

Event Enterprise
Inc.

TOP90'S "KICKIN' IT BACK: 25TH ANNIVERSARY EVENT

2023

EVENT PROPOSAL



COMPANY INFO. & EVENT GOALS



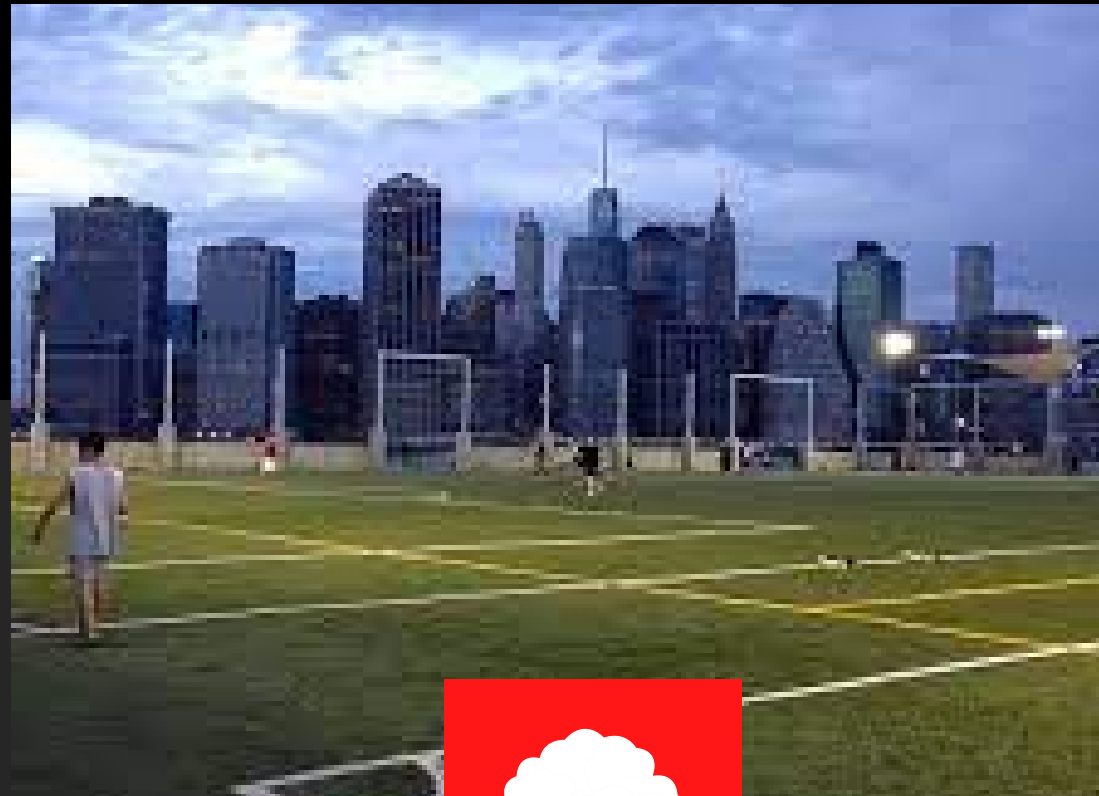
TOP90
SOCCER
CENTER

Top90 is a New York based soccer and sports store, selling athletic apparel and merchandise. Aside from just the average shopping store, Top90 also features an area where customers can watch live sports game in-store for an all-around immersive experience. To celebrate 25 years in business, we are planning the "Top90's Kickin' It Back: 25th Anniversary Event" an outdoors, family-friendly, community event with guest appearances by MLS soccer players; specifically, the New York area based Red Bulls. The event will have a slightly more upscale soccer "tailgate" theme based on the layout and stations/ activities/ food options. The goal of the event is to celebrate and promote Top90 as a sports and community-oriented, reputable company. Additionally, customer retention will be another goal. In meeting client needs, there will be Top90 promotional products available to be purchased/ won throughout the event, and a mix of free and paid for activities to keep soccer enjoyers of all ages.

