ST PETE FOOLS SOCIAL CLUB

ST. PETE FL

ST PETE FOOLS CHARITIES

1ST ANNUAL

Louis Chacon Memorial Concert

THURSDAY, OCTOBER 21, 2027 • JANNUS LIVE

AVO CIGARS
Official Cigar Sponsor Proposal

AVO CIGARS

HONORING LOU CHACON



Louie Chacon: An Ace in a Deck of Jokers

Louie Chacon was a man of service, a man of heart, and a man of unshakeable character. A retired NYPD Detective, Lou spent his career in the pursuit of justice, carrying his badge with the kind of quiet honor that defined a generation of law enforcement. Beyond the precinct, he was the bedrock of his family—a devoted son, husband, father, and grandfather who cherished his loved ones above all else. Tragically taken from us last April while navigating a detour at Tampa International Airport, Lou's passing left a void in the St. Petersburg community that can never truly be filled. To the St. Pete Fools Social Club, Lou was more than just a brother; he was the "Ace in a deck of Jokers. "Whether we were roaring down the highway on motorcycle rides, sharing stories and "many laughs" around a campfire on our annual trips, or working side-by-side to serve local charities, Lou was the soul of every event. He had a rare gift for making everyone feel like the most important person in the room and a laugh that stayed with you long after the engines were turned off. Lou is sorely missed by his family, his brothers in the Fools, and everyone fortunate enough to have called him a friend. Tonight, we celebrate his legacy, his service, and the countless memories he left behind.

Ride in Peace, Lou. You are forever our Ace.

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THE CAUSE





The Cause:

Police Unity Tour

Saint Petersburg College (SPC) First Responder Programs

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POLICE UNITY TOUR







Police Unity Tour

Overview
The Police Unity Tour is an annual multi-day bicycle ride held each May that culminates in Washington, D.C., during National Police Week. It serves as a living memorial, bringing together law enforcement officers, survivors, and supporters to honor those who have made the ultimate sacrifice.

Mission & Purpose
Motto: *"We Ride for Those Who Died."*
Awareness: To ensure that the sacrifices of law enforcement officers killed in the line of duty are never forgotten.
Support: To raise funds for the **National Law Enforcement Officers Memorial Fund (NLEOMF)** and the National Law Enforcement Museum.

Key History & Facts
Founded: 1997 by Officer Patrick P. Montuore with just 18 riders.
Growth: Now includes thousands of participants nationwide
The Ride: A 4-day, roughly **300-mile journey** (often starting in New Jersey) ending at the National Memorial in D.C.
Impact: Since its inception, the tour has raised over **$30 million**, making it the single largest fundraiser for the National Law Enforcement Officers Memorial.
The "Ride-In"
The emotional highlight of the tour is the "Ride-In," where thousands of cyclists arrive at the Memorial in a massive procession, greeted by families of the fallen and fellow officers, followed by a formal candlelit tribute and ceremony.

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SPC FIRST RESPONDER PROGRAMS



Louis Chacon Scholarship

Overview

The Louis Chacon Scholarship was created to assist law enforcement officer, emergency medical technician, paramedic, and firefighter trainees within the state by providing financial assistance for approved training programs.

The following programs will qualify for the Louis Chacon Scholarship:

Law Enforcement Academy (BLE-PSAV)
Corrections Academy (BEC-PSAV)
Firefighter Academy (FFCO-PSAV)
Firefighter/EMT Combination (FFEM-PSAV)
EMT Applied Technology Diploma (EMT-ATD)
Paramedic Certificate (PMED-CT)
Emergency Medical Services (EMS-AS)
The award amount is tuition less any state or federal financial aid (includes veterans tuition benefits but excludes federal direct loans) received by the trainee.
Recipients must not be sponsored by an employer that is already covering the cost of tuition.
Recipients must be considered a **Florida resident** for tuition purposes.

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ST. PETE FOOLS
OUR MISSION



The St Pete Fools Social Club for Charities is a 501(c)(3) founded in 2020 with one firm goal: to host events and fundraisers that give a helping hand to local charities.

Our members raise funds to provide tangible goods and services for organizations in need.

The club brings together approximately 70 local businessmen and entrepreneurs who love the City of Saint Petersburg.

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OUR COMMUNITY IMPACT

THE ST PETE FOOLS IS A 501-C3 CHARITABLE ORGANIZATION THAT HAS PROVIDED NEEDED SUPPLIES TO SUCH ORGANIZATIONS AS:

- ALPHA HOUSE
- RESURRECTION HOUSE
- SPPD
- ANGELS AGAINST ABUSE



THURSDAY, OCTOBER 21, 2027
JANNUS LIVE

ST PETE FOOLS
CHARITIES

OUR SUPPORTERS



Our supporters include local business owners, entrepreneurs and community members who support the Fools' charitable work.

Our events bring those relationships together with sponsors and guests in a social setting.

AVO can build on those connections through hospitality and its nominated retailer, Central Cigars.

