



STK[®]

OFF-SITE
SPECIAL EVENTS



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OVERVIEW

STK OFF-SITE SPECIAL EVENTS PROVIDES **OFF-PREMISE CATERING AND EXPERIENCE** SERVICES FOR SMALL-TO-LARGE SCALE EVENTS OFFERING A MODERN, ARTFUL APPROACH TO VARIOUS CUISINES. WITH A **VIBE-DRIVEN DINING EXPERIENCE** UNLIKE ANYTHING YOU'VE SEEN BEFORE, STK OFF-SITE SPECIAL EVENTS PAIRS CREATIVE CULINARY CREATIONS WITH A HIGH-ENERGY ATMOSPHERE.

WE BELIEVE THE DINING EXPERIENCE SHOULD INCLUDE MORE THAN JUST DELICIOUS FOOD; IT SHOULD ALSO BE **LIVELY AND ENERGETIC**, DELIVERING **A COMPELLING CATERING EXPERIENCE** GUESTS WON'T EASILY FORGET.



STK[®]

STEAKHOUSE

STK IS A GLOBALLY RECOGNIZED RESTAURANT BRAND THAT ARTFULLY BLENDS THE **MODERN STEAKHOUSE & CHIC LOUNGE**. KNOWN FOR ITS CONTEMPORARY TAKE ON CLASSIC AMERICAN CUISINE, AND EMPHASIS ON AN ENERGETIC, VIBE-DINING EXPERIENCE; STK OFFERS A DYNAMIC, FINE DINING EXPERIENCE WITH THE SUPERIOR QUALITY OF A TRADITIONAL STEAKHOUSE.



CAPABILITIES

STK OFF-SITE SPECIAL EVENTS IS ABLE TO ACCOMMODATE ALL TYPES OF EVENT NEEDS, **FROM INTIMATE SEATED DINNERS TO PASSED TRAY FOOD SERVICE** TO LARGE BUFFET-STYLE BRUNCHES, LUNCHES OR DINNERS.

WE CAN PLAN YOUR EVENT **FROM THE GROUND UP** AND TAKE CARE OF ALL ASPECTS FROM FURNITURE TO FOOD, OR WE CAN **SEAMLESSLY INTEGRATE** WITH AN EXISTING EVENT PLAN TO PROVIDE FOOD OR BEVERAGE FOR YOUR GUESTS.

PAST ACTIVATIONS

We have provided unique, restaurant-quality cuisine at many major cultural events in both the US and Europe. We're well-versed in what it takes to make a memorable experience that stands out amongst the crowd.

Past activations both on & off-site include: Vogue Magazine Brunch, Mariah Carey Walk of Fame Reception, Private Dinners, Sony Pictures Classics Oscar Gala, SXSW Film Festival, Creative Coalition Gala, Tribeca Film Festival, Coachella, STK Rooftop Concert Series, Super Bowl, ESPY Artists & Athletes Charity Gala.



SPECIAL OCCASIONS

VOGUE MAGAZINE BRUNCH

Private, intimate poolside brunch for a select group of bloggers and models staying at the Vogue private house during Coachella. Provided passed brunch drinks to guests as they arrived, and transitioned to a seated meal.

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MARIAH CAREY WALK OF FAME RECEPTION

Exclusive invite-only event at a private residence in Malibu for Mariah Carey and her close friends and family in celebration of her receipt of a star on the Hollywood Walk of Fame. Provided a three-course seated dinner for the fashionable fête.



PRIVATE DINNERS

MALIBU HOUSE

We hosted several private events – from daytime brunches to nighttime beachfront soirees – at a stunning mansion on the Malibu shoreline. Highlights included a swank birthday party for actress Ashley Tisdale, a celebration for HBO's 'Ballers' which included the cast and producers, an elegant seated dinner for the young Hollywood elite with JustJared, and special birthday parties for celebrity stylist Johnny Wujeck as well as starlet Madison Pettis.

Guestlists spanned from 15 – 30 people, and offerings ranged from sit-down brunches and dinners to cocktail receptions with tray passed light bites.



FILM

SONY PICTURES CLASSICS OSCAR GALA

A private, invite-only seated dinner for Sony Pictures Classics and its Oscar nominated films, actors, and actresses held at STK Los Angeles. We have been working with Sony Pictures Classics for this exclusive Oscars dinner since 2014.



SXSW FILM FESTIVAL

During SXSW Film Festival, we hosted both private, invite-only cocktail receptions and seated intimate dinners for the cast and producers of the films premiering during the festival. We have been involved with events at SXSW since 2014.



