



SubRosa



EXECUTIVE



Mike



Executive Chef Mike

EXECUTIVE



Based on some early survey data conducted for the **ETGStores.com** (2018) & **LionsPrideLeadership.com** (2020), the two things that Staten Island business owners are seeking from the **SIChamber.com** is:

1. **Belonging**
2. **Connection.**



SubRosa was designed to address these two desires. The first **Belonging**, and the second **Connection**.

We launched the first **SubRosa** in 2021. These are private and intimate events for the Staten Islander interested in obtaining the sense and feeling of **belonging** in the community.

The **SubRosa** happens, once or twice a month, through private, secret soirées (aka intimate events). The purpose is to **connect** people.

Executive Chef Mike



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Supporting
Staten Island
Non-Profits



Executive Chef Mike

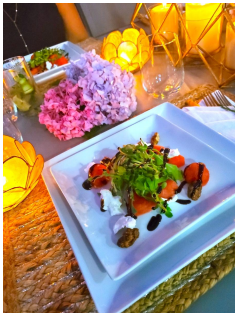




SubRosa



The **SubRosa** is a new private and intimate event for the Staten Islander interested in obtaining the sense and feeling of belonging in the community. The **SubRosa** happens, once or twice a month, through private, secret soirées (aka intimate events) hosted by a 1) **Venue**, 2) **Non-Profit**, and 3) **Executive Chef Mike**.



The Venue hosts the **SubRosa**. Chef Mike delivers and prepares a delicious 4 Course Dinner, curated music, a black and white, moving picture (screen only, sound is off) and a near endless alcohol libations. The Non-Profit invites their membership list and comes to the event.



This creates a great in-person experience for all participants (see next page for our case study). **Chef Mike** is interested in supporting ONE **non-profit** and ONE **venue** with a partnership opportunity.



What a **SubRosa** is, and How the **SubRosa** works

The Executive Chef, The Venue and The Non-Profit charges attendees \$150 per person, coordinates the evening's time (6-10pm), dates (TBD) and makes all the arrangements.

These events are best when there is limited seating, only 40-50 people per event, per evening. The **SubRosa**'s coordination is generally arranged by Chef Mike.

Ideally, we also get a **Host(ess)** to take the time to do introductions and connect attendees with other attendees—depending on their individual interest(s). This **Host(ess)** makes for an even more connective event.



SubRosa

Here is the offering and how the partners collectively share in the wealth:

First thing, first. We subtract the EXPENSES from the gross for food, drinks and staff. Cost of the expenses is split from the proceeds thereafter:

The Venue who houses the *SubRosa*.
Receives 30%

The Non-Profit who alerts their membership Email list.
Receives 25%

The Executive Chef provides the communications strategy, design, PR and the ultimate Michelin-Trained dining experience which leaves fond memories for attendees.
Receives 45%





SubRosa

Case Study

On Thursday, November, 11, 2021, Executive Chef Mike Dileo launched the very first **SubRosa**. The event SOLD OUT 40 seats in less than 24 hours. The evening unfolded from 7-10pm.

Quick Backstory

Brooklyn Promenade (venue) reached out to Chef Mike and wanted to partner for an event at their space on the South shore. They had a party room available that had been sitting empty since the 2020 Pandemic began. **Chef Mike** arranged a shared percentage with **Brooklyn Promenade** and then reached out to **Michael's Cause** (a non-profit). **Michael's Cause** was happy to jump into the event. **Chef Mike** asked if they could send out three emails to their members. That is exactly what happened and that is what they did.



Follow up reports from the Vice President at Michael's Cause and other attendees were completely impressed with the professionalism of the event, the food, service and the wine selection.

A **SubRosa** creates the win-win-win situation.

Everyone said they had an amazing time.
"When is the next one going to be?"
was what most people asked afterward.



SubRosa



Accounts

The next

SubRosa

* Thursday, March 31, 2021



SubRosa	40 ppl @ \$150. pp	Net	\$6,000.
EXPENSES	Food/Bev., Staff, Travel	— \$1,500. approx.	\$4,500.
VENUE	30%	— \$1,350.	\$3,150.
Non-Profit	25%	— \$1,125.	\$2,025.
Auxiliary EXPENSES	candles, rose petals, music, film, design & copywriting, strategy.	— \$1,000.	\$1,025.
Chef Mike	45%	— \$1,025.	\$0.



SubRosa is an special event designed to connect people. There is an old black and white movie playing (sound off) and seamless, gentle house music plays in the background. The tables are set with candles and rose petals are scattered across the tables chairs and floors. The mood is now set.

Executive Chef Mike



SubRosa

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