



Wynwood Lab

# SPONSORSHIP INVESTMENT OPPORTUNITIES + IDEAS Co.LAB.ORATE

Debuts during Art Basel Miami  
December 3rd, 2015 - March 3rd

WILL ARTISTS CONCOCT GREATNESS  
TO CHANGE THE WORLD?

✱ DEFINITELY.

# ABOUT WYNWOOD LAB



**Wynwood Lab is an exclusive, members-only, living, breathing, luxury lifestyle laboratory located in the heart of Miami's world-renowned Wynwood Arts District. What's a "lifestyle laboratory"? Read on.**

The Wynwood area is all about creative chaos. It absolutely radiates the stuff. Wynwood Lab draws from that energy to produce incredible original "art" in all its forms:

- Interior + Exterior Wall Art
- Paintings + Sculptures
- High-end home fashions
- Stylized products + Technology
- Music + DJs
- Culinary + Cocktails

And much more...

It's also a place for approved members who seek a lifestyle of luxury and the products associated with it to escape the crowds of Wynwood. Members are invited to check out the latest artwork, admire frequently-changing interior and exterior environments crafted by expert curators, kick back with your invited guests or just go it alone and meet up with like-minded people.

In addition, the Lab is an incubator for creative thinking in which members are invited to watch or even partake in at times:

- Ted Talk-like events
- Press conferences
- Private dinners
- New product critiques by influential editors



WILL WYNWOOD LAB MARK THE END OF BORING COFFEE HOUSES  
AND OTHER PUBLIC PLACES CREATIVE PEOPLE HANG OUT?

• MAYBE.

# VENUE | GALLERY

Wynwood Lab is located just steps from the famous Wynwood Walls in the 1926 Seminole building warehouse which used to be a fabric mill back in the day. Covering 7,800 square-feet, every inch of which exudes collaboration and creativity, the Lab is divided into a 2,500-square-foot interior lifestyle space, a 2,700-square-foot Secret Garden, a 1,600-square-foot gallery, and a 500-square-foot live art demonstration area where you can watch art come to life.

At the heart of Wynwood Lab is motivation, inspiration and constant evolution. Each quarter, the Lab's interior is visually recreated by a high profile designer, and twice per year the exterior is re-imagined by a leading landscape architect. On a monthly basis, the Lab's gallery changes to showcase new art based on a theme.





# TARGET | LUXURY MARKET



**Wynwood Lab is connected to the luxury market through a myriad of public relations professionals, venture capital firms, and a curating team of consultants and PR professionals with years of relationships in the luxury home goods/building products and real estate market to include:**

- Architects
- Interior Designers
- Magazine Publishers + Editors
- Global Trend Forecasters
- Home Builders
- Retail Store Buyers
- Hospitality Purchasers
- Luxury Homeowners
- Real Estate Professionals
- Private Jet Owners + Travelers
- Celebrity Outreach
- High Profile Social Media Users
- Elite Bloggers with High Alexa Rankings



# SPONSORSHIP INVESTMENT OPPORTUNITY



**Bring your energy to Wynwood Lab  
in one of several ways...**

**Consider Wynwood Lab your conduit to cultivate a brand experience equivalent to test driving a car. All products in WL are connected and operable, giving members and their guests the opportunity to test drive.**

- Showcase luxury brand home furnishings in the Lab
- Provide food or beverages for members and guests
- Support artists through art sponsorships
- Host or sponsor members-only events
- Beta test your concept
- Commission original art



Wynwood Lab

# REAP REWARDS FOR INVESTING



**Providing more than just your logo slapped on a wall or mentioning your brand in a thank you speech, Wynwood Lab goes beyond the norm and gives members and their guests a true feel and experience to connect with brands.**

