

Light 'em Up *Lounge*

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AMBASSADOR
2020
CIGAR JOURNAL



BEST
VIRTUAL LOUNGE
2021
CIGAR JOURNAL

Media Kit



The Sponsoring Opportunity

We bring your product into our world

- Product placement, brand mentioning and product use in the most prestigious, award winning online cigar lounge globally
- Audience with strong affinity and above average spending on premium and luxury experiences in hospitality, arts, food, spirits and cigars
- Blended-in naturally into podcast conversations
- Distributed via Spotify, Instagram, and YouTube

About the Light 'em Up Lounge

- Weekly cigar lounge w/ global audience awarded two Cigar Trophy Awards as Cigar Ambassador & Best Virtual Lounge
- 4+ million views since launch w/o any advertising
- 400+ live shows and interviews with special guests from the cigar industry, media and artists such as Carlito Fuente Jr., DJ Antoine and Oris Erhuero



Light 'em Up Lounge – Episode 1: The Art of Cigar Pairing

301 views • 2 weeks ago



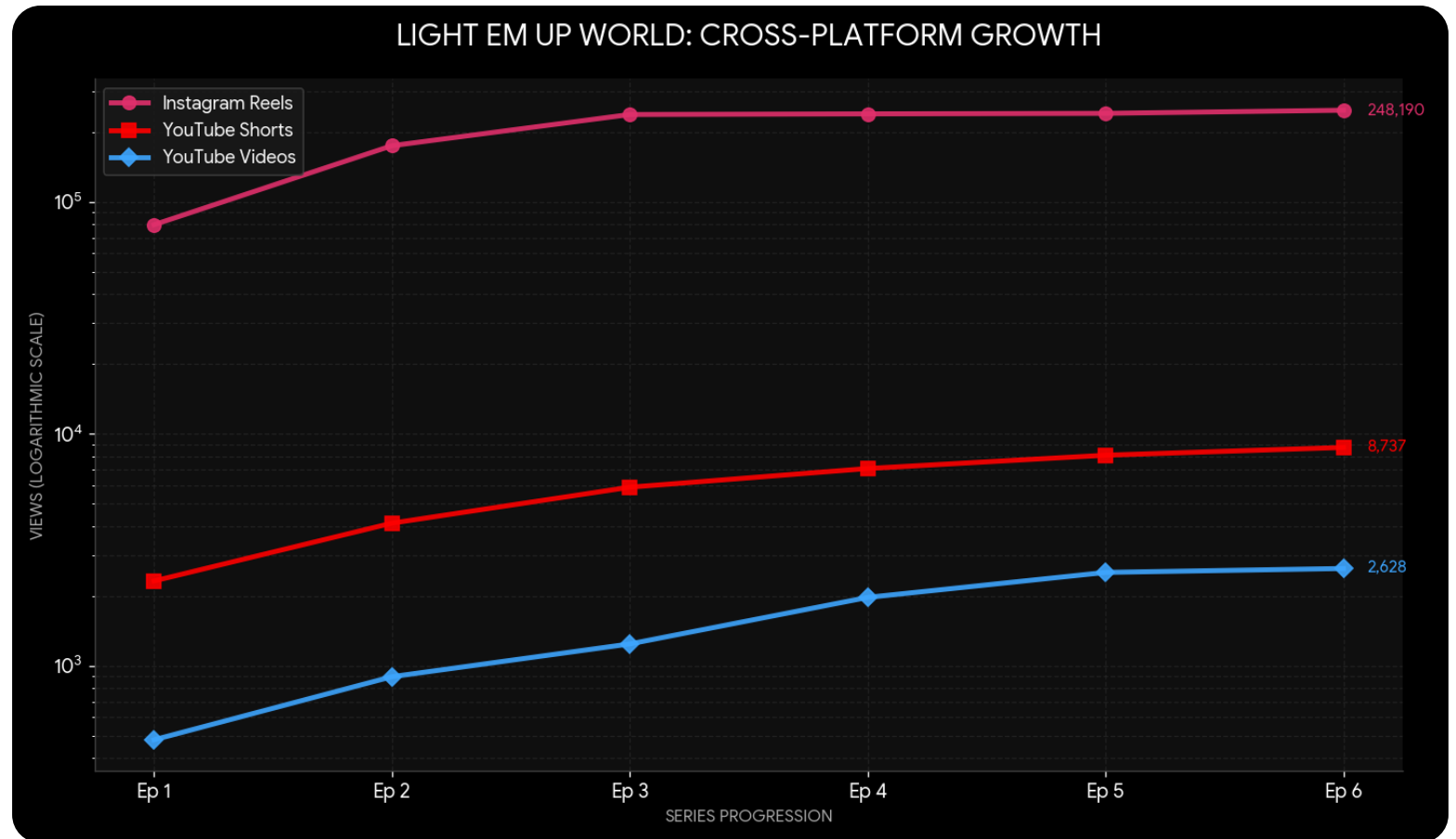
Audience Data (After 6 Episodes)

Instagram

- 12 reels (4 viral):
 - 248.000 views (21.000/reel)
 - 19.000 likes (1.500/reel)
 - 450 comments (38/reel)
- 2000 follower

Youtube

- 10 shorts (1 viral):
 - 8.700 views (870/reel)
- 6 videos
 - 2600 views (440/video)
- 800 follower



Pricing Packages

SILVER

- Content:
 - Two video podcast episodes
 - Sponsorship mentioning in longform video, and tagging in artefacts
- Artefacts per episode:
 - 1 long-form Youtube video
 - 5 Youtube shorts
 - 5 reels
- Price: 950€

GOLD

- Content:
 - Three video podcast episodes
 - Long form blog post incl. backlink to your website
 - Sponsorship mentioning in longform video, and tagging in artefacts
- Artefacts per episode:
 - 1 long-form Youtube video
 - 5 Youtube shorts
 - 5 reels
- Price: 1,500€

Episodes of Season 1:

- 1. Cigar Pairings** feat. Sherry (Equipo Navazos), cigar (RomaCraft WunderLust) and ashtrey (Czevitrum)
 - 2. Cigars and Prestige** feat. Cognac (Frapin VIP XO), cigar (Felipe Gregorio 100) and ashtrey (Czevitrum)
 - 3. Ten most common questions about cigars** feat. Bonsalpo Crystal Cognac X.O. and ashtrey (Czevitrum)
 - 4. Spirit Stereotypes** feat. Nicolas Kroeger, Cognac Leroy (bottling by Nico Kröger)
 - 5. Changing Customer Behavior,** feat. Nicolas Kroeger, Pedro Ximénez Sherry (bottling by Nico Kröger)
 - 6. Good guest, Bad guest** feat. Tequila (Padron) and ashtrey (Czevitrum)
- ...
- TBD. 1 wine, 3 glasses** feat. TBD | How glassware impacts the experience
- TBD. Cigars, Caviar & Champagne** feat. TBD | Pairing
- TBD. What's the value of origin?** feat. TBD | Brand impact of originality
- TBD. The difference between aroma, taste, flavor,** feat. TBD



Let's light 'em up!