



Sweets & Tea Party

JUNE-11-22
3PM - 9PM



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3. 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.



4. 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



5. MARKETING STRATEGIES

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

SOCIAL MEDIA CAMPAIGNS

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



PARTNERSHIPS

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



6. 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



7. 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



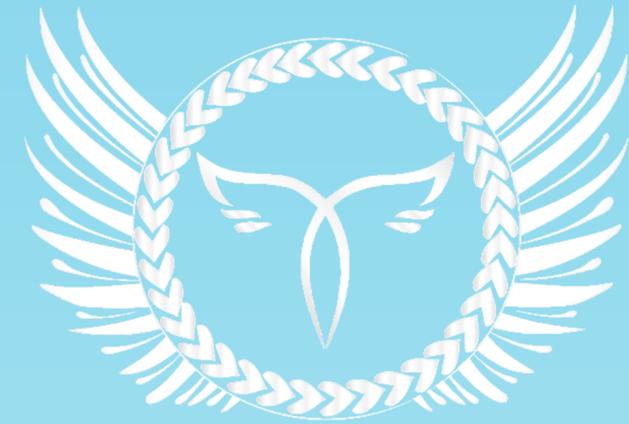
8. VENUE

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**



9. 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

10. 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.



11. 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 ^{FM} gettyimages examiner.com Wherevent NALUDA
MAGAZINE



TAGO MUSIC FACTORY



THE SENATE
WWW.THESENATEONLINE.COM



MONSTER
N-TUNE



TAGO INTERNATIONAL CENTER

SAMPLE VENDOR

\$249

- You are welcome to solicit your company, product or services. You are welcome to promote & pass out your business information
- You get 2 extra complimentary tickets for general admission
- You are welcome to bring a table to display your product
- Set up the day before
- You will set up in the front as guests come in
- Food vendors have to provide insurance / safe serve certificates

All products must be legal, approved and aligned with the brand



BRAND SPONSOR
\$699

- You are welcome to solicit your company, product or services. You are welcome to promote & pass out your business information
- You get 2 extra complimentary tickets for general admission
- Limited social media highlights (Your content is subject to approval)
- You are welcome to bring a table to display your product
- Set up the day before
- You will set up in the front or by the tasting areas
- You **are** allowed to sell products with this plan but give away samples of your product or services to our guests
- Food vendors have to provide insurance / safe serve certificates