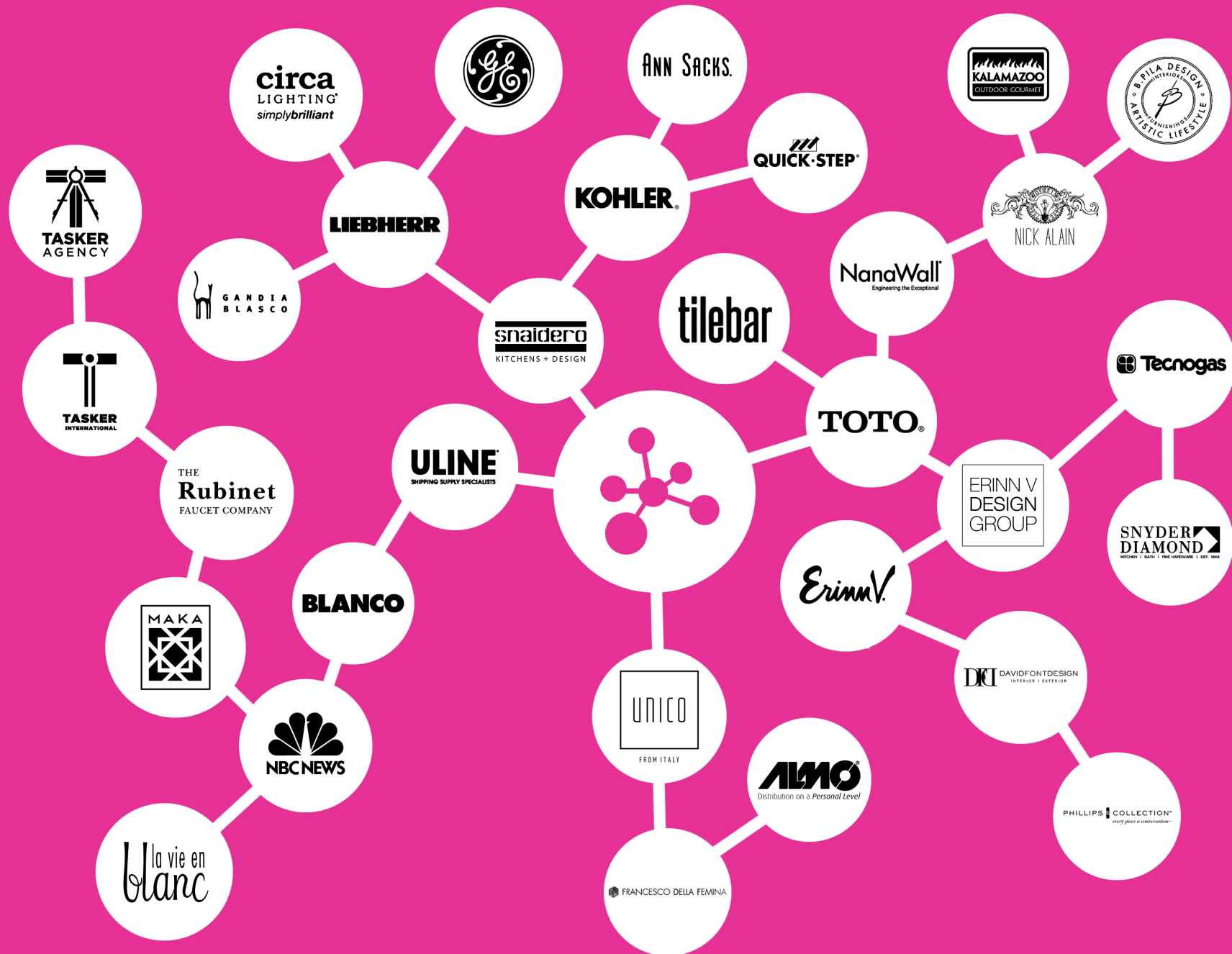
- Connect directly with key buyers + specifiers through private dinners + events.
- Logo inclusion on Wynwood Lab site, special blog features, and email campaigns.
- Possible editorial inclusion from our editorial partners and visiting editors/bloggers.
- Showcase in Vogue's Top 15 Best Neighborhoods in the world.
- Forget swag bags, we're mailing quarterly boxes of goodies to Lab members.
- Company meeting place or hang out for the rep or member of your choice.
- Last but certainly not least, gain massive social media + public relations exposure through WL members and through collaborative mentions.



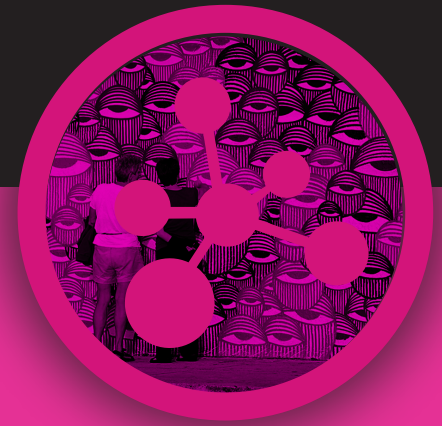
WHY WYNWOOD?

IF ART, INNOVATION AND OPEN-MINDED COLLABORATION MOVE YOU,  
YOU NEED TO BECOME A MEMBER.

# CURRENT SPONSORS



# THE MISSION



**Provide a home away from home where members can experience the most luxurious products and culinary creations in the world and collaborate with artisans to increase brand awareness and encourage customer loyalty.**



# NETWORK ON TAP

**Going it alone is never fun. Tap into the Wynwood Lab combined social media networks of artists + sponsors + members + brands = Gain the World Organically...**

-  Facebook = 305K+
-  Twitter = 75K+
-  Instagram = 1.2MILLION+
-  Pinterest = 108K+

# SPONSORSHIP OPPORTUNITIES

## *Player* - \$4,500

- 3 Features via social media - Facebook, Twitter, and Pinterest.
- 1"x 1" Website Logo Feature.
- Individual Qualified Wynwood Lab Yearly Membership (value. \$2,250).