LOCATION & TIME

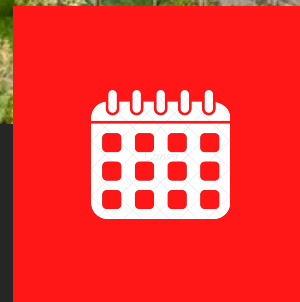
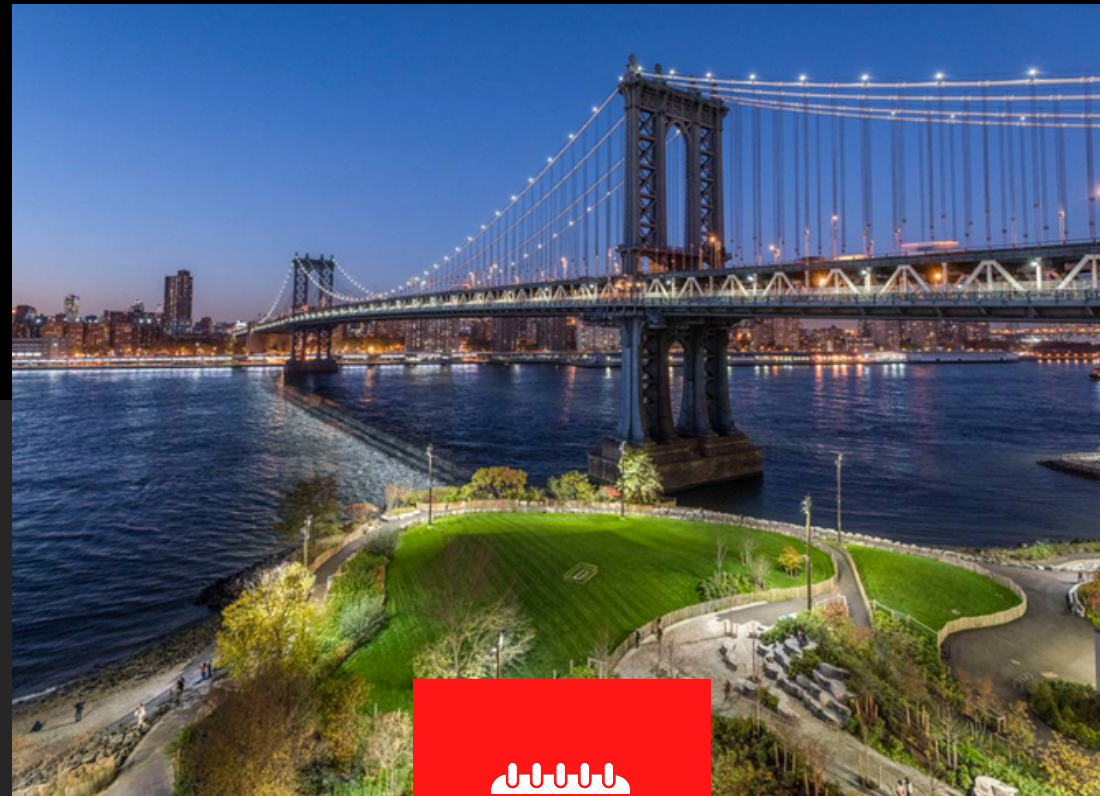


**Brooklyn Bridge Park
Pier 5, 334 Furman St.
Brooklyn, NY 1101.**



Benefits

Plenty of space for all planned outdoor activities and room for vendors and food trucks to set up comfortably



Date

June 3rd, 2023
Rain Date: June 10th, 2023



Time

11 AM-5 PM

EVENT ARRIVAL

At the Booth

Free Admission will allow guests of all ages to partake in an array of soccer-themed activities throughout the day, beginning when they check in.

Easy Check-In

Guests will check into the event at a booth staffed by Event Enterprise Inc. employees, where attendees must sign a Media Consent & Release Form per the Red Bulls filming for promotional content.

Wristbands

Upon check-in, all attendees (3 years and older) will receive a free limited edition Top 90 wristband!

Merchandise Stand

At the entrance/ exit to the park, near the Check-In booth, Top90 will have their own stand where guests can purchase limited-edition apparel and other merchandise only sold at the "Kickin' It Back: 25th Anniversary Event."

ACTIVITIES



Booths will be set up throughout the event showcasing a number of paid and free events and accommodations for attendees to enjoy during the day



Raffle

Guests will have the opportunity to purchase \$2/ an entry raffle tickets to win a basket with an array of Top90 limited edition merchandise, as well as a collector's soccer ball signed by members of the New York Red Bulls



Soccer Simulator

At the Interactive Sports simulator, guests can practice their soccer skills via a virtual game; this will take place from 11 AM - 4PM; a leaderboard will keep track of player's points all day and whichever player scores the most points by 4PM will win a \$100 gift card to Top90.



