



THE Upscale EXPERIENCE



SPONSORSHIP OPPORTUNITIES

# ABOUT US

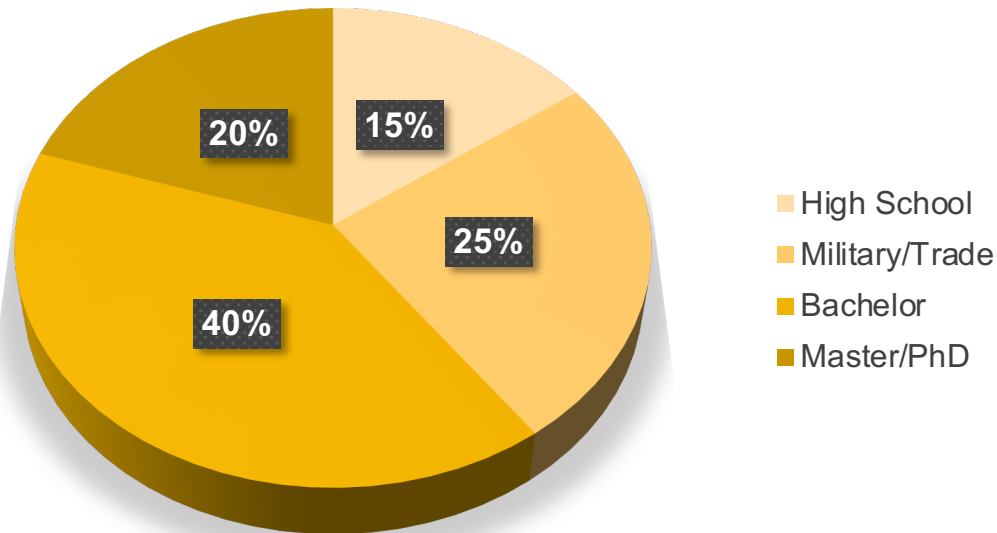


Brunch with FRIENDS is a North Carolina based, minority-owned initiative offering a series of brunch day parties for young professionals, ages 23 – 36. The goal is to establish an avenue for millennials to make valuable connections and bridge the gap between young and seasoned professionals. We have strategic partnerships with city socialites to generate quality participants. As the brunch series has found success in the Wilmington, NC market, we are looking to grow throughout other cities across the eastern part of the United States.

# TARGET DEMOGRAPHIC



## Highest Education



We target social media influencers and young professionals with upward growth potential and leading veterans in their fields for all of our clientele and partners to reach their full earning power.

### AGE

25 – 36 years

### GENDER

57% Female  
43% Male

### TOP CAREERS

Education  
Medical / Nursing  
Information Technology (IT)  
Finance/Accounting  
Military / Trade  
Entrepreneurship (SBO)  
Engineering

### MARKETING REACH

7,000+ Professionals

### HOUSEHOLD INCOME

63% Greater Than \$55k  
37% Less Than \$55k

### ETHNICITIES

64% African American  
21% Latin American  
12% Caucasian  
6% Other

*all figures based on 2019 internal survey*



# THE EXPERIENCE

## THE ATMOSPHERE

- Specially curated brunch menu and buffet
- Live DJ for optimal comfort
- Signature crafted cocktails and drafts
- 4-6 hours to socialize and network
- 250+ attendees per event
- City socialite hosts to foster networking

## THE OPPORTUNITIES

We are primarily focused on creating intentional opportunities for young professionals to make valuable connections through our integrated merger of social and professional stimuli.

## PAST VENUES

- Morning Glory Coffee House | **Wilmington, NC**
- Sports Bar One | **Charlotte, NC**
- Rainbow Room | **Fayetteville, NC**
- Solas Lounge | **Raleigh, NC**
- Kress Terrace | **Greensboro, NC**



# PAST PARTNERSHIPS



*“friends upscale provided our company with exposure to a demographic we had a difficult time connecting with – this brunch brought great awareness to who we are and where we stand in our community” – **BAR ONE RACING***



connections, cuisine  
and conversation  
designed for:

real people.  
real businesses.  
real life.

