



6:00pm - 11:00pm | Sweet & Vicious | 5 Spring Street

### **What is Obliterati?**

Obliterati is a monthly event, held in NYC focused on new connections and networking between social circles in various media scenes.

This event is specifically targeted toward old and new media, public relations and the web 2.0 crowds. It is designed to encourage networking between circles and promote mutually beneficial relationships that will help drive the industries as a whole forward.

### **Why Sponsor Obliterati?**

Obliterati is made possible by sponsored partnerships of RandomNightOut, Sweet & Vicious and other monthly sponsorships.

Sponsoring Obliterati will position your company as innovative and forward thinking. Our events guests come from many influential outlets, that have the opportunity to reach potential partners and clients.

Best of all, no matter what your industry is your company's product or sponsorship will be placed in front of key media attendees who can promote or review your products that could transform your business overnight. You can't afford not to be a part of it.

Nothing gets influencers tweeting more than free stuff to take home. Goody bags are the best way to showcase your company or product. Contact me if interested in being part of the VIP goody bag.

### **Sponsorship Opportunities:**

Branding Sponsor - \$1,000

- Company name included in all event emails
- Company name, logo, description and link on the invitation and web site
- Booth in prime location at venue for brand information or product distribution
- Company banner and signage hanging up throughout entire event
- Logo on step & repeat (if applicable)

Giveaway Sponsorship - \$500 + Product

- Company name, description and link on the invitation and web site
- Booth at venue with donated product for distribution throughout the night
- Company banner or signage hanging up behind booth

VIP Gift Bag Placement

- Company name, description and link on the web site
- Donated items in gift bag to be given out to the VIP attendees. (50 Bags total)

### **How many people will be attending?**

We expect a minimum of 500 attendees to be present at this event. Approximately 60 percent will be press and media affiliates, 30 percent from leading social networks and public relation networks, and the remainder will be various influential web 2.0 attendees.

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