RED CARPET

CREATIVE COALITION GALA

During White House Correspondents Weekend in Washington, DC, we hosted the Creative Coalition for a luxe gala event celebrating its talented members. The 120-guest event featured a red carpet, step and repeat, cocktail hour, and a seated dinner. STK has hosted this event since 2015.

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TRIBECA FILM FESTIVAL

For the first weekend of the Tribeca Film Festival in NYC, we hosted both cocktail receptions and seated three-course dinners for the casts and producers of various film premieres. Additionally, during the daytime we hosted press junkets and celebrity interviews at STK in the chic Meatpacking District.



MUSIC

COACHELLA

We have been doing events at Coachella since 2012. In previous years, STK has been involved with Neon Carnival, as well as in 2015 catering NYLON's Midnight Garden party and Sunday Funday brunch. During Coachella 2016, STK provided guests at Back of House events with intimate, invite-only family style seated dinners in Palm Springs, CA. Steps away from the Main Stage of Coachella, the STK culinary team provided an escape for VIP guests in the oasis of a private Palm Springs residence.

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ROOFTOP CONCERT SERIES

For two summers, STK has been hosting various outdoor rooftop concert series in conjunction with label and media partners. In 2016, STK partnered with Rolling Stone to provide the platform and culinary component for their "RS x Lunazul" summer concert series. Artists play with the sunset as a backdrop at STK Rooftop for music industry insiders and influencers. Guests indulge in an array of tray-passed bites and specialty cocktails throughout the evening.



SPORTS

SUPER BOWL

For the past three years we've provided the food for DIRECTV's star-studded parties, offering pop-up full-service catering in cities such as Phoenix, AZ and New York City. Most recently we traveled to San Francisco, where STK was the exclusive caterer for the invite-only, DIRECTV and PepsiCo. events, held over three days. Guest lists for the parties – Super Thursday Night, PepsiCo. Friday Night Live, and DIRECTV Super Saturday Night - ranged from 12,000 - 15,000 people for each nighttime soiree.

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ESPY ARTISTS & ATHLETES CHARITY GALA

Artists & Athletes hold its annual ESPY'S charity event with STK every year. The event has a guest list of 250 actors, actresses, athletes and entertainers who come out in support of their choice charities. We provide passed hors d'oeuvres and a premium bar for the evening.



WHO ARE OUR CUSTOMERS?

Our goal is to find harmonious partners with the STK brand that can provide value to our guests. At the same time, we provide exposure to a demographic of men in their late 30s and up, women in their 20s and up, and both sexes in their 50s and older who want to dine out and have the option of relaxing in the same place after a meal.

PAST PARTNERS

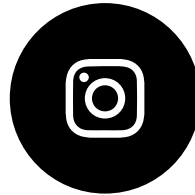


TARGETED NEWSLETTERS

Audience of over 1 Million With High Click-Through Rate



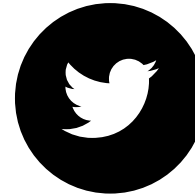
SOCIAL MEDIA FOOTPRINT



65.7K
NATIONAL



74.8K
NATIONAL



16K
NATIONAL

AUDIENCE STATISTICS

AGE DEMOGRAPHICS

18-24: 10% | 25-34: 46% | 35-44: 30% | 45-54: 9% | 55+: 5%

GENDER DEMOGRAPHICS

MALE: 38% | FEMALE: 62%

IMPRESSIONS & REACH

YEARLY REACH (Based on current metrics)

FACEBOOK: 40M | INSTAGRAM: 14M

YEARLY IMPRESSIONS (Based on current metrics)