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OUR PERFORMER

THE BLACK HONKEYS BAND

Motown, funk, soul and rock & roll

Featured performer for the 1st Annual Louis Chacon Memorial Concert at Jannus Live on Thursday, October 21, 2027.

A full-band live performance built for a high-energy night in downtown St. Petersburg.



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OUR VENUE







JANNUS LIVE

Downtown's Premier Stage

Located in the heart of St. Petersburg's historic district, Jannus Live offers an outdoor concert experience.

The concert brings the Fools' supporters and guests together in downtown St. Petersburg on Thursday, October 21, 2027.

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MARKETING REACH

TAMPA BAY MARKET

3.42 million residents
Tampa–St. Petersburg–Clearwater MSA, July 2025 estimate.

14.9 million visitors
St. Pete-Clearwater in 2025.

More than $10 billion
Visitor economic impact in St. Pete-Clearwater in 2025.

The concert connects a downtown St. Petersburg venue with the Fools' local supporters and business relationships.

Sources: U.S. Census Bureau via FRED; Visit St. Pete-Clearwater. Regional context, not projected concert attendance.



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AVO CIGARS
BRAND VISIBILITY



OFFICIAL CIGAR SPONSOR

AVO recognition on the concert website and sponsor page.

Logo on agreed event signage and promotional materials.

Recognition in concert social posts and Fools' emails.

Stage acknowledgment.

Final placements and artwork to be agreed with AVO.

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AVO CIGARS SUITE HOSPITALITY

ONE HOSPITALITY SUITE

Ten guests, with ten concert tickets included.

A place to host customers, colleagues and retailer partners.

Five individual suites connect to the larger shared VIP hospitality space.

AVO may nominate Central Cigars to sell product at the event.

Suite location and retailer arrangements to be finalized.



Cigar hospitality inspiration

ST PETE FOOLS CHARITIES

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AVO CIGARS

OFFICIAL CIGAR SPONSOR

AVO CIGARS



$5,000

One suite. Ten concert tickets.

Official Cigar Sponsor of the Louis Chacon Memorial Concert.

One hospitality suite for ten guests, with concert admission.

Nominate a retailer to sell AVO products at the event.

Proposed retailer: Central Cigars.

Product selection, sales location and retailer terms to be agreed.

PROPOSED EVENT RETAILER

CENTRAL CIGARS

AVO's nominated retail partner

273 Central Avenue
St. Petersburg, FL 33701

Alex mentioned Central Cigars, and the Fools have identified it as the preferred retailer for the concert.

Agree the featured AVO products, staffing, event sales location and retailer terms with Central Cigars and Jannus Live.

THE AVO LOUNGE



Illustrative AVO brand activation

SHARED VIP LOUNGE NAMING

The large hospitality space connected to five individual suites.

Proposed naming rights: $10,000.

AVO Lounge name and agreed entrance or interior branding.

Recognition in VIP guest communications.

Individual suites remain separate. Shared VIP access continues.

$15,000 proposed combined package includes the $5,000 suite offer.

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ADDITIONAL SPONSORSHIP INVENTORY

ENCORE BEACH BALL SPONSOR

Lights up. Beach balls drop.

A coordinated lighting cue and beach ball drop during the encore would create a closing moment for the concert.

Each ball carries a QR code directing guests to next year's raffle information or launch page.

Sell sponsor branding on the beach balls and recognition for the encore activation. Price and quantity to be agreed.

Production and venue approval required. Any tobacco branding requires sponsor compliance review.

ADDITIONAL SPONSORSHIP INVENTORY

COMMEMORATIVE TICKET BACKS

Approximately 1,000 premium printed tickets

A collectible ticket with a photograph and premium presentation, inspired by a major sporting-event ticket.

Give tickets to VIP guests and sponsors as a lasting keepsake of the concert.

Sell the ticket back as a sponsor advertising placement. Price, final quantity and print specifications to be agreed.

Any cigar-brand advertisement requires sponsor compliance approval before printing.

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OCTOBER 21, 2027 / JANNUS LIVE

WORKING PROPOSAL FOR ALEX WEGHORN

AVO SPONSORSHIP OPTIONS

Official Cigar Sponsor

$5,000

One hospitality suite, ten concert tickets, proposed marketing recognition and nominated retailer.

AVO Lounge naming

$10,000 proposed

Naming of the large shared VIP hospitality lounge. Individual suites are separate.

Combined package

$15,000 proposed

The $5,000 suite offer plus $10,000 lounge naming. Includes one suite and ten tickets.

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OCTOBER 21, 2027 / JANNUS LIVE

OUR EVENT SPONSORS

DAYTON ANDREWS
CHRYSLER Jeep Since 1964 DODGE RAM

SDF
SPEERDREAM
FOUNDATION

GOLD & DIAMOND®
SOURCE

Louis Chacon Memorial Concert

Thursday, October 21, 2027 · Jannus Live

THANK YOU

FOR YOUR CONSIDERATION

Louis Chacon Memorial Concert
Thursday, October 21, 2027

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AVO CIGARS