All products must be legal, approved and aligned with the brand

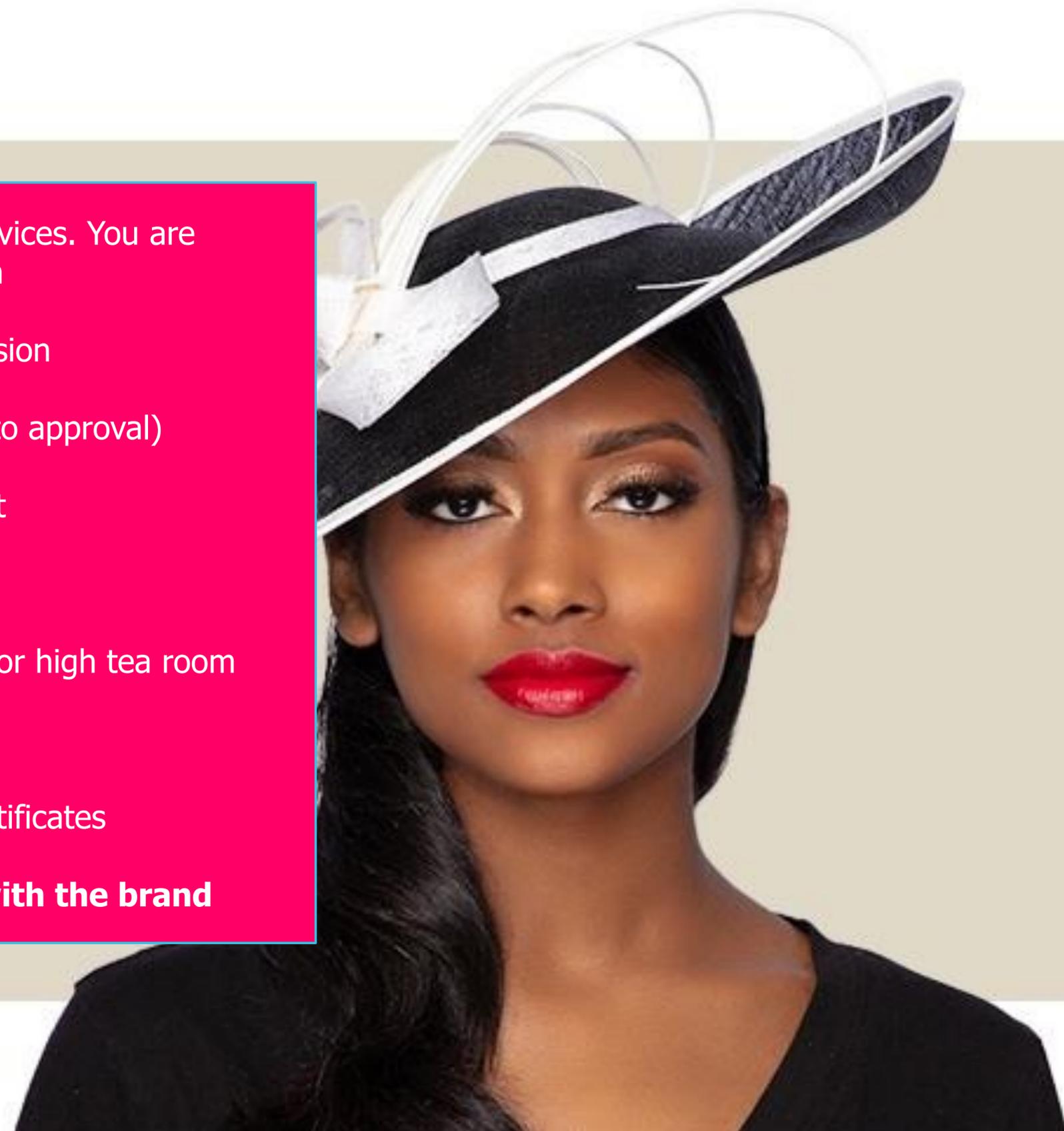


HIGH TEA VENDOR

\$979

- You are welcome to solicit your company, product or services. You are welcome to promote & pass out your business information
- You get 4 extra complimentary tickets for general admission
- Limited social media highlights (Your content is subject to approval)
- You are welcome to bring a table to display your product
- Set up the day before
- You will be set up in the tasting areas, inside the house or high tea room
- You **are** allowed to sell products with this plan
- Food vendors have to provide insurance / safe serve certificates

All products must be legal, approved and aligned with the brand



GARDEN SPONSOR \$1495

- **You are welcome to solicit your company, product or services. You are welcome to promote & pass out your business information**
 - **You get 6 extra complimentary tickets for general admission**
 - **You get branding into our reels and stories (you provide content)**
 - **We will highlight giveaways of your brands**
 - **You are welcome to bring a table to display your product**
 - **Set up the day before**
 - **You will be set up inside the house or in the garden areas**
 - **You are allowed to sell products with this plan**
 - **Food vendors have to provide insurance / safe serve certificates**
- All products must be legal, approved and aligned with the brand**



PLATINUM VENDOR
\$4499

- **Social Media ad buys #Hashtags & branding into our timeline. Inclusion to our reels and stories (you provide content)**
 - **Inclusion in our newsletters**
 - **You are welcome to solicit your company, product or services. You are welcome to promote & pass out your business information**
 - **You get 10 extra complimentary tickets for a VIP cabana set up**
 - **Set up the day before**
 - **You will be set up inside the house or in the garden areas**
 - **You are allowed to sell products with this plan**
 - **Food vendors have to provide insurance / safe serve certificates**
- All products must be legal, approved and aligned with the brand**



THANK YOU FOR YOUR CONSIDERATION!

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

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ATLANTA, GA 30318 USA

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



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