FACEBOOK: 50M | INSTAGRAM: 23M

POSTING FREQUENCY

FACEBOOK: 4X WEEKLY | INSTAGRAM: 2-3X WEEKLY

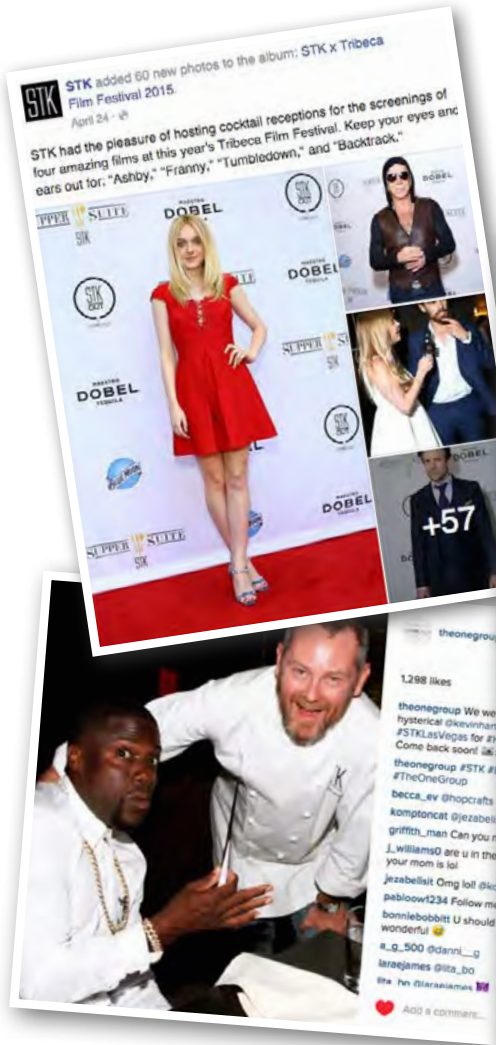
TWITTER: 10X WEEKLY | LINKEDIN: 2X WEEKLY

AD PERFORMANCE

BOOSTED ADS | BOOSTED EVENTS

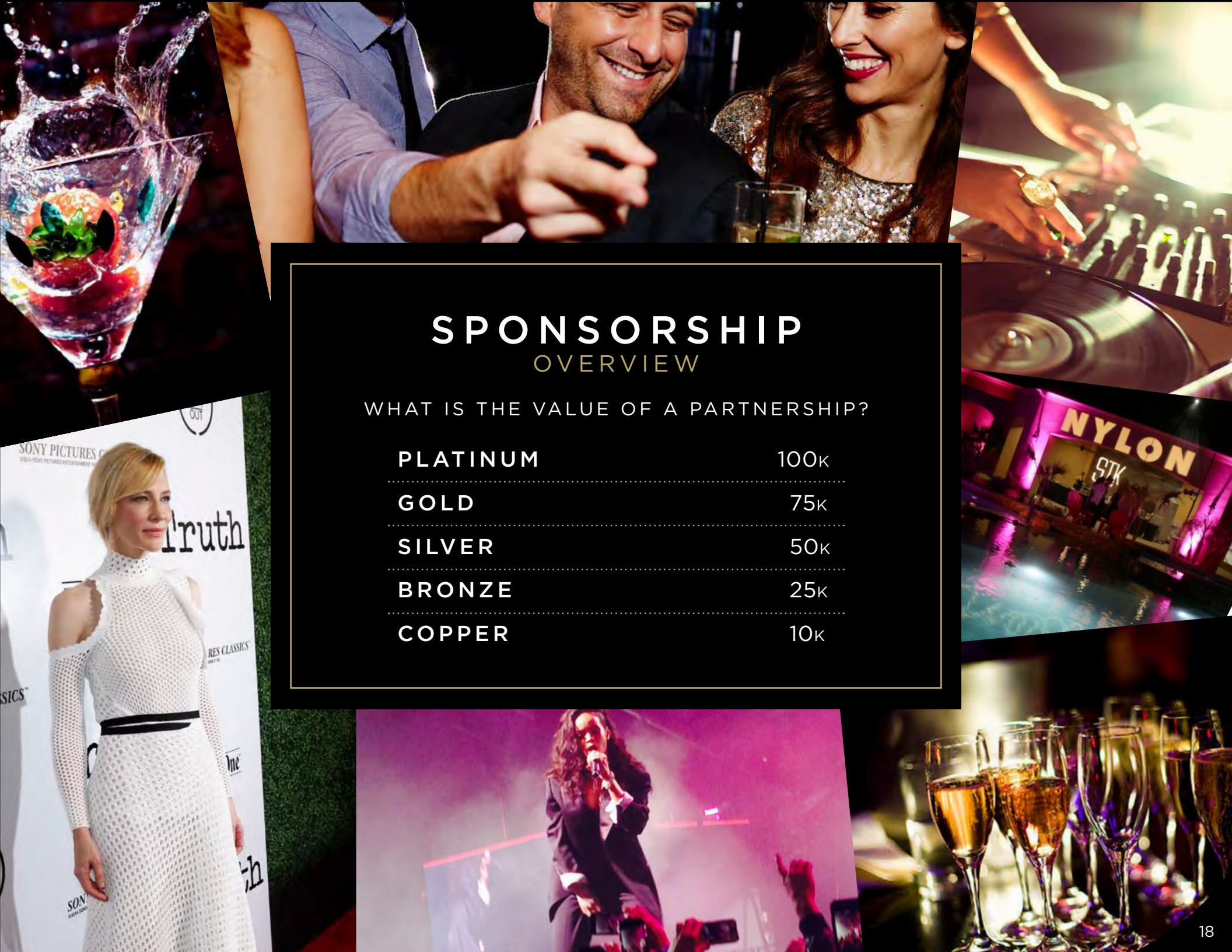
SPONSORED STORIES | PAGE LIKE CAMPAIGNS

RETARGETING CAMPAIGNS



PRESS COVERAGE





SPONSORSHIP OVERVIEW

WHAT IS THE VALUE OF A PARTNERSHIP?

