



Bernard Terrell Cigars - Cigar Shop #1  
8322 S. Ashland  
Chicago, IL 60620

**BERNARD TERRELL CIGARS  
PRESENTS**

*6<sup>th</sup> Annual*

# CIGARS IN THE PARK

**PICNIC**

**AUGUST 4, 2024**

*Sponsorship Proposal*

[www.bernardterrellcigars.com](http://www.bernardterrellcigars.com)





BERNARD TERRELL

# CIGARS

Bernard Terrell Cigars established in 2016, is a cigar brand specializing in premium Nicaraguan & Dominican blends and now with a cigar shop that opened November 2021. Specializing in blends from Nicaragua and the Dominican Republic, the brand offers a high-quality smoking experience for cigar enthusiasts. With a focus on craftsmanship and expertise, Bernard Terrell Cigars ensures that each cigar is meticulously crafted to deliver a rich and satisfying flavor profile.

Whether you are a seasoned cigar aficionado or new to the world of cigars, Bernard Terrell Cigars has something to offer for everyone. From bold and robust Nicaraguan blends to smooth and flavorful Dominican cigars, the brand's diverse range caters to a variety of preferences. With a commitment to quality and excellence, Bernard Terrell Cigars has established itself as a trusted name in the industry, providing smokers with a truly exceptional smoking experience.

Bernard Terrell Cigars, named after Mr. Steward's life journey, symbolizes growth, evolution, and the transitions into manhood, marriage, and fatherhood. With each puff of a Terrell cigar, there's an invitation to connect with the passion and love that went into crafting them. The blend of flavors and aromas mirrors the complexities of life - rich, nuanced, and rewarding. Just as Mr. Steward's experiences shaped him, each cigar tells a story and offers a moment of reflection and enjoyment. So, take a moment, savor the flavors, and appreciate the journey that went into creating Bernard Terrell Cigars.



# Bernard Terrell Cigars Presents 5th Annual Cigars in the Park Re-Cap

Cigars in the Park was an idea originated by Bernard Terrell Cigars in 2018 with the intention of bringing together fellow lovers of the leaf and culture to one place to fellowship and indulge in great cigars. Bernard Terrell Cigars is an independent private brand and saw the picnic as an opportunity to bring forth other small business owners to introduce their cigar brands and accessories to the cigar community.

Cigars in the park has been well received by the cigar community and bringing together cigar smokers groups from all around Illinois and other states. Bernard Terrell Cigars also enlist a list of talented DJs and other merchants to increase interest and making this a perfect event to showcase your brand.

We have come a long way, from our first picnic with 150 people to now hosting over 700 people but, we still need your support. Your generous contribution will help us extend our goal of bringing our audience and your business together by providing us with additional capital to ensure that the event is executed flawlessly and in a manner that will sufficiently enhance the reputation and fiscal health of all associated vendors and sponsors.



BTC Cigars in the Park 2023 Featured DJs

- DJ Mook
- DJ WyldChyld
- DJ Sirprize
- DJ Mello
- DJ DarkNite
- and more,

#BTCCIGARCITIZENS

# Bernard Terrell Cigars Presents 6th Annual Cigars in the Park



## Bernard Terrell Cigars Presents 6th Annual Cigars in the Park Picnic

**When?** Sunday, August 4, 2024 9am-7pm

**Where?** Chicago, Illinois- Forest Preserve- Dan Ryan Woods Grove 10

**Who Benefits?** The sponsor, Bernard Terrell Cigars, and cigar smokers who look forward to this event created just for them.

**Why Sponsor? Why is your brand's investment in Bernard Terrell Cigars? A positive business decision?** Because Bernard Terrell Cigars will continue to deliver a first class experience, and with curated events and concepts comes new branding opportunities. We are expanding with the brands that believe in our concept, to provide a fun, limitless environment for memorable consumer experience. Best of all, #BTCCigarsinpark24 is fresh, offering versatile affordability, making your dollar go further than it ever has before.



#BTCCIGARSINTHEPARK24

## Goals for Bernard Terrell Cigars 6th Annual Cigars in the Park Picnic

**Objective:** To attract a diverse group of cigar lovers to Bernard Terrell Cigars 6th Annual Cigars in the Park picnic, and to generate buzz and excitement leading up to the event. To introduce cigar lovers to new brands, people and create a great cigar experience for fellow cigar lovers.

### Cigars in the Park Picnic Plan:

#### 1. **Picnic:**

- To obtain a 20 x 20 tent to create a space for Bernard Terrell Cigars, a VIP cigar lounge with seating, and spirit tasting.
- To obtain more portable toilets, hand washing stations, and hand sanitizer to prevent overflow of the restroom on the premises and making a more comfortable and sanitary environment for guests of the picnic.
- To rent a large dumpster to improve trash management and dumping at picnic site.
- To provide a safe environment by obtaining private security for the picnic to protect guests, guest belongings, and increase safeness.