Live Soccer

A large projector will be hooked up on the park field and will display live soccer games and highlights from previous soccer seasons; guests will also be encouraged to watch the games from the Top90 story located 5 minutes (by walk) from the park.

FOOD TRUCK



Stuf'D Food Truck is a New York based travel catering company providing food for attendees. Guests will have to pay out-of-pocket for food.



Food

Attendees will be able to buy an array of American tailgate themed foods, such as sandwiches (pulled pork, brisket, and pulled chicken), grilled cheeses, cheeseburgers, and Beyond Burgers



Drinks

Guests will be able to purchase bottled water and soft drinks.

Headlining Event

MEET THE RED BULLS

For an additional fee of \$35/ person (3 years and older), a limited number of attendees can pay to have photos and autographs taken by NY Red Bulls members. This will occur from 12PM-1:30PM. Attendees will pre-pay online.

children ages 6-17, can participate in 2 sets of soccer themed activities occurring between 2-2:30PM and 2:30-3PM led by Red Bulls members. Limited spots available. First come-first service.



Caden Clark

Midfielder



Ryan Meara

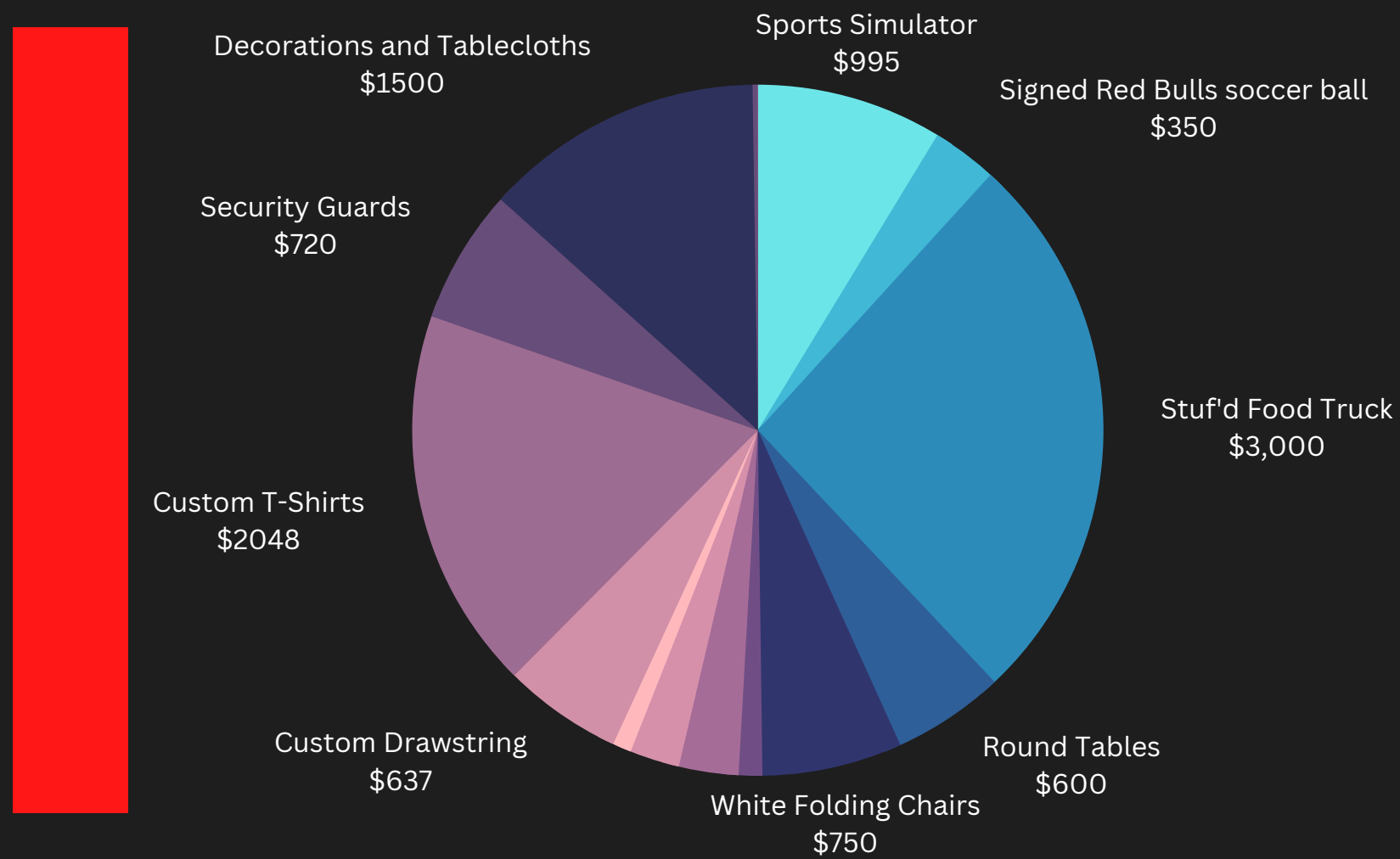
Goalkeeper



Elias Manoel

Forward





- Sports simulator= \$995
- signed Red Bulls soccer ball = \$350
- 20 foot inflatable screen rental \$2,000
- Red Bulls appearance (Free)
- Stuf'd food truck= \$3,000