PLATINUM	100k
GOLD	75k
SILVER	50k
BRONZE	25k
COPPER	10k

COPPER

10K SPONSORSHIP LEVEL



SPONSOR BENEFITS:

LOGO ON ALL VIRTUAL PROMO MATERIALS

DESIGNATED SIGN IN EVENT

PROMO INSERTS FOR SWAG BAG

RECOGNITION ON SOCIAL MEDIA CHANNELS



(pre/during/post event)

RECOGNITION ON SPONSOR LOOP AT EVENT

INCLUSION IN PRESS RELEASE

BRONZE

25k SPONSORSHIP LEVEL



SPONSOR BENEFITS:

SIGNAGE THROUGHOUT EVENT
PROMO INSERTS FOR SWAG BAG
ON-SITE PRODUCT PLACEMENT
INTERACTIVE STATION DURING EVENT
RECOGNITION ON SOCIAL MEDIA CHANNELS



(pre/during/post event)

SOCIAL MEDIA INFLUENCER POST
2X RECOGNITION ON SPONSOR LOOP AT EVENT
INCLUSION IN PRESS RELEASE
GUARANTEED PRESS PLACEMENTS
INCLUSION IN TOG BOUNCE BACK EBLAST

(post event)

10 COMP TICKETS TO EVENT

SILVER

50K SPONSORSHIP LEVEL



SPONSOR BENEFITS:

LOGO ON ALL VIRTUAL PROMO MATERIALS
SIGNAGE THROUGHOUT EVENT
PROMO INSERTS FOR SWAG BAG
ON-SITE PRODUCT PLACEMENT
INTERACTIVE STATION DURING EVENT
RECOGNITION ON SOCIAL MEDIA CHANNELS



(pre/during/post event)

SOCIAL MEDIA INFLUENCER POST
2X RECOGNITION ON SPONSOR LOOP AT EVENT
INCLUSION IN PRESS RELEASE
GUARANTEED PRESS PLACEMENTS
INCLUSION IN TOG BOUNCE BACK EBLAST POST EVENT
ONE TARGETED NEWSLETTER TO THE STK DATABASE
15 COMP TICKETS TO EVENT
CELEBRITY PHOTO WITH PRODUCT
INCLUSION IN MEDIA KITS
DATA COLLECTION

GOLD

75K SPONSORSHIP LEVEL



SPONSOR BENEFITS:

EXCLUSIVE PRODUCT SPONSOR

LOGO INCLUSION

step & repeat | event signage & materials | invitation & menu

SOCIAL MEDIA INCLUSION

pre/during/post event | on-site product placement

CUSTOM ON-SITE BRANDED ACTIVATION

EMAIL + DIGITAL CAMPAIGN

two targeted newsletters to STK database
inclusion in tog bounce back eblast (post event)

MEDIA COVERAGE

press release inclusion
guaranteed press placements
dedicated pr team to assist with all press outreach
table & branding at event
vip hospitality package
influencer amplification through stk network
inclusion as a presenting sponsor for 4 signature events
inclusion in dinner series – 2 events
inclusion in mixology classes in venue – 2 events
celebrity photo with product
inclusion in media kits
data collection
40 comp tickets to event

PLATINUM

100K SPONSORSHIP LEVEL



SPONSOR BENEFITS:

EXCLUSIVE PRODUCT SPONSOR

LOGO INCLUSION

step & repeat | event signage & materials | invitation & menu

SOCIAL MEDIA INCLUSION

pre/during/post event | on-site product placement

CUSTOM ON-SITE BRANDED ACTIVATION

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two targeted newsletters to STK database
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MEDIA COVERAGE

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data collection
40 comp tickets to event



FOR BOOKING, SPONSORSHIP, OR
PARTNERSHIP OPPORTUNITIES,
PLEASE CONTACT:

CELESTE FIERRO
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THEONEGROUP
lifestyle hospitality

STK
RESTAURANTS

ONE
HOSPITALITY