



SPONSORSHIP OPPORTUNITIES



4TH ANNUAL

SEPTEMBER 16, 2023

Nashville, TN
www.privvypopup.info

ABOUT PRIVY

PRIVY is a cultural movement that celebrates the arts through community, lifestyle, entertainment, and philanthropy. These four tenets allow the urban community to connect with the essence of Downtown Nashville in ways that provoke a positive response and progress for our city.

PRIVY is an all-white upscale dining experience. Individuals near and far meet at a pop-up location and curate an elegant social narrative for the evening. The evening includes an ambience of opulence, excitement, and exclusivity for a crowd of approximately 4,500 attendees.



Demographics & Media

Besides its core Nashville and Southeastern region audience, PRIVY draws attendees from all areas of the US to include New York, New Jersey, Massachusetts, Florida, Illinois, Texas, and California. With a steady growth among the Music City tourists, PRIVY's attendance has grown from 750 at inception to an expectancy of over 4500 attendees in 2023.

PRIVY attendees bask in top tier music and indulge in an assortment of cultural fare. They also patronize exhibits and pop-up shops presented by vendors and sponsors. PRIVY has become a staple event for avid music festival goers over the last three years.



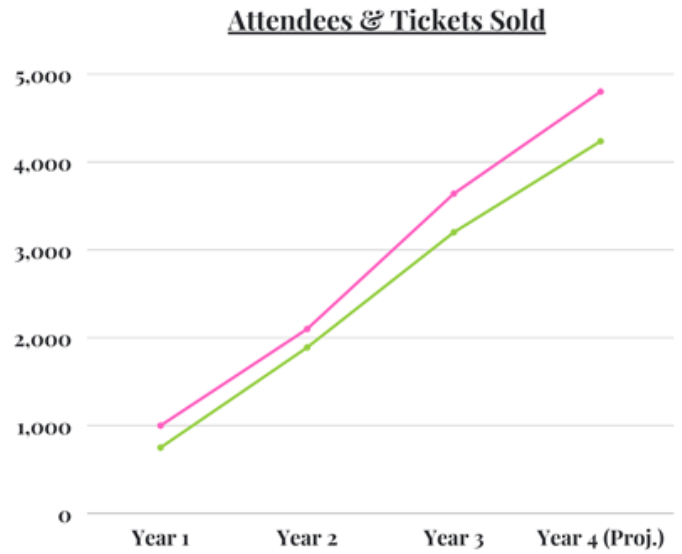
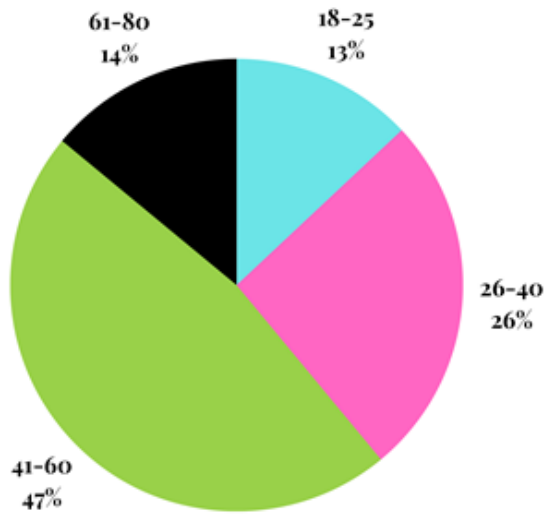
By sponsoring the festival, you can expect to reach a wide-ranging audience made up of:

- Diverse professionals
- Above-average income earners
- Brand-savvy consumers of local and national businesses
- Active participants in community, civic, and social engagement
- Travelers seeking adventure, passion, and appreciation for the arts

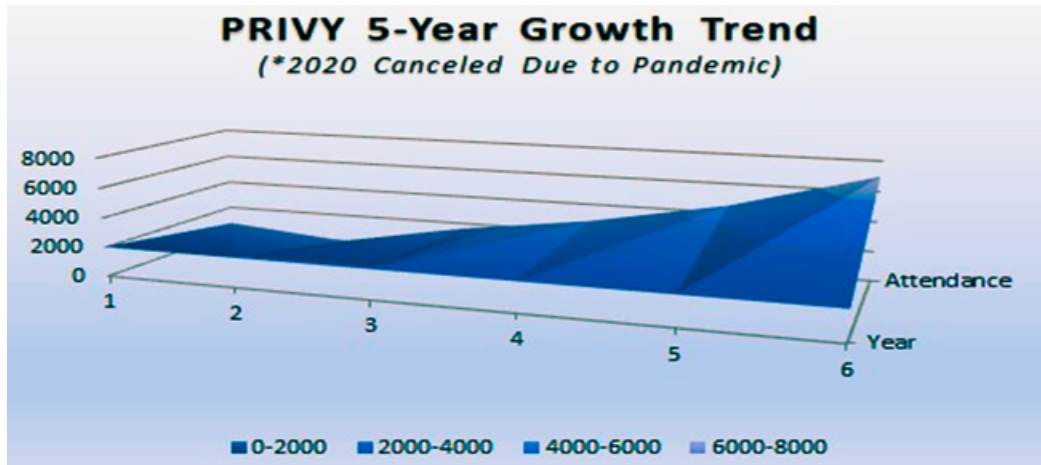


Demographic Analytics

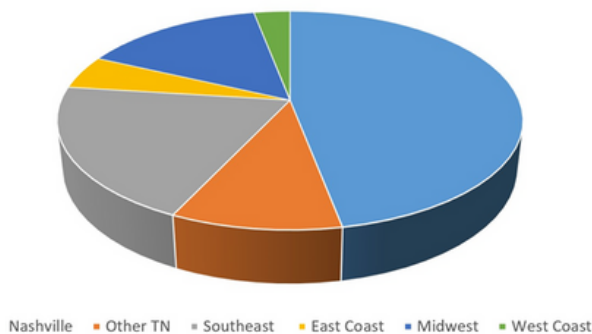
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Female & Male Ages