## **BIG BALLER** - \$7,500 all the above +

- In-Lab logo or product display within the lifestyle setting.
- Email marketing logo display.
- Access to product photo library of installed products for use.

## **SHOT CALLER** - \$10,500 all the above +

- Food or beverage sponsor with on - container logo brand placement.
- 2"x 2" side ad on Wynwood Lab blog.
- Space to host single half-day event or reserve a parking spot for a day.

## **NOISE MAKER** - \$15,500 all the above +

- Live DJ Sponsor or Speaker Sponsor with shout - outs for a single event.

## **PRODUCER** - \$19,500 all the above +

- Sponsor an artist to complete an exhibition with logo thanks.
- Video mentions and thanks.
- Additional Individual Qualified Wynwood Lab Yearly Membership.

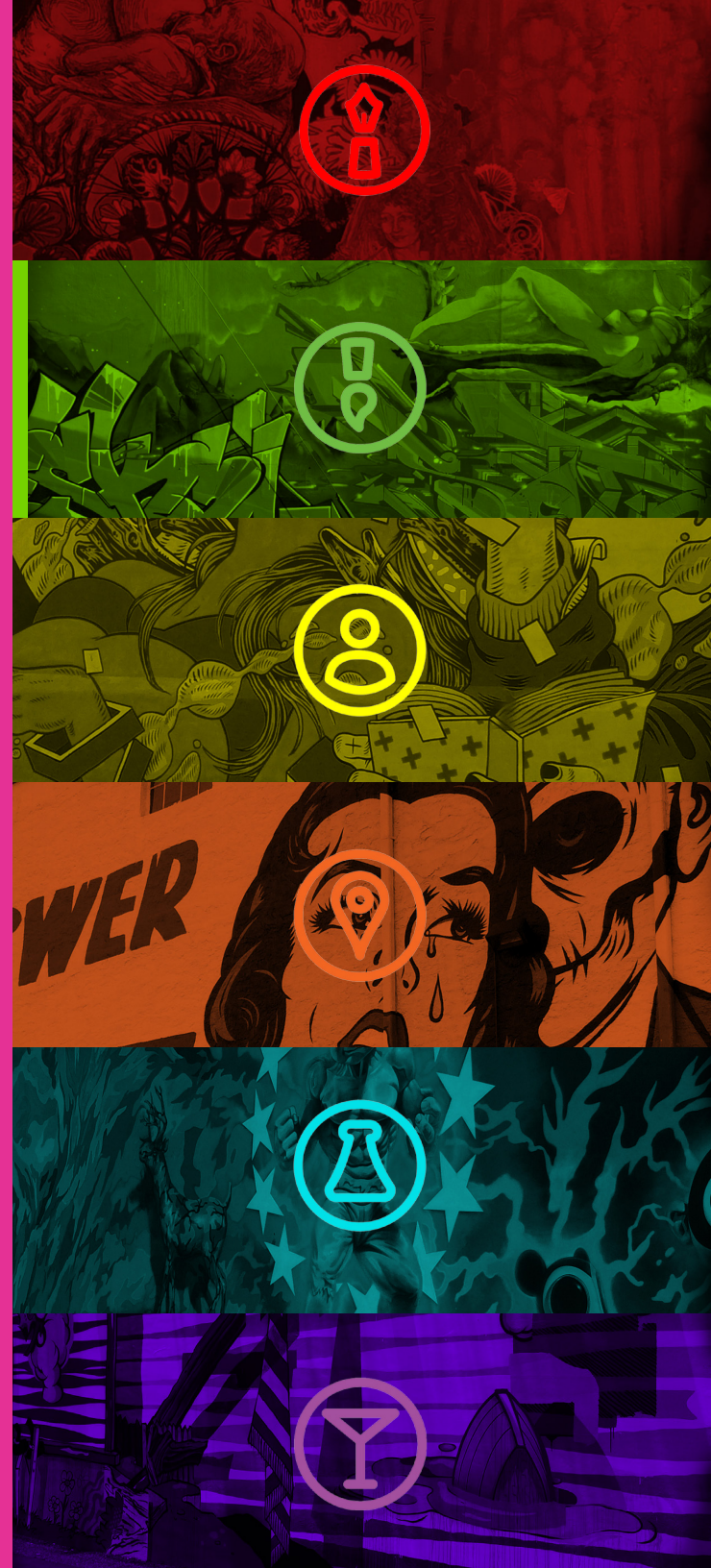
