RENEGADE

2017 PARTNERSHIP PROPOSAL

cityfam

CITYFAM DEMOGRAPHICS:

FEMALE: 66%

MALE: 34%

CORE GROUP: 24-44

AVERAGE AGE: 35

COLLEGE GRADS WITH DISPOSABLE INCOME LIVING IN BALTIMORE CITY & SURROUNDING AREAS

REACH:

FACEBOOK FANS: 3000+

MEETUP FANS: 2000+

EMAILS LIST: 9,000

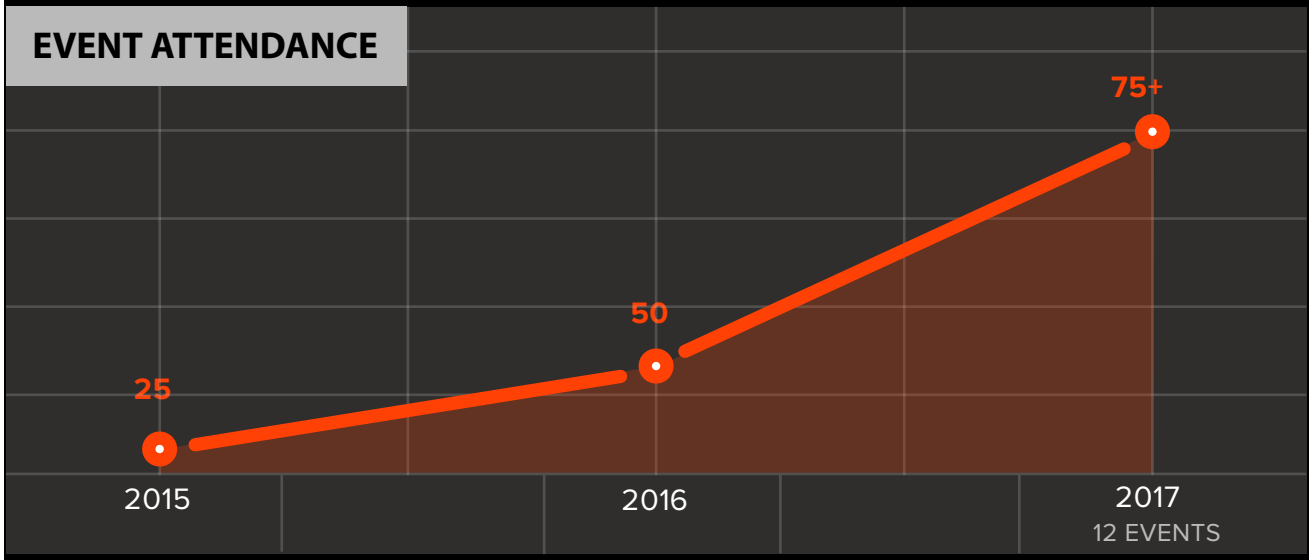
WHAT IS RENEGADE?

The first Friday of each month cityfam takes over one of the area's finest establishments. Think friends, food, libations and conversations. The first Friday of each month cityfam takes over one of the area's finest establishments. Think friends, food, libations and conversations. We use these monthly takeovers as opportunities to bring like-minded people together, build community and recruit for our next service project. We also donate 10% of all proceeds to the next non-profit we are partnering with to volunteer at."

WHAT IS CITYFAM?

CityFam is a movement of like-minded people committed to doing new things and living with intention. Different experiences. New settings. Good energy. We believe by connecting with others and serving worthwhile causes we bring the city what it needs most, community.

Want to learn more about cityfam? Visit www.cityfam.com



EVENT INFORMATION

EVENT LOCATION: **A DIFFERENT HOT SPOT IN AND AROUND BALTIMORE**
EVENT DATE: **FIRST FRIDAY OF EVERY MONTH**
EVENT TIME: **8PM - 11PM**
PROJECTION: **75-100 PARTICIPANTS**
GOAL: **TO DEVELOP A LONG-TERM, MUTUALLY BENEFICIAL PARTNERSHIP BETWEEN YOUR BRAND AND CITYFAM THAT RESULTS IN INCREASED AWARENESS OF YOUR SERVICES, PRODUCTS AND ACTIVITIES.**

Cityfam is the perfect brand to align with. When 87% of global (left column) consumers believe business should place equal weight on societal issues and business issues, our purpose-driven values will show the public that you stand for something. Our members are having fun and trying new things at our events – a perfect time to introduce your services. Above all we believe in weaving your brand into the cityfam experience.

Cityfam is registered 501(c)3 organization and your sponsorship is tax-deductible. Cityfam will help you connect YOUR EMPLOYEES to healthy social activities so that YOUR COMPANY can grow stronger one employee at a time. YOUR COMPANY will also gain access to cityfam members and be exposed to thousands of our fans. If you would like more information please contact melanie@cityfam.com

ANNUAL SPONSORSHIP

TIER 1

1 AVAILABLE

- Your company's large website banner with hot link on Cityfam's web page and in our e-newsletter (distribution 9,000)
- Your company's logo prominently placed on 5,000 printed event series posters and fliers.
- Category exclusivity
- Banners and signage prominently displayed at each location
- Print insert to go in all first time guests cityfam swag bags - Large packet insert (ex. brochure-style or 8.5"x5.5")
- 10 Free event entries for every Renegade (to be used for personal or promotional use)
- Promotional discount code to Renegade to be shared with all of your followers
- Promo Video - title sponsor will be featured with their name and logo
- Four Summer Masquerade tickets– An exclusive cityfam donor appreciation event.
- Six Charm City Countdown VIP tickets -- Baltimore's biggest All-Inclusive New Year's Eve party.

$10,000

TIER 2

2 AVAILABLE

- Your company's website banner with hot link on Cityfam's web page and in our e-newsletter (distribution 9,000)
- Your company's logo on 5,000 printed event series posters and fliers.
- Category exclusivity
- Print insert to go in all first time guests cityfam swag bags
- 6 Free event entries for every Renegade (to be used for personal or promotional use)
- Promotional discount code to Renegade to be shared with all of your followers
- Promo Video - title sponsor will be featured with their name and logo
- Four Summer Masquerade tickets– An exclusive cityfam donor appreciation event.
- Four Charm City Countdown VIP tickets -- Baltimore's biggest All-Inclusive New Year's Eve party.

$5,000

TIER 3

4 AVAILABLE

- Your company's logo with hot link on Cityfam's web page
- Your company's logo on 5,000 printed event series posters and fliers.
- Category exclusivity
- Print insert to go in all first time guests cityfam swag bags
- 4 Free event entries for every Renegade (to be used for personal or promotional use)
- Promotional discount code to Renegade to be shared with all of your followers
- Two Summer Masquerade tickets– An exclusive cityfam donor appreciation event.
- Two Charm City Countdown VIP tickets -- Baltimore's biggest All-Inclusive New Year's Eve party.

$2,500