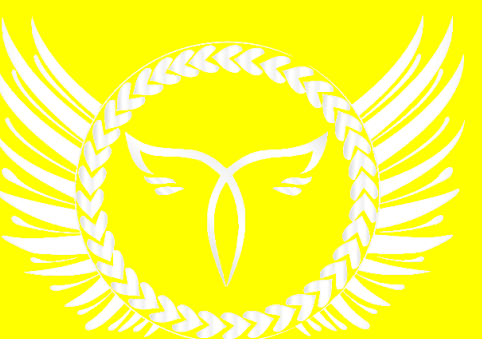




Sweets & Tea Party

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The Sweets & Tea Party is an exclusive event where 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.



TOUR

ATLANTA GA JUNE 24TH 2023
NY- AUGUST 19TH 2023
DC – SEPTEMBER 23RD 2023
LA – OCTOBER 21ST 2023
SC - TBD



ATLANTA JUNE 24TH

2023 Sweets & Tea party Atlanta will be held at the plush Buckhead Village.

- Red carpet reception
- 2 levels
- VIP rooms
- Themed rooms
- Games
- Screens
- 2 Patios
- Pampering room
- Bar
- Food
- Elegance



PROGRAM

4PM

RED CARPET RECEPTION

5PM

TASTINGS & BRAND EXPERIENCES

7PM

HIGH TEA EXPERIENCE

8PM

CONCERTS & FASHION



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	27%
\$500,000 - \$1M	22%
\$1M - 10 M	13%
\$10,000,000 +	4%

GENDER

81.5% WOMEN
19.5% MEN

ETHNICITY

CAUCASIAN
AFRICAN AMERICAN
LATIN
OTHER



MARKETING STRATEGIES

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

CAMPAIGNS

DAILY ORGANIC IMPRESSIONS
TV NETWORK
SOCIAL MEDIA BUSINESS AD BUYS
MESSAGING PROMOS **#YOURBRAND...**
CONTEST GIVEAWAYS & TIE IN
BRANDED CONTEST INTEGRATIONS
CONTENT BLITS ON ALL SM PLATFORMS TO
BOOST ALGORITHMS
AD BUYS
EMAIL & TEXT CAMPAIGNS
NEWSLETTER, FLYERS & MAIL INVITES

PARTNERSHIPS

LIVE BUY TECHNOLOGY
INFLUENCER / SOCIALITES
INVITATIONS OF VIPS
CROSS PROMOTIONS
TEASER CAMPAIGNS
MEDIA PARTNERSHIPS
WEBSITE (S)
MEDIA & PR CAMPAIGNS



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



MEDIA

PREVIOUS MEDIA COVERAGE & PARTNERSHIPS

GETTY, BUCKHEAD SOCIAL, 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





A LA CARTE OPPORTUNITIES

VENDORS

Small tables starting at \$350

Long tables starting at \$750

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

Shout Outs \$300 each

VIP booth \$2K

Digital screens Ads \$4K

Activation Buildouts Downstairs \$9K +

Activation Buildouts Upstairs \$14K +

Private VIP Suite \$13K

Local Media Tour \$18K

Influencer partnerships (Custom discussions)



THE POSH

\$1K

- Logo on step & repeat
- 2 ft. table
- Company logo inclusion on website
- Email & SMS campaigns (1,000 database)
- Inclusion in gifting
- 2 VIP Tickets



THE CHOMP

\$2K

- Logo on step & repeat
- Company logo inclusion on website, social media outlets
- Email & SMS campaigns (2,000 subscribers)
- Inclusion in gifting
- Onsite Activation
- VIP hospitality lounge (2 passes)



THE BLOSSOM

\$5.5K

- Logo on step & repeat
- Product display by VIP stairs area
- Company logo inclusion on website & social media
- Social media campaign & giveaways
- Email & SMS campaigns (5500 database)
 - Inclusion in gifting
 - Onsite Activation
- VIP hospitality lounge (5 passes)



THE FACINATOR

\$7K

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



CHAI SPONSOR

- Live streaming & ads on the Tago Life Network powered by Roku, Prime, Apple
- 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 (9,000 subscribers)
- Inclusion in gifting
- Onsite Activation
- VIP hospitality lounge (10 passes)

\$9K



HIGH TEA SPONSOR

\$19K

- Live streaming & ads on the Tago Life Network powered by Roku, Prime, Apple
- Instant buys onsite & during TLN live streaming technology.
- Logo on step & repeat outside the venue visibility to the Buckhead village center
- 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 (19,000 subscribers)
- Video & photo assets
- QR Code activations
- Inclusion in gifting
- Onsite Activation
- VIP hospitality lounge (15 passes)



TOUR SPONSOR

CUSTOM OPTIONS TO FIT IN YOUR BUDGET

- All the above plus
- Pre marketing activations & branding in each city
- QR codes & mail invitations at each city, with your brand integrations.
- Vehicle van / bus brandings
- Billboard marketing
- Influencer campaigns
- Giveaway campaigns
- 7 million subscribers





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



CREATOR'S EXPERIENCE

- Dallas Memorial Weekend festival 1998
- Promoter Atlanta 1999-2007
- Miss Metro Atlanta 2004 - 2007
- Tens In Paradise 2006
- Paparazzi Events 2007 – 2010
- London Bistro & Ultra Lounge 2009
- Tago International Centers 2015
- Nu York Lounge 2016
- The Journey Events 2015
- The Journey Awards 2016
- Miracle Shakes 2020
- Sweets & Tea Party 2022
- World Party 2023

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.



THANK YOU FOR YOUR CONSIDERATION

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

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