



THE
LIFESTYLE
LOUNGE

Welcome!

I am so excited to have you be a part of The Lifestyle Lounge!

What makes this a unique experience is the quality of people that come on board, the passion they possess and the commitment to the success of their work. These are some of the reasons I have chosen you to be one of the select sponsors at the upcoming Lounge.

In order for this experience to be as enjoyable and successful for you I have created this Sponsor Packet, which contains everything you need to know, what to do and when.

It is important that you follow the outline I have provided so you will be prepared and also maximize every opportunity to spread the word about your participation at the event.

Please take some time to read it through it. I recommend that you print out the checklist and put it up where you can see it so you have a visual reminder of what needs to get done.

I am here to support you, please do not hesitate to reach out to me if you have any questions.

Here's to your success!

With love,

TO DO RIGHT AWAY

1. EMAIL

- Hi-res headshot
- Your tagline (if you have one)
- 2/4 sentence description of your services/product specific to what attendees will experience/learn from you at The Lifestyle Lounge
- The url to your website
- The urls to all your social media profiles including Twitter, Face Book Personal and Business Page, Linked In, Instagram
- The 2 dates you will email your list * See details below.

2. SIGN the contract, which will come to you via Echo Sign.

- Per the agreement you must choose 2 dates on which you will send information about the Lifestyle Lounge to your list. I will provide you copy for these emails but you are free to write your own.
- Both dates should be between **NOW and December 15th** – one date is when you will include a small mention about your participation at The Lifestyle Lounge in your email. * This is detailed in the agreement.
- The other date this is when you will send an email that is **ONLY** about The Lifestyle Lounge to your entire list.

3. ADD my assistant, XXXXXX to your mailing list: XXXXXXX@XXX.COM

4. CONNECT with me on social media. Here are all my URLs:

TWITTER

<https://twitter.com/LifestyLounge>

FACEBOOK PERSONAL

<https://www.facebook.com/msmoninyc>

FACEBOOK LIFESTYLE LOUNGE COMMUNITY PAGE

<https://www.facebook.com/thewellnessloungeNYC>

LINKED IN

www.linkedin.com/in/moniaparicio/

INSTAGRAM

https://www.instagram.com/the_lifestylelounge/

Being connected will allow me to tag you on posts promoting The Lifestyle Lounge and vice versa so that we can both reach a new audience.

5. LIKE The Lifestyle Lounge Face Book Community Page and join the event.

Please invite your friends to like the page and to attend the event **3 weeks before the date.** <https://www.facebook.com/thewellnessloungenyc>
You will be made an editor of the page.

6. POST about YOU and YOUR business on the FB page. Share about you being a part of the event. Feel free to post as often as you like and share your knowledge with the community. Post articles and anything as it relates to what you're offering at the event

7. USE YOUR TICKET CODES!

HERE IS YOUR UNIQUE PROMO CODE for *discounted* tickets: **IS YOUR FIRST NAME IN ALL CAPS**

You will include code and ticket link in your Social Media posts and in your emails so that your audience can buy tickets at a discounted rate. (\$10 off)
Discounted tickets are unlimited.

This is your ASSISTANT TICKET CODE: **ASSISTANT**
You have 1 assistant ticket.

*** IF YOU ARE A GOLD OR PLATINUM SPONSOR YOU HAVE A SECOND CODE**, this is for your 5 specially reduced guest tickets. The code is your name in all caps plus the word REDUCED, all 1 word. EX: SARAREDUCED

Here is the Event Brite link for tickets:

<https://lifestyleloungedecember2015.eventbrite.com>

8. READ the contents of this packet.

9. CONTACT my assistant, XXX if you need clarification with anything.
XXXXX@XXX.COM