

ecolounge = a fusion of action sports + sustainable living.

ecolounge  
media kit



**What is the ecolounge?** The ecolounge is a new, monthly business to business networking and social mixer geared towards the action-sport and sustainable living communities. Each event is hosted by one action-sports organization and one sustainable living organization, showcasing their products, services, and message.

**Who should attend ecolounge?** Media firms that promote trendy, active, and eco-friendly lifestyles, action sports retailers, sustainable living businesses and organizations, active individuals, conscious consumers, and trendsetters.

**What to expect at ecolounge?** Free Pupu's and Business Networking from 6-8pm. Action-sport video premiers, eco-fashion shows, eco-art openings, and socializing from 8-9pm. Live music from 9-until.

**When is ecolounge?** Ecolounge is every Third Thursday.

**Where is ecolounge?** Ecolounge is currently held in the following locations

- Augusta, GA - Aroma coffee and wine bar ([www.aromacoffeeandwinebar.com](http://www.aromacoffeeandwinebar.com))  
Launch September 18th, 2008
- Honolulu, HI - Indigo ([www.indigo-hawaii.com/](http://www.indigo-hawaii.com/))  
Launch October 16, 2008
- Los Angeles, Ca - Coming soon.

**How do I start an ecolounge?** If you are interested in starting an ecolounge, contact Zebra (zebra@nellamediagroup.com). Our goal is to make ecolounge an international event for action sports and sustainable living networks.

**What are the benefits of starting an ecolounge?** Your organization will be joining a growing network of organizations that host a monthly ecolounge throughout the world. As the ecolounge grows, so will your organizations national and international exposure. Of course, you always have to remember where you started and we want each ecolounge to be the best local event every third thursday. Other benefits include:

- Option to gather event sponsors to improve the event
- Increase business network in action sports and sustainable living
- Promotion monthly in Nella News (reaches 5,000 plus industry execs)
- Promotion in monthly ecolounge press releases.
- All national and international media and public relations will be handled by Nella Media Group

**What you offer in return?** We only require a few things to participate in this unique opportunity to host an ecolounge.

- Use of the ecolounge logo on all flyers and event material
- Maintain ecolounge brand image
- Provide participant contact information and head- count per event to nella media group (this helps track success of each event and increases the ecolounge network locally and globally)
- Provide media contacts in your area (we will also research this)
- Allow Nella Media Group to handle all Media and PR for ecolounge (while you promote locally).

eco + lounge = ecolounge

## The formula!

### 1. Requirements

- Two Event Hosts
  - One action sports organization
  - One sustainable living organization
- Event held every Third Thursday
- Free Appetizers and Networking from 6:00-8:00pm
- Sponsorship by You (or organization of your choice)
- Powered by NMG//Nella Media Group

### 2. Optional (but suggested)

- Other participating organizations
  - Event sponsors - Beer/Wine Companies, action sports organizations, and sustainable living organizations
  - Other event hosts that want to showcase their product or services to the action sports and sustainable living markets.
- Something extra
  - A Video premier (action sport or sustainable living)
  - Eco-fashion shows
  - Give aways (from one on the hosts or sponsors)
  - Live music
  - Art displays
  - Drink Specials
  - Anything that makes the event exciting

# ecolounge

I want to host ecolounge

1. Contact zebra, [zebra@nellamediaigroup.com](mailto:zebra@nellamediaigroup.com), for a media kit
2. Find a place to host the event
3. Read the ecolounge formula and start setting it up
4. When you think you're ready to launch let us know your in
5. Plan the next three ecolounges
5. Send Zebra the list of people you want to stay informed about ecolounge
5. Launch ecolounge!

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