

Working example and **Monthly** profit potential with a ticket price of **\$175.00** a person and 200 seats.

What's Included In Ticket Sale – Per Person

- 4 course dining experience by inhouse chef, rotating chefs, and/or celebrity chefs.
- 4 - 5 wine options @ 3-oz pours each. (Trending Beverages & Napa Valley Distribution will provide inventory and vintners)
- **Exclusive projected-digitally immersive event** featuring bespoke menus, expertly paired Napa Valley wines, craft beers, and curated cocktails — enhanced with immersive digital assets of Napa Valley elements that amplify flavor, aroma, story, and credibility.
- **Digitally immersive step and repeat** of the famous welcome to Napa Valley sign for sponsorship implementation.

Potential Timeframes & Offerings

10:00 am - 1:00 pm - 4:00pm - 7pm

Potential Days & Consistency Of offerings

Fri-Sun - **Weekends** Mon-Sun – **Dailey**

| Merchant | Offering and responsibility | COGS | Working Example/Ticket Price |
|---|------------------------------------|---------|--|
| Venue or Food Purveyor - Chef | 4 course dining experience | \$80.00 | Total \$175.00 A Person |
| The Vintner and The Chef | Project management | \$35.00 | |
| Trending Beverages, Inc. | Inventory production and packaging | \$35.00 | |
| Trending Entertainment, Inc. | Tech/Media management | \$25.00 | |
| 1. Total potential Weekend profit per offering - 200 seats or 25 – 8ft rounds | | | = \$1,680,000 Fri-Sun - Weekends |
| 2. Total potential Dailey profit per offering - 200 seats or 25 – 8ft rounds | | | = \$4,200,000 Mon-Sun - Dailey |
| 3. Totals do not yet include any wine sales, profits from club memberships, taxes, or discounts. | | | = \$4,200,000 Total |

Working example and **Monthly** profit potential with a **Special Event VIP** ticket price of **\$800.00** a person and 200 seats.

What's Included In Ticket Sale – Per Person

- 4 course dining experience by inhouse chef, rotating chefs, and/or celebrity chefs.
- 4 - 5 wine options @ 3-oz pours each. (Trending Beverages & Napa Valley Distribution will provide inventory and vintners)
- 1 - Bottle of Napa Valley Tier Cabernet Sauvignon or Red Wine Blend. (Customize beverage lines to compliment event is of option)
- Choice of California Reserve Tier Wine - or - 4 Pack of canned RTD Spritzers.
- **Exclusive projected-digitally immersive event** featuring bespoke menus, expertly paired Napa Valley wines, craft beers, and curated cocktails — enhanced with immersive digital assets of Napa Valley elements that amplify flavor, aroma, story, and credibility.
- **Digitally immersive step and repeat** of the famous welcome to Napa Valley sign for sponsorship implementation.

Potential Timeframes & Offerings

10:00 am - 1:00 pm - 4:00pm - 7pm

Potential Days & Consistency Of offerings

Fri-Sun - **Weekends** Mon-Sun – **Dailey**

| Merchant | Offering and responsibility | COGS | Working Example/Ticket Price Total \$800.00 A Person |
|---|--|----------|---|
| Collectable Take Home beverages | Napa Tier wine and California Reserve or RTD Spritzers | \$100.00 | |
| Venue or Food Purveyor - Chef | 4 course dining experience | \$350.00 | |
| The Vintner and The Chef | Project management | \$100.00 | |
| Trending Beverages, Inc. | Inventory production and packaging | \$150.00 | |
| Trending Entertainment, Inc. | Tech/Media management | \$75.00 | |
| 1. Total potential Weekend profit per offering - 200 seats or 25 – 8ft rounds | | | = \$7,680,000 Fri-Sun - Weekends |
| 2. Total potential Dailey profit per offering - 200 seats or 25 – 8ft rounds | | | = \$19,200,000 Mon-Sun - Dailey |
| 3. Totals do not yet include any wine sales, profits from club memberships, taxes, or discounts. | | | = \$19,200,000 Total |

Summary Table of Existing offerings and Prices

| Experience | Approx. Price (per person) | Highlights |
|---|-------------------------------|--|
| Theorem Vineyards – Baccarat Experience | \$750 | Baccarat crystal, glass to take home |
| Shafer Hillside Select Experience | \$500 | Champagne, caviar, hillside Cabernet tasting |
| The French Laundry – Base Tasting | \$425 | 9-course meal in open dining area with sommelier pairing |
| The French Laundry – VIP Private Dining | \$850 | Private, curated setting |
| Joseph Phelps – Bountiful Table | \$300 | Communal tasting of wine + dishes |
| Joseph Phelps – Chef’s Tasting (seasonal) | \$400 | 9-course menu with wine pairings |
| Domaine Carneros – Chips & Caviar | \$350 | Sparkling wine and caviar snack pairing |
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