

October 14 – 16, 2016

Cigar Club

«Moscow Aficionados Cigar Fest 2016»



**MOSCOW
AFICIONADOS**
МОСКОВСКИЕ АФИЦИОНАДО

Hosted by «Moscow Aficionados» – Cigar Club of the Year 2014 in Russia*

120 invited guests – true cigar connoisseurs

Businessmen and politicians, diplomats, writers and artists.

First time in Russia: 25 international guests from Europe, Asia and America

Main activities:

October 14th

«Russian Style» dinner in «Gusyatnikoff» restaurant by Novikov Group

- 4 course dinner menu in combination with «Rodionov & Sons» Polugar tasting
- «History of Russian Vodka» presentation and tasting by Mr. Ruslan Bragin brand-ambassador of «Polugar»
- 2 selected cigars by Davidoff

October 15th

«Gala-Dinner» in «G.Graf» restaurant

- Welcoming cocktail. Live Jazz
- Set - menu of original cuisine by Chef - Mr. Vitaly Tikhonov
- 3 selected Habanos cigars
- Drinks by Pernod Ricard and Vinoterra
- Activities by Partners of the Festival
- Auction of vintage cigars
- Lottery
- Live musical program

October 16th

«Sunday After-Party» in «Davidoff» Cigar Lounge

- Light snacks
- 1 selected cigar by Davidoff
- Champagne by Vinoterra

Confirmed Partners:

Cigar segment: Habanos S.A., Davidoff, Cigar Cult

Restaurant segment: G.Graf, Gusyatnikoff

Watches and Jewelry segment: Zenith

Beverages segment: Pernod Ricard, Vinoterra, Rodionov & Sons

PR & Press Partners:

CIGARTIME.RU,

Cigar Cult mobile application

*Awarded by Habanos S.A. in 2015

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«Moscow Aficionados Cigar Fest 2015»



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1 Day: Gala-dinner and Party
on October 3, 2015
115 guests

Overbooking 3 weeks prior to event



Partners of the Festival - 2015:

Cigar Segment: Habanos S.A., Cigar Cult,
NESKA, Condi-2000
Restaurant segment: G.Graf
Beverages segment: William Grant and Sons,
Vinoterra

PR & Press Partners:

CIGARTIME.RU



Proposal for Partnership during Festival – 2016

Partner's logo signage:

- Press wall in Welcome zone for Gala-dinner
- Printed Invitation for the Gala-dinner
- Program of the Festival for international guests
- Mailing activities for the guests of the Festival

Partner's Roll-up placements in Welcome zone of Gala-dinner (pre-agreed between the Partner and the Host)

Sampling (Souvenirs by Partners can be placed to guest package or distributed in Welcome zone)

Announcement of the Partner at:

- CIGARTIME.RU
- «Moscow aficionados» Cigar Club web-site and social networks
- Cigar Cult social networks
- Cigar Cult mobile application

Possibility of organizing events and promotions within the framework of the Festival activities (pre-agreed between the Partner and the Host)

Opportunity to make new product presentation during Gala-dinner and «Russian Style» dinner.

4 invitations (1 person each) for Gala-dinner – General Partners Pack

2 invitations (1 person each) for Gala-dinner – Partners Pack

Possibility of providing prizes for the lottery among guests

Opportunity for Partner guest to hand the prize during the lottery (part of a Gala-dinner)

Partner reference in the event report at CIGARTIME.RU, web-site of «Moscow aficionados», other specialized electronic publications

Providing the archive of professional event photos to Partner within 3 business after the completion of the Festival

General Partner package

200 000 RUB

Partner package

100 000 RUB or «value in kind» equivalent