Attendees By Home Market Region



SPONSORSHIP LEVELS

Festival Title Sponsor \$50,000 - \$75,000

***ONE OPPORTUNITY AVAILABLE**



- Rights to the PRIVY logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the PRIVY logo (subject to approval by the Lopez Group and The List Events and at the sponsor's expense)
- Exclusive live stage mentions as the Title Sponsor
- Logo on all official PRIVY step & repeat signage
- Logo on all print marketing and a banner at the event
- Recognition on press release
- Year-round event marketing
- VIP Private Cabana with access to the champagne bar (reserved seating for approximately 20 guests) and one front row table (seats 8)
- Provided transportation to and from event
- Live presentation to greet and welcome the audience
- Two vendor booths or preferred positioning in the vendor area
- Featured sponsor mentions via online, email, website and social media
- Opportunity to place company swag in the attendee bags at the event
- All access pass to VIP Lounge



SPONSORSHIP LEVELS

Mainstage Concert Sponsors \$25,000

*FOUR OPPORTUNITIES AVAILABLE



- Rights to the PRIVY logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the PRIVY logo (subject to approval by the Lopez Group and The List Events and at the sponsor's expense)
- Exclusive live stage mentions as the Stage Sponsor
- Logo on all official PRIVY step & repeat signage
- Logo on all print marketing and a banner at the event
- Recognition on press release
- Year-round event marketing
- Live presentation to greet and welcome the audience
- One VIP Cabana with access to the champagne bar (reserved seating for 10 guests)
- Two vendor booths or preferred positioning in the vendor area
- Featured sponsor mentions via online, email, website and social media
- Opportunity to place company swag in the attendee bags at the event
- All access pass to VIP Lounge



SPONSORSHIP LEVELS

Presenting Sponsors \$15,000

*SIX OPPORTUNITIES AVAILABLE



- Rights to the PRIVY logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the PRIVY logo (subject to approval by the Lopez Group and The List Events and at the sponsor's expense)
- Exclusive live stage mentions as the Presenting Sponsor
- Logo on all official PRIVY step & repeat signage
- Logo on all print marketing and a banner at the event
- Recognition on press release
- Year-round event marketing
- One VIP company table at the event (reserved seating for 8)
- One vendor booth or preferred positioning in the vendor area
- One Special mention during event
- Featured sponsor mentions via online, email, website and social media
- Opportunity to place company swag in the attendee bags at the event
- All access pass to VIP Lounge



SPONSORSHIP LEVELS

Brand Sponsors \$5000

- Rights to the PRIVY logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the PRIVY logo (subject to approval by the Lopez Group and The List Events and at the sponsor's expense)
- Logo on all official PRIVY step & repeat signage
- Logo on all print marketing and a banner at the event
- One vendor booth
- One Special mention during event
- Four premium seating complimentary tickets to the event
- Featured sponsor mentions via online, email, website and social media
- Opportunity to place company swag in the attendee bags at the event
- All access pass to VIP Lounge



SPONSORSHIP LEVELS

Scholarship Sponsors \$2,500

Scholarships are awarded to students prior to the event

- Rights to the PRIVY logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the PRIVY logo (subject to approval by the Lopez Group and The List Events and at the sponsor's expense)
- Four complimentary tickets to the event
- One vendor booth
- Featured sponsor mentions via online, email, website and social media
- Opportunity to place company swag in the attendee bags at the event



Music Sponsors \$1000

- Rights to the PRIVY logo in pre-approved advertising, marketing and packaging material
- Right to activate a co-branded promotion utilizing the PRIVY logo (subject to approval by the Lopez Group and The List Events and at the sponsor's expense)
- Featured sponsor mentions via online, email, website and social media
- Two complimentary tickets to the event
- One vendor booth
- Opportunity to place company swag in the attendee bags at the event

Advertising Sponsors \$500

Corporate logo on event webpage, email marketing and social media.



Other Sponsor Opportunities

Customized to meet sponsor objectives, subject to approval by the Lopez Group and The List Events

- PRIVY website advertising
- PRIVY mobile app advertising
- PRIVY weekly social media advertising
- PRIVY Media Compound Sponsor
- PRIVY Vendor
- In-Kind Contributions



SPONSORSHIP FORM

Company Name: _____

Contact: _____

Phone: _____

Email: _____

Address: _____

- FESTIVAL TITLE SPONSOR (\$50,000 - \$75,000)
- MAINSTAGE CONCERT SPONSOR (\$25,000)
- PRESENTING SPONSOR (\$15,000)
- BRAND SPONSOR (\$5000)
- SCHOLARSHIP SPONSOR (\$2500)
- MUSIC SPONSOR (\$1000)
- ADVERTISING SPONSOR (\$500)

For best placement and to be sure your name or ad is included in all possible promotional pieces, please return this form promptly.

Please make all checks payable to Essential Needs Nonprofit by July 30th. Donations are tax deductible under tax laws. Digital Payments are welcomed and accepted.

For digital payment details please contact Valeria Lopez at privydinerpopup@gmail.com

Thank you for your support!

www.privypopup.info