- 36" Round Tables (50)= \$600
- White Folding chairs (250)= 750
- Wristbands = \$126
- Sunglasses (350) = \$318.50
- Silicone phone wallet (350) = \$266
- Gift card for raffle = \$100
- Custom Tote bag (for winner of raffle) = \$3
- Custom Drawstring bags= \$637
- Custom t-shirts (350) = \$2,048
- Security guards (8) \$15/ hour x 6 hours = \$720
- Decorations and tablecloths= \$1,500
- Staff (Top90 employees paid by company)
- Park Permit fee= \$25

BUDGET

\$15,000 was distributed amongst the ammenities, staff, permits, and other costs of the event.

Total = \$13,438

TIMELINE OF EVENTS

✓ January

Call New York Red Bull consultants and receive information on quote for players to attend event; book security for event

✓ March

Reserve Stuff'd food truck and rental of projector and screen; purchase raffle tickets and decorations; begin posting fliers around city and on social media

✓ May

Map out where each station will be set up; continue posting fliers

✓ February

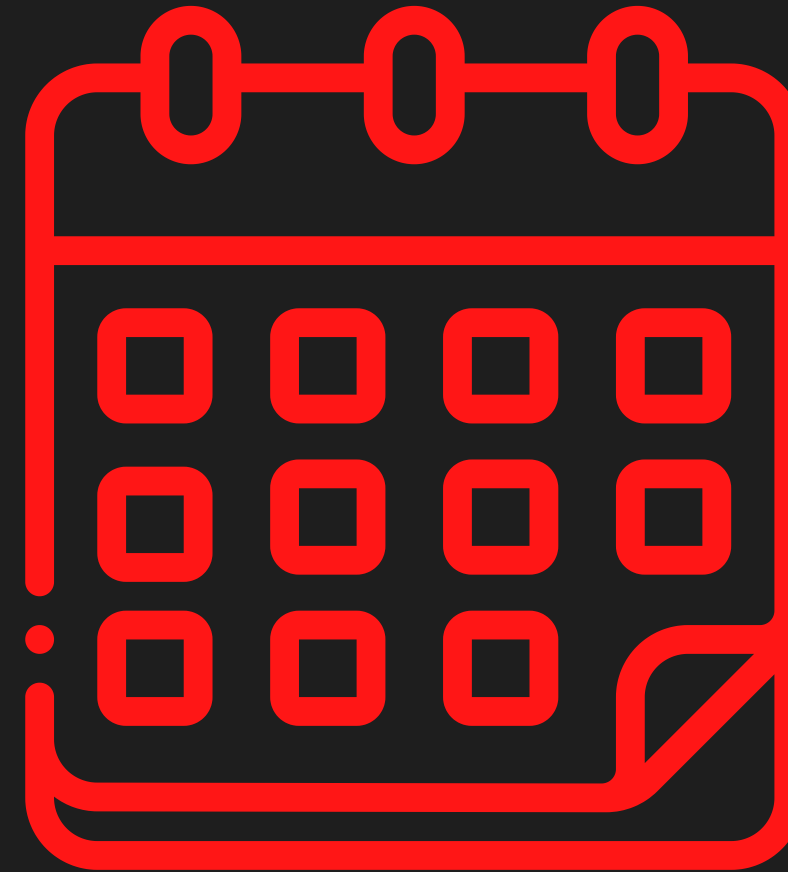
Book time and day for park to hold event; consult New York City municipal center regarding permits for event

✓ April

Create and purchase merchandise; create costs for each merchandise item; continue posting fliers

✓ June 3rd: 8AM

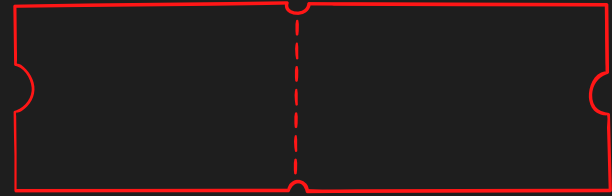
Begin setting up booths and preparing store for attendees; meet with staff and security beforehand and help vendors set up.