# VOGUE

LISTED WYNWOOD AS  
**ONE OF THE 15  
COOLEST  
NEIGHBORHOODS**  
IN THE *World*

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Wynwood Lab



**“ONE OF THE  
COOLEST PLACES  
I’VE EVER BEEN.”**

**-Veteran Restaurant  
Critic John Mariani**

**INTERIOR  
DESIGN**

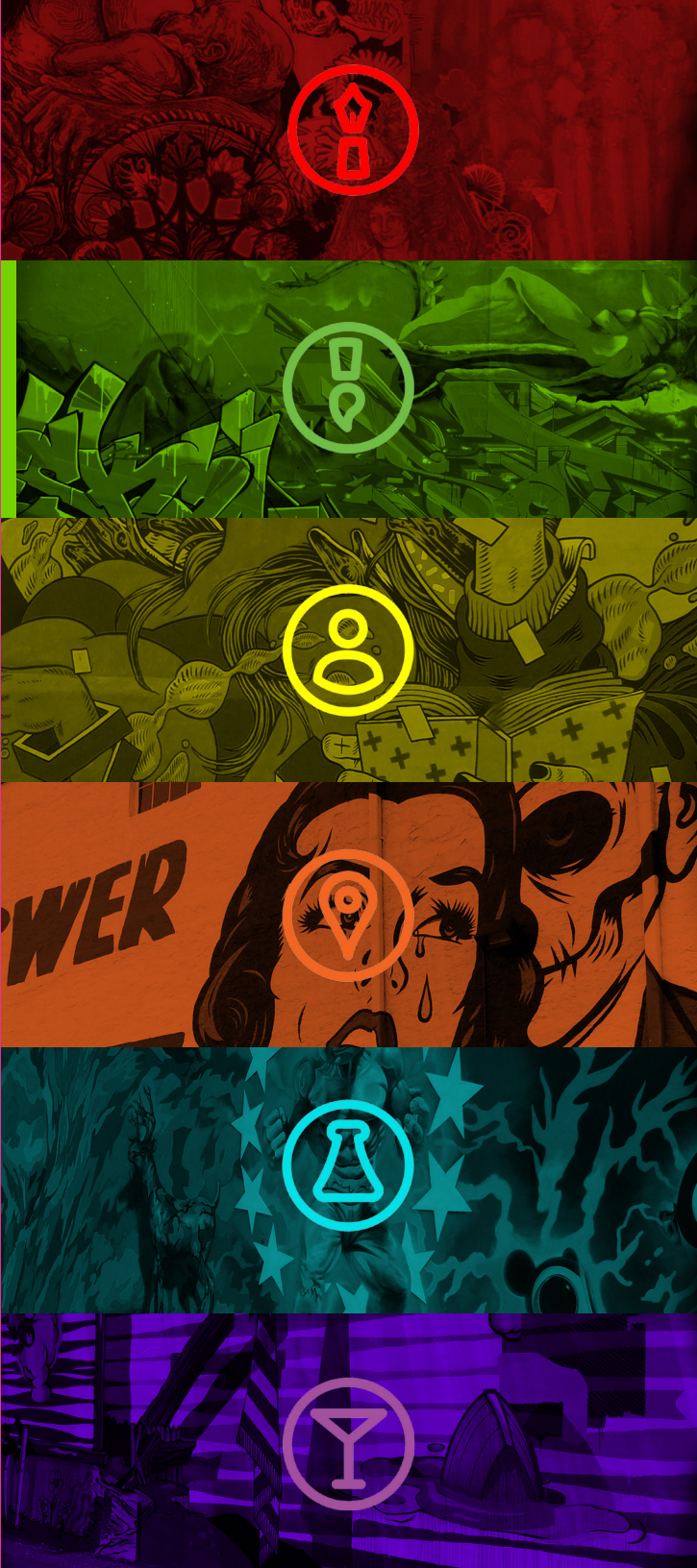
**Condé Nast  
Traveler**

**“THE ARTISTIC LEAVE  
SOUTH BEACH TO  
EXPLORE DESIGNER  
STORES TUCKED  
BETWEEN EMPTY  
WAREHOUSES.”**

**“AMERICA’S  
BEST HIPSTER  
NEIGHBORHOOD.”**

**Forbes**





# WHERE WILL THE **EXPERIMENTAL** CROWD BE?

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 A PLACE

COME IN IF YOU CAN GET IN...  
[www.WynwoodLab.com](http://www.WynwoodLab.com)

  
Wynwood Lab



# LEARN MORE

Contact Tasker Agency to explore a concoction that works best for your brand.

