# Concert sponsorship inventory

Louis Chacon Memorial Concert | October 21, 2027 | Working plan updated October 25, 2026

Five individual hospitality suites connect to one large shared VIP lounge. This supersedes the earlier tentative count of six corporate suites. A sponsor package that includes a suite uses one of these five slots.

| Asset | Quantity / allocation | Price status | Proposed scope |
|---|---|---|---|
| Individual hospitality suites | 5 total. 10 guests each. | $5,000 per suite, Brett-set | Concert access and ten tickets per suite. No signed allocations recorded here. |
| Official Cigar Sponsor | 1 category designation. Uses 1 suite if accepted. | $5,000 offer | AVO proposal for Alex Weghorn. Ten tickets, one suite, nominated retailer Central Cigars and agreed brand recognition. |
| Shared VIP lounge naming | 1 common lounge. Separate from the 5 suites. | $10,000 suggested opening ask | Proposed AVO Lounge name, agreed signage and VIP communications. Shared access continues. |
| Combined AVO package | Alternative bundle. Uses 1 suite. | $15,000 proposed = $5,000 + $10,000 | Official Cigar Sponsor suite package plus shared lounge naming. Do not count as a second suite or separate sale in totals. |
| Encore beach ball activation | 1 sponsorship opportunity. Ball count TBD. | Price and cost TBD | Lighting cue and beach ball drop at encore. QR on balls links to next year’s raffle information. Sponsor branding subject to approval. |
| Commemorative ticket backs | 1 back-ad placement. Approx. 1,000 printed tickets. | Price and printing cost TBD | Premium photo ticket for VIPs and sponsors. Sell the backs as advertising. Final print quantity and credential/keepsake role TBD. |

Suite-only gross potential: 5 x $5,000 = $25,000 before costs and package allocations. Lounge naming at the proposed $10,000 would be additional. These are planning amounts, not contracted revenue.

# Existing sponsorship opportunities

Retained from the prior working inventory. No sold/available status is inferred from this list.

| Opportunity | Working scope / pricing |
|---|---|
| Title / presenting | Concert-wide presenting position. Terms and price TBD. |
| Vehicle / Jeep raffle | Prior proposed ask: $20,000, unapproved. Dayton Andrews deck remains the automotive reference. |
| Stage | Stage recognition and agreed branding. Price TBD. |
| Band | The Black Honkeys Band sponsorship opportunity. Price and rights TBD. |
| VIP hospitality / suites | Use the five-suite and one-common-lounge structure on page 1. Do not duplicate inventory. |
| Media partner | Agreed promotional media support. Cash/in-kind structure TBD. |
| Diamond Dig | Activation scope and price TBD. |
| Police cookout | Sponsorship scope, event linkage and price TBD. |
| Food and beverage | Hospitality supply or underwriting. Does not automatically include suite catering or open bar. |
| Production | Sound, lights and production underwriting. Encore drop costs require a separate quote. |
| Community hero | Recognition opportunity. Format and price TBD. |
| Photography | Photography sponsorship or underwriting. Deliverables and usage rights TBD. |
| Wristbands | Guest credential branding. Quantity and price TBD. |
| Program / signage | Printed program and signage placements. Keep ticket-back placement separately tracked. |
| Digital | Website, email or digital campaign placements. Scope and price TBD. |
| Auction / prizes | Donated auction items, prizes or underwriting. Commitments TBD. |
| Transportation / hotel | Guest travel, transport or lodging partnership. Scope TBD. |
| Printing | Print underwriting. Does not automatically buy the commemorative ticket-back ad. |

Sources: prior working discussion and Dayton Andrews master deck. Tobacco placement: FDA Advertising and Promotion and 21 CFR 1140.34. Brand identities: Oettinger Davidoff and Imperial Brands official brand pages. Pricing marked proposed is an opening-ask recommendation.

# Allocations and next decisions

A working inventory for sponsor conversations and production planning

| Suite slot | Proposed allocation | Status |
|---|---|---|
| Suite 1 | AVO, only if the $5,000 offer or $15,000 bundle is accepted | Proposal only. No signed commitment recorded. |
| Suite 2 | Unassigned in this plan | Confirm against signed sponsor contracts. |
| Suite 3 | Unassigned in this plan | Confirm against signed sponsor contracts. |
| Suite 4 | Unassigned in this plan | Confirm against signed sponsor contracts. |
| Suite 5 | Unassigned in this plan | Confirm against signed sponsor contracts. |
| Shared VIP lounge | AVO Lounge naming proposed | Capacity and guest access rules to be confirmed. |

### Required deck contents

Every sponsor presentation must retain Lou Chacon’s tribute, the St. Pete Fools identity and mission, charitable causes and community work, supporters, Tampa Bay market context, performer and venue. Tailor sponsor-specific pages without removing this core story.

### Pricing

Brett’s suite offer is $5,000. The $10,000 lounge ask and $15,000 combined ask are recommendations, not approved price points or comparable-market valuations. Beach ball and ticket-back prices remain open.

### Production

Confirm lounge capacity, allowed branding, food and beverage arrangements, beach ball count/drop method, printing quotes, photograph permissions and the commemorative ticket’s role. Use a stable organization-controlled QR destination for next year’s raffle.

### Tobacco placement

Alex’s compliance team should review the lounge name, advertising and branded merchandise. FDA restrictions in 21 CFR 1140.34 specifically address cigarette/smokeless brand identifiers, so do not assume either a blanket cigar ban or automatic clearance. Davidoff also names a cigarette brand. Do not promise permission for smoking or product sales without venue agreement.