#### 2. **Social Media:**

- To use our dedicated event page on Facebook and Instagram, which serves as the hub for all event-related information and updates.
- Use Instagram and Facebook to share sponsor profiles and highlight their achievements in the cigar industry; to share pictures and video of the event, as well as behind the scenes content leading up to the event; use Instagram and Facebook to connect with local influencers and cigar enthusiasts and encourage them to attend the event; use Instagram and Facebook to create a hashtag for the event and generate a larger following.

#### 3. **Print Media:**

- To utilize other small businesses to place ads for the event in their magazines/sponsor brochures; Create and distribute flyers and posters for the event that can be distributed at cigar lounges and through direct mail.

Overall, the marketing strategy will be to continue to target the cigar enthusiasts around the country as well as the local communities.

# Partnership Opportunities 2024



All sponsorship packages include business logo on a custom sponsor Photo Back drop.

## PARTNERSHIP OPPORTUNITIES

### DIAMOND

**\$1,500**



- Exclusive logo placement on all event marketing materials
- Logo / Brand inclusion on event banner, & social media event page(over 1.1K views) & BTC Social Media Platforms
- VIP table for [4] guests at the picnic in the VIP Tent.
- Recognition With Social Media for 4 months
- Recognition during the Cigars in the Park Picnic
- Vendor Set-Up at Cigars in the Park Picnic (tent / table not included)
- 2 Tickets to Private Event on August 3, 2024
- Recognition in BTC monthly/weekly email subscription (1.1K subscriptions) for three months

### PLATINUM

**\$1,250**



- Exclusive logo placement on all event marketing materials
- Logo / Brand inclusion on event banner, & social media event page(over 1.1K views) & BTC Social Media Platforms
- VIP table for [2] guests at the picnic in the VIP Tent.
- Recognition during the Cigars in the Park Picnic
- Recognition With Social Media for 2 months
- Vendor Set-Up at Cigars in the Park Picnic (tent/table not included)
- 2 Tickets to Private Event on August 3, 2024

### GOLD

**\$850**



- Prominent logo placement on event banners & promotional materials.
- Logo / Brand inclusion on event banner, & social media event page(over 1.1K views) & BTC Social Media Platforms
- Recognition during the Cigars in the Park Picnic
- 2 Tickets to Private Event August 3, 2024

### SILVER \$500



- Logo inclusion on event banner, & social media event page(over 1.1K views)
- Mention in event-related communications.
- Recognition at Cigars in the Park Picnic

### BRONZE \$300



- Logo inclusion on event banner, & social media event page(over 1.1K views)
- Mention in event - related communications.

# Partnership Opportunities 2024



All sponsorship packages include business logo on a custom sponsor Photo Back drop.

## PARTNERSHIP OPPORTUNITIES

### ALCOHOL SPONSORS



#### What We Provide:

- Premier branding and exposure as Liquor sponsor displayed on marketing assets, including event collateral, email subscription list, social media and signage on site
- Recognition during the event

#### Requirements - Optional Provisions

- Donated Product for the bar and VIP Cigar Lounge Tent
- Option to provide your own marketing assets (signage, business cards, retractable banner, flyers, coupons and etc.
- Item placed in VIP Guest Bag

### IN KIND DONATION



Donate an item, experience or service for our raffle or VIP Guest Bags. If donating items, please email Jelian Steward at [bernardterrellcigars@gmail.com](mailto:bernardterrellcigars@gmail.com) with the following information:

- Name/ Company name (as you would like it to appear on event collateral or attach a high resolution logo
- Email and phone number
- Item name(s) and description(s)
- Item value(s)

### CONTACT US



**For any questions or concerns please contact us at:**

[bernardterrellcigars@gmail.com](mailto:bernardterrellcigars@gmail.com)

872-703-3014 / 872-222-8217



# Sponsorship Terms & Conditions

This the Bernard Terrell Cigars Presents 6th Annual Cigars in the Park Picnic Contract (the "Contract") states the terms and conditions that govern the contractual agreement between [Bernard Terrell Cigars] having its principal place of business at [SPONSOR ADDRESS] (the "Sponsor"), and Bernard Terrell Cigars (the "Host") who agrees to be bound by this Agreement.

WHEREAS, the Host is conducting Cigars in the Park [ A Cigar Smokers Picnic]. on August 04, 2024 (the "Event"); and WHEREAS, the Sponsor agrees to sponsor the Event according to the terms and conditions herein.

NOW, THEREFORE, In consideration of the mutual covenant and promises made by the parties hereto, the Company and the Sponsor (individually, each a "Party" and collectively, the "Parties") covenant and agree as follows:

## Contribution

The total contribution provided by the Sponsor is \$1,500, \$1,250, \$850.00, \$500.00, or \$300.00, to be paid in full upon execution of the agreement unless mutually agreed upon payment terms are executed.

## Term/ Termination

This Contract will terminate automatically if not completed by 07-15-2024.

## Changes/ Cancellations

Any changes made to this Contract must be made in writing and signed by all parties. If the Event is canceled, refunds are [due within 30 days (s)].

All monies are non refundable unless the event is cancelled by the host.

[Additional Terms & Conditions]

Sponsor Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Event Host Signature : \_\_\_\_\_ Date: \_\_\_\_\_



# THANK YOU



## WE LOOK FORWARD TO WORKING WITH YOU