **TAGO LIFE**

We are an Atlanta based entertainment and lifestyle company. We brand was officially launched in October 2012 at a popular Atlanta event hall with over 1500 VIPs in attendance hosted by a national syndicated show called The Bert Show

We specialize in creative 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](http://www.Tago.Life)**



# 11.CREATOR'S EXPERIENCE

- Miss Metro Atlanta 2004 - 2007
- Tens In Paradise 2006
- Paparazzi Events 2007 – 2010
- London Bistro & Ultra Lounge 2009
- Tago International Center 2015
- Nu York Lounge 2016
- The Journey Events 2017
- The Journey Awards 2019
- Miracle Shakes 2020

**With over 200 successful events, this once homeless industry leader, worked 20 hours a day in the midst of starvation and cold nights. Those experiences equipped him to thrive within the industry.**

**After decades of building strong alliances with prominent professionals ranging from media executives, Grammy musicians, ,top actors, politicians, athletes, film directors, top modeling agencies, top promoters, event coordinators, publicists, radio personalities, celebrities etc Mr. Tago is the source of creating innovative events and experiences.**





# 12. MEDIA

## PREVIOUS MEDIA COVERAGE & PARTNERSHIPS

TMZ, EMI, BET  
JIMMY KENNEL, UNIVERSAL  
FOX NEWS, E-ONLINE, KNBC, LA TIMES  
BILLBOARD, ROLLING OUT  
CREATIVE LOAFING, JAZEBEL, AJC, WSB, 11 ALIVE  
HAUTE MIAMI, MIAMI TIMES  
ENTERTAINMENT TONIGHT  
THE HOLLYWOOD REPORT, M MUSIC  
MUSICIAN MAGAZINE ETC

NY *NireIMAGE* **toofab** Frequency FASHION newsarticles B:SCOTT  
DAILY NEWS KISS104 <sup>TV</sup> gettyimages examiner.com Wherevent NALUDA  
MAGAZINE





## IN KIND SPONSOR

\$0

- Park your car on site
- Have your logo on the red carpet
- Create a flowered step & repeat wall with logo
- Giant branded colorful balls, picnic tents, comforters, pillows
- Your logo branded 360 photo booth
- Your branded golf flag
- Your logo branded on hand fans, straw umbrellas
- Your logo branded on bean bag toss, Jenga, corn hole
- Your logo branded on gift bags, program map
- Your logo branded on tasting plates, napkins, tea cups, cocktail glasses & napkins





**BASIC PACKAGE**  
**\$1250**



- All the above plus showcase your latest models by valet
- You are welcome to solicit your company, product or services
- In kind products / giveaways to be used for our branding
- Provide all dining materials for your branding





## BRAND SPONSOR

### \$2,500

All the above plus

- Email blast to 2500 subscribers
- A social media campaign
- High tea tent signage
- VIP entry & a tent branding to host 5 of your guests
- Limited social media highlights (Your content is subject to approval)
- Set up the day before
- You will be parked at the gate entry by the valet area





## HIGH TEA SPONSOR \$5,000

- All the above plus
- Email blast to 5,000 subscribers
- Inclusion of your brand into our reel & stories commercials
- # hashtag inclusions into our social media giveaway
- VIP cabanas with branding & perks for 10 of your guests
- Specialty food
- You will be parked by the grassy front entry





## **GARDEN SPONSOR**

### **\$10,000**

- All the above plus
- Email blast to 10,000 subscribers
- Text blast to 10,000 subscribers
- VIP cabanas with branding & perks for 20 of your guests
- Social media ad buys
- Media Interviews
- Exclusive station area with personal assigned servers
- You can park by front door
- LED Wall feature
- Commercial on screens during fashion events
- Personal servers, game room, pool & golf inclusion, pool
- Logo on carpets
- Your representative will be introduced or acknowledged





**PRESENTS PARTNER  
ALL EXPENSES PAID**

All the above plus

- Email blast to 155,000 subscribers
- Text blast to 155,000 subscribers
- VIP suite upstairs
- You will be exclusive
- Celebrity / influencer shout out of your brand
- Booth set ups and branding in prime areas
- Luxury car ride to event locations for all your guests





# THANK YOU FOR YOUR CONSIDERATION!

CONTACT US TODAY SO WE CAN BUILD A UNIQUE & CREATIVE PARTNERSHIP GEARED TO BENEFIT YOUR INTERESTS!

**TAGO INTERNATIONAL CENTER  
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**THE JOURNEY AWARDS  
THE LUO GROUP  
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TAGO INTERNATIONAL CENTER  
NU YORK LOUNGE  
MIRACLE SHAKES**



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