



NOMEN EST OMEN

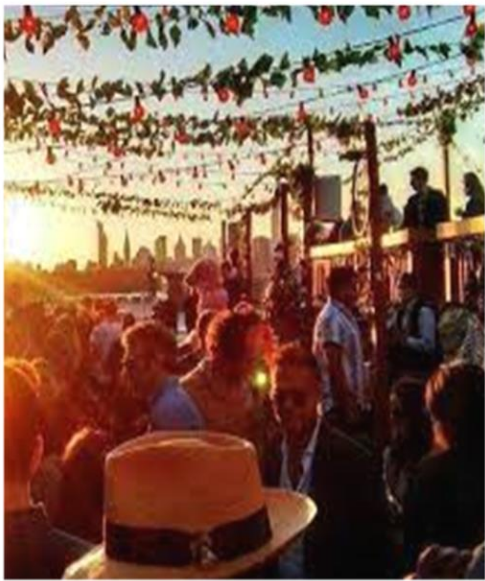
CRICOVA

Sunset

PARTY

SUNSET PARTY CRICOVA
MARKETING PLAN

Sunset Party



The weather outside is getting nicer, the evenings are getting longer, and we are all eager to spend nice weekends with friends and family. And the Winery "Cricova" it's the perfect location to spend a summer sunset outside the city. Of that's why it will be proposed a thematic event "Sunset Party" located on the territory of the winery.

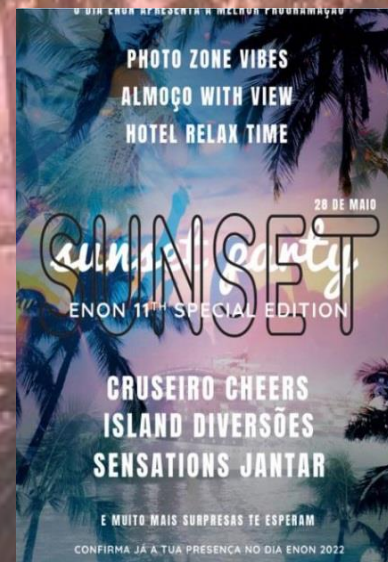
Sunset PARTY

- *The date of the event 02.07.2022
- *The start of the event at 17.00
- *The price of the event is 299 lei
- *The kids up to 7 years old, free access.

The ticket price will include:

- *Accession on territory event
- *A personalized glass offered at the entrance, with which you have access to the 3 areas where a type of wine will be offered in unlimited quantities.
- *Access to the service areas, and the long landscaped area with interactive games.
- *Attending the concert.

!Event participants will be able to benefit from a promo price of 50 lei for a trip to the winery.



Sunset Party

It will be located at the entrance with "welcome zone" where the guests will be greeted by the staff to be informed about the program and the location of the event areas. Here guests will receive a bracelet that will identify them as festival participants. Likewise, each participant will receive a personalized glass that they will use for tasting the wine served on the event.

On the glass it will applied stickers that will identify which of the guests is married, who is looking for relationships...



Sunset PARTY

Several photo zones will be set up on the territory of the event, which will give visibility on social networks.



Sunset Party

Spa green spaces will be used to set up the lounge area.

In this area, tables and chairs made of pallets will be placed, there will be furnishing soft zones with interactive games and it will also be possible to order hookah (a la caryourself)



Sunset PARTY

2 focal points will be organized on the territory of the event from "Cocktail bar" where they will be sold cocktail-thematic classes.



Sunset Party

3 points will be arranged on the territory of the event gourmet where guests will be able to serve from the hearty dishes prepared by the restaurant "Kingdom of Wine". The menu will include, burghere, seafood, oysters, paella, etc..

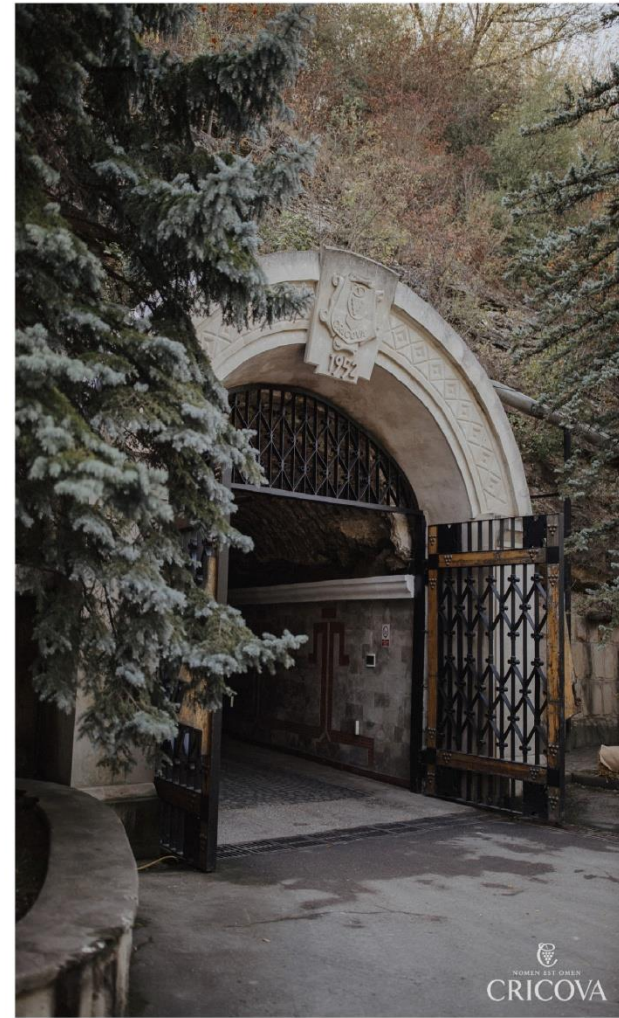


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Sunset PARTY

For a symbolic price of 50 lei, participants will be able to go on the trip In the Cricova winery, on the small circle (the wine aging section, the National collection, the tasting rooms.



Sunset Party



An outdoor stage with live music will be set up on the territory. Fotescu and Band series headliner. And the program will be concluded with a DJ set.



Sunset PARTY

BUDGET

No.	The name	The amount plannedMDI (freeVAT)
1	Center stage	49,000
2	Technical equipment for sounding the event	
3	Backline (according to artists' rider)	
4	Artistic lighting equipmentcomplicated	
5	fences protection-entrance, perimeter, stage	
6	introducer,Dj, V.Fotescu& Band	53000
7	Fire Show	5000
8	Photo / Video services	12000
9	Promotion(radio, social media,ware onThe webhateweb)	50000
10	SOPE(Banner,bracelets accession,STICKERS glasetc.)	10000
11	Glasses (souvenir for each visitor)	19000
12	Design key visual event, design posts, posters, etc	7000
13	Decorateevents perimeter, photo areas	62000
14	They come for visitors and for games in the entertainment areas	6500
	Total	273500.00 lei