



Event Venue Proposal

Presented by:

River Rock Financial Group LLC

Prepared for: [TBD]

Date: [TBD]

Summary Proposal

River Rock Financial Group LLC proposes a strategic partnership with select venue(s) to co-host an exclusive event focused on wealth-building strategies. The event will provide attendees with valuable financial insights while creating an engaging atmosphere that encourages participants to patronize the venue for food and beverages.

Event Overview

- **Event Name:** Whiskey and Wealth
- **Event Date & Time:** [TBD]
- **Expected Attendance:** [Estimate Number of Guests TBD]
- **Location:** [TBD]
- **Theme:** Wealth Building conversations over whiskey cocktails
- **Purpose:** Educate attendees on wealth-building strategies while promoting a high-energy, social atmosphere conducive to networking and patronizing the venue.

Key Benefits for the Venue

- **Increased Revenue:** Attendees will be encouraged to purchase food and beverages throughout the event.
 - **Enhanced Visibility:** Co-branding on promotional materials, social media, and advertisements will increase exposure for the venue.
 - **Recurring Business:** The event can serve as a foundation for future financial education series, bringing repeat customers.
 - **Exclusive Partnership:** The venue will be positioned as a preferred location for future professional networking and financial literacy events.
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Responsibilities & Contributions

River Rock Financial Group LLC (RRFG) Will Provide:

1. **Event Promotion:** Marketing through social media, email campaigns, Eventbrite and word of mouth.
2. **Event Programming:** Engaging discussions on wealth-building, financial planning, and investment strategies.
3. **Speakers & Panelists:** Industry experts to provide valuable financial insights.
4. **Audience Engagement:** Interactive Q&A sessions and networking opportunities to encourage participation.

[Venue Name] Will Provide:

1. **Co-Promotion Support:** Marketing through social media, email campaigns, and inclusion in venue newsletters and promotional efforts.
2. **Event Space:** A designated area within the venue for attendees to gather.
3. **Food & Beverage Service:** Attendees will order directly from the venue's menu.
4. **Co-Promotion Support:** Social media posts and inclusion in venue newsletters and promotional efforts.
5. **On-Site Staffing:** Bartenders and servers to accommodate event attendees efficiently.

RRFG Marketing & Promotion Strategy

- **Social Media Campaigns:** Collaborative posts, event countdowns, and promotional reels.
- **Email Marketing:** Invitations sent to targeted demographics.
- **Flyers & Posters:** Physical and digital materials displayed at the venue and distributed through online channels.
- **Word-of-Mouth & Influencer Outreach:** Engaging with local business professionals and influencers to drive attendance.

Next Steps

1. Confirm venue availability and agree on partnership terms.
2. Finalize event dates, menu options, and promotional materials.
3. Begin co-promotional marketing efforts.
4. Execute the event with seamless coordination.

Conclusion

This partnership presents a mutually beneficial opportunity for both River Rock Financial Group LLC and **[venue to be named]**. By combining financial education with an enjoyable dining experience, we can attract a dynamic audience eager to learn, network, and patronize the venue. We look forward to collaborating and making this event a success.

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