[WWW.FRIENDSUPSCALEFOOD.COM](http://WWW.FRIENDSUPSCALEFOOD.COM)

# SPONSOR PARTNERSHIP BENEFITS



**BRAND RECOGNITION/MARKETING** We heavily promote to a network of 7,000+ via social media channels, email blasts, blogs, work-of-mouth and magazines. We brand your company as a pillar in the community and an organization open to foster relationships with professional groups.

**ONSITE ACTIVATIONS** Guests will be able to sample and test the product and services of our sponsors. We will work diligently with all sponsors to ensure that they are strategically placed to capitalize on the event(s). We focus on strategic placement for complete user optimization – we will expose you to people and businesses that will use you.

**NICHE CONSUMER BASE** We have unlimited access to guests from the time they RSVP, purchase a ticket and through post-event interaction. We utilize all data captured to ensure that our sponsor will get residual marketing, even after the event(s) has concluded. We can market our target demographic in a way that will generate the most digital impressions and physical response.

**TAILORED SPONSORSHIP** We have unlimited access to guests from the time they RSVP, purchase a ticket and through post-event interaction. We utilize all data captured to ensure that our sponsor will get residual marketing, even after the event(s) has concluded. We can market our target demographic in a way that will generate the most digital impressions and physical response.

# PARTNERSHIP PACKAGES

*We are strategic with selecting our partners - interest and application completion does not guarantee sponsorship selection*

## PLATINUM (3 SPOTS)

- 1 VIP Table & 6 Bottomless Tickets
- 2 Champagne Bottles [Bottle Service]
- Logo placement on step and repeat backdrop – guests entrance photo opp
- Handheld logo prop for photo booth
- Logo on 8 social media [BWF] posts
- Complimentary valet service
- Signage w/ logo placement at all entrances
- Access to VIP Lounge
- DJ Announcement mention every hour
- Budget Allocation // Logo Placement:
  - Cigar Lounge Pillows w/ Logo
  - Watermark on Video Reels
  - Valet Station / Check In

**\$3,000.00**

## GOLD (4 SPOTS)

- 4 Bottomless Tickets
- 1 Champagne Bottle [Bottle Service]
- Logo on 5 social media [BWF] posts
- Complimentary valet service
- Signage w/ logo placement at main entrance
- Access to VIP Lounge
- DJ Announcement mention 2 times
- Budget Allocation // Logo Placement:
  - Flower Tower [Photo Backdrop]
  - DJ Booth / Sounds Powered
  - Food Station / Menu Display
  - Grill Station Menu Display

**\$1,500.00**

## SILVER (3 SPOTS)

- 3 Bottomless Tickets
- Logo on 3 social media [BWF] posts
- Complimentary valet service
- Signage w/ logo placement at gold entrance
- Access to VIP Lounge
- DJ Announcement mention once
- Budget Allocation // Logo Placement:
  - Photographer / Videographer [LG]
  - Green Garden [Photo Prop]
  - Bar Station(s) / Menu Display

**\$750.00**

## BRONZE (3 SPOTS)

- 2 Bottomless Tickets
- Logo on 2 social media [BWF] post
- Signage w/ logo placement at garden entrance
- DJ Announcement mention once
- Access to VIP Lounge
- Budget Allocation // Logo Placement:
  - Wait Staff Badges
  - Desert Station / Menu Display

**\$300.00**

# LET'S CONNECT

Brunch with FRIENDS: The Upscale Experience is highly enthusiastic about partnering with your company to strengthen your branding and social media prominence with our target demographic.

We look forward to speaking with you more about our partnership and impact we can make together!

## CONTACT US

Email: [friendsupscale@gmail.com](mailto:friendsupscale@gmail.com)

Phone: 910.248.9115



For more information, visit our website:

[WWW.FRIENDSUPSCALEFOOD.COM](http://WWW.FRIENDSUPSCALEFOOD.COM)