

there's something really cool at a place nearby

CHILL AT THE GRILL



sponsorship
proposal

Fridays at FOX Sports Grill
Irvine Spectrum

31 Fortune Drive
Irvine, CA 92618
949.753.1369
www.foxsportsgrill.com

Valet Parking Available

Complimentary
Admission
Forever

CHILL AT THE GRILL

EVENT OVERVIEW

The most unique and incredible event of the summer begins Friday July 8th, at FOX SPORTS GRILL, located at 31 Fortune Drive at the Irvine Spectrum Center will be the location for **"CHILL at the GRILL"**. Come be a part of this incredible 6-week event as the areas most beautiful women and top professionals meet.

OwL Enterprises and FOX SPORTS GRILL would like to invite your support for this event in exchange for print, in-house advertising and the introduction of your company's products and services to thousands of attendants.

The Irvine Spectrum is a prime location for a new Friday evening experience. "Chill at the Grill" is a social networking event. Over 20,000 visitors a week visit the Irvine Spectrum and of those, over 1,000 visit Fox Sports Grill. Similar to the Skybar or Standard Hotel lounges in LA, "Chill at the Grill" will be Orange County's answer for people who are tired of nightclubs.

The event takes in the bar and lounge area and features lounge music, music videos and classic movies on the videos screens. We are pleased to present this incredible opportunity to a limited number of companies to be involved as a sponsor of this event.



CHILL AT THE GRILL

PRESENTING Beverage Sponsor

Benefits:

- Event Entitlement - Your company name will be listed as the Presenting Beverage Sponsor of the event CHILL at the GRILL presented by _____
- Featured Beverage – Your product will be the featured drink / brand promoted at the event.
- Posters – Your Company logo on color posters displayed in FOX SPORTS Grill, sponsors locations and other business promoting the event.
- Video Commercial – Video display of advertisement appearing on screens inside Fox Sports Grill.
Video Advertisement provided by sponsor must be on a DVD and is subject to the approval of FOX Management
- Print Advertising – Prime placement of company logo as sponsor in print advertising and flyers. Based on laws regarding certain alcohol companies, a custom print campaign will be developed.
- Name Recognition – Numerous public address announcements throughout the event
- VIP Seating – You will have access to a VIP Reserved Seating area for the night of the event for up to 6 guests. This will be a great networking opportunity for you and your clients.

**COST \$500/week (two-week minimum) or
 \$2,000 for six (6) weeks**

Preferred Sponsor Type:

Beer or Liquor company. Since this is a Owl Enterprises promotion and we are an external company, we can request certain alcoholic beverages served to our guests at a discount if prepaid for by Owl Enterprises. We will limit the selection of complimentary and/or discounted beverages to those products provided by the presenting sponsor. If guests want items beyond these selections, they will have to purchase them. This is an excellent way to introduce a new product to the market or enhance brand loyalty to an existing product.

CHILL AT THE GRILL

Automotive Sponsor

Benefits:

- Event Entitlement - Your company name will be listed as the Presenting Automotive Sponsor of the event CHILL at the GRILL presented by _____
- Exclusivity – Of your products and/or service(s) promoted at the event
- Posters – Your Company logo on color posters displayed in FOX SPORTS Grill, sponsors locations and other business promoting the event.
- Flyer distribution for your upcoming weekend sales event to attendees of the event.
- Lead generation- Register to Win (This can work in conjunction with any on you on-site promotion at the dealerships to help create new sales leads weekly.
- Support staff- An Owl support staff member will work your sponsorship table to help hand out flyers and create registrations from 7 to 10 pm each night of the event.
- Video Commercial – Video display of advertisement appearing on screens inside Fox Sports Grill.
Video Advertisement provided by sponsor must be on a DVD and is subject to the approval of FOX Management
- Print Advertising – Prime placement of company logo as sponsor in print advertising and flyers.
- Name Recognition – Numerous public address announcements throughout the event.
- VIP Seating – You will have access to a VIP Reserved Seating area for the night of the event for up to 6 guests. This will be a great networking opportunity for you and your clients.

**COST \$1,000/week (two-week minimum) or
 \$5,000 for six (6) weeks**

CHILL AT THE GRILL

PREMIERE Sponsor

Benefits:

- 5,000 Color Postcards – Your Company name and contact information on 5000 full color postcards to be distributed inside FOX SPORTS Grill, sponsors locations, and the area businesses promoting the event.
- Posters – Your Company logo on color posters displayed in FOX SPORTS Grill, sponsors locations and other business promoting the event.
- Distribution of Marketing Materials – You will have a 4' skirted table to setup a small display and hand out marketing materials and introduce your goods/services at the event.
- Exclusivity – Of your products and/or service(s) promoted at the event
- VIP Seating – You will have access to a VIP Reserved Seating area for the night of the event for up to 6 guests. This will be a great networking opportunity for you and your clients.

**COST \$500/week (two-week minimum) or
 \$2,500 for six (6) weeks**

Preferred Sponsor Type:

This category of sponsorship is best suited for large to medium sized companies interested in reaching our targeted audience. Examples of companies that would be eligible for this category of sponsorship include Energy Drink Companies, Insurance Companies, Boat and Yacht Dealerships, Cellular Phone Companies, Mortgage Companies, Financial Institutions, Professional Service Firms, Retail Stores and Health Clubs.

CHILL AT THE GRILL

EVENT Sponsor

Benefits:

- Distribution of Marketing Materials – You will have a 4' skirted table to setup a small display and hand out marketing materials and introduce your goods/services at the event.
- Exclusivity – Of your products and/or service(s) promoted at the event
- VIP Seating – You will have access to a VIP Reserved Seating area for the night of the event for up to 6 guests. This will be a great networking opportunity for you and your clients.

**COST \$300/week (two-week minimum) or
\$1,500 for six (6) weeks**

Preferred Sponsor Type:

This category of sponsorship is best suited for small business and entrepreneurs interested in accessing the attendees of the event. Examples of companies that would be eligible for this level include small professional firms (doctors, dentists, CPAs) personal trainers, boutique stores, hair salons, day spas, tanning salons, etc.



COMMUNITY INVOLVEMENT

Consistent with all of business efforts, Owl will donate a portion of the proceeds to charity. Upon the conclusion of this six week promotion, Owl Enterprises will make a lump sum donation to the NFL Alumni Caring for Kids Foundation. Additionally, Owl Enterprises will assist the foundation by displaying pamphlets containing information about the charity during our Friday evening event. NFL Alumni Caring for Kids is an IRS recognized Not-For-Profit section 501(c) 3 tax exempt public charity.

CHILL AT THE GRILL

SPONSORSHIP COMMITMENT AGREEMENT

If you are interested in becoming a sponsor of this event, please complete the form below and return this page via fax to Owl Enterprises at 714-464-5383 or via email to contact@owlent.com

Contact Name: _____

Company Name: _____

Company Address: _____

City, State, Zip Code: _____

Email Address: _____

Phone Number: _____

Sponsorship Level: _____ **x** _____ **Number of Weeks = \$** _____

Signature: _____

The individual whose signature appears above represents and warrants that he/she has the authority to enter into this Agreement on behalf of the company indicated above and hereby agrees to the terms set forth in this proposal. Owl Enterprises (Owl), is granted permission to use the company's name and/or logo for display on advertising notices at it relates to the event promotion. Payment is due upon receipt of your commitment . *Please make checks payable to Owl Enterprises.* If you have any questions, regarding this agreement, please contact us at 714-658-1033.