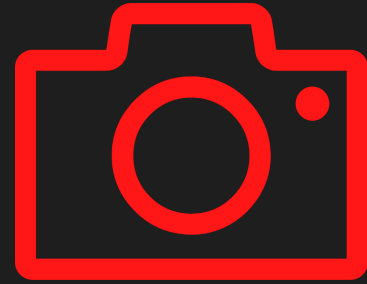
VISION BOARD



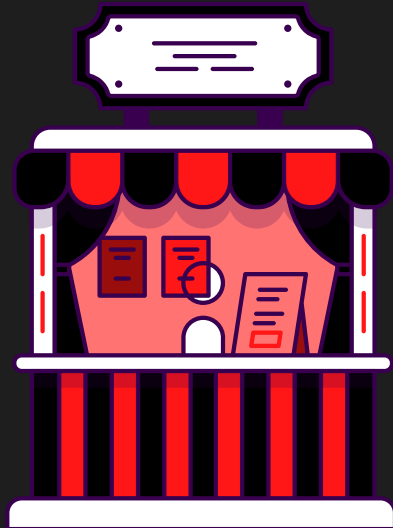
MAP OF EVENT



Raffle Booth



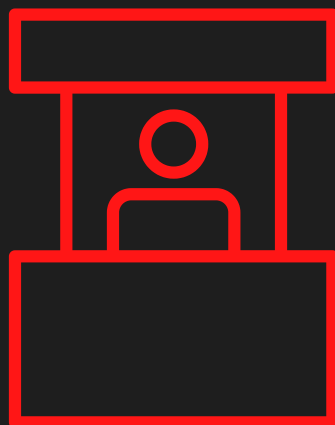
Red Bulls M&G Section



Merchandise Booth



Soccer Simulator



Check In Booth (Entrance)

Soccer field (north)

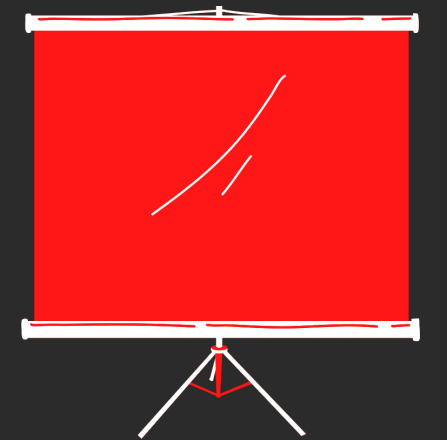


Red Bulls soccer activity

Soccer field (south)



Food trucks, tables, and chairs



Projection Screen setup



TOP 90 SOCCER CENTER'S

KICKIN' IT BACK 25TH ANNIVERSARY EVENT



PRESENTED BY EVENT ENTERPRISE INC.

FAMILY FUN
LIMITED EDITION MERCH
SOCCER SIMULATOR
FOOD TRUCK
LIVE SOCCER
AND MORE!

FREE ENTRY

JUNE 3RD: 11AM-3 PM

BROOKLYN BRIDGE PARK
PIER 5, 334 FURMAN ST. BROOKLYN, NY 1101.

MEET THE RED BULLS *ADDITIONAL FEE*

PHOTOS & KIDS CAN PLAY SOCCER WITH:
RYAN MEARA, CADEN CLARK, AND ELIAS MANOEL

KIDS MUST BE 6 YEARS AND OLDER
TO PARTICIPATE IN SOCCER
ACTIVITIES WITH RED BULL
MEMBERS. ALL ATTENDEES OF EVENT
WILL BE REQUIRED TO SIGN A MEDIA
RELEASE WAIVER UPON ENTERING

FOR MORE INFORMATION, VISIT:



123-456-7890



EVENTENTERPRISE.COM/TOP90

TOP 90 SOCCER CENTER



KICKIN' IT BACK: 25TH ANNIVERSARY EVENT

FREE ADMISSION	FAMILY FUN, FOOD TRUCKS, RAFFLES, GAMES, AND MORE!	JUNE 3RD 11 AM - 3PM <small>*RAIN DATE JUNE 10TH*</small>
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PHOTOS AND MEET & GREET WITH **RYAN MEARA, CADEN CLARK, AND ELIAS MANOEL OF THE NEW YORK RED BULLS**
ADDITIONAL FEE REQUIRED BEFORE EVENT

BROOKLYN BRIDGE PARK

PIER 5, 334 FURMAN ST.
BROOKLYN, NY 1101.

For additional information, complete list and times of events, activities, food, and parking, please visit

EVENTENTERPRISE.COM/TOP90

All attendees will be required to sign a Media Consent & Release Waiver upon Check-In

Subject: Red Bulls Player Attendance Agreement

Dear Mr. Kutner,

I am pleased to inform you that after consulting with Joe Stetson, the Vice President of Marketing and Communications for the Red Bulls soccer team, Ryan Meara, Caden Clark, and Elias Mangoel will be in attendance for the Top90 promotional event between the hours of 12: PM – 3:00 PM. During this time, they will be able to take photos with guests, sign autographs, and briefly engage in soccer-related activities with children of attendees.

In exchange for this free visitation, however, MLS has requested to film some of the activity for promotional content for the team's social media pages for the upcoming season. They will be in contact regarding the need of any permits in order to record on-site, and any disclosure agreements we must have readily available for attendees of the event to be featured on camera.

If you agree to go forward with this decision, please respond promptly with dates of availability so we may schedule a call with Joe Stetson and fill out any necessary paperwork.

I look forward to hearing from you.

Yours Truly,

Grace Delia, Event Planning Consultant
Event Enterprise Incorporated
Tel: 939-884-2283 ext. 387
gracedelia@Evententerprise.com

Subject: Date Changes to Top90 Promotional Even

Dear Mr. Kutner,

As we near the "Kickin' It Back" event, all merchandise has officially been delivered and organized, and all permits have been cleared for our park usage. Therefore, most major involvements of the event are running smoothly. Especially per our meet and greets with the Red Bulls player, soccer simulator activity, and food truck enjoyment, I would like to stress the importance that good weather has on an outdoor, sport themed event such as this.

As you may have been made aware of, the forecast for the upcoming weeks in NYC predicts heavy thunderstorms and strong winds for the date of the Top90 promotional event, June 3rd.

Unfortunately, as a result of these strong storms, and being the event is mostly outdoors, as you know, we will not be able to hold the event on the originally planned date of June 3rd. This means that, in the few weeks left until the event, we will have to reschedule to another date. I understand we have a rain date of June 10th already planned- which our vendors have been made aware of- but it appears the Scream Truck can no longer be in attendance for the planned rain date, June 10th.

Nonetheless, my team and I are working very hard to be in continuous contact with our vendors and Joe Stetson regarding this last-minute change of plans. Fortunately, our company has been in contact with the Mr Sofftee company, who we believe will happily provide services on June 10th for "Kickin' It Back." I will make sure to update you continuously with any new information I receive.

We thank you for your patience during this unexpected time. Please be assured the Top90 event is Event Enterprise Inc.'s top priority in these upcoming weeks.

Yours Truly,

Grace Delia, Event Planning Consultant
Event Enterprise Incorporated
Tel: 939-884-2283 ext. 387
gracedelia@Evententerprise.com

Memo

To: Top90 Employees (Event Check-In Staff)

From: Grace Delia

Date: 6/02/2023

Re: Top90 Promotional Event Protocol

As we are approaching the company promotional event on June 10th, please be advised of the following expectations while working at the Check-In booth:

- Employees must be wearing their Top90 staff shirts at all time
- All attendees must sign the “Media Consent & Disclosure” agreement sent by MLS on paper *or* show proof of an approved e-signature if they signed ahead of time online.
 - For attendees who need help, they should have received confirmation of signing the online disclosure via email (have them check their Spam folder if need be).
- All attendees receive one (1) Limited Edition Top90 25th Anniversary wristband.
- Check-In Employees who must leave their station at any time (restroom, lunch break, end of shift) must first notify the nearest manager, Mr. Kutner, or myself upon leaving.
- Lunch and beverages will be provided!

We at Event Enterprise Inc. thank you all for your prompt responses, questions, and efforts these past few weeks. See you at the event!