

FRIDAY FEBRUARY 28TH 2008

The Pink Party
ORIGINAL BRAND



A BENEFIT FOR



NATIONAL
BREAST
CANCER
FOUNDATION, INC.®

[privata]™

EPIC
HOLLYWOOD

VANGUARD
HOLLYWOOD

"The Pink Party" @ Vanguard Presented by EPIC HOLLYWOOD

Description: The Privata Group is teaming up with EPIC Hollywood (www.epichollywood.com) and The National Breast Cancer Foundation (www.nationalbreastcancer.org) for our 4th annual Pink Party

When: Friday February 29th, 2008. 9:30PM – 2:30AM

Where: EPIC HOLLYWOOD inside The Vanguard
6021 Hollywood Blvd, Hollywood, CA 90028

Expected Turnout: 1500 - 1800

Event Features

- Pink-themed event with pink decorations
 - Pink-carpet with step & repeat backdrop at entry of event
 - Pink-themed photo-booth area inside of event
 - 4 areas of music
 - Special guest dj: David Rockwell (www.dj davidrockwell.com)
 - Upstairs VIP area for sponsors guests
- Fundraiser for breast cancer research
 - Sponsorship money will be donated to The National Breast Cancer Organization
 - Donated amount will be displayed on giant check on pink-carpet along with list of sponsors
 - Distribute 1,000 – 1,500 pink bracelets at the event
 - Campaign to raise awareness about breast cancer detection / prevention
- Pink balloon drop @ 1AM
- Guests are encouraged to wear pink
- Pink beads and pink boas given away to guests
- Celebrity guest host: (TBA)
- Media coverage anticipated by: (TBA)
- Professional video coverage of event for future promotional uses

THE DEMOGRAPHIC

- Mixed-market
- Mixed-gender
- Young adults, 21-35
- Hipsters, Trendsetters
- Socially active
- Image conscious and brand aware
- Computer savvy
- Musically alert

Sponsorship Packages

PLATINUM - Title Sponsor \$10,000 (1 available)

- Entire amount is tax-deductible
- Name is listed as title sponsor next to giant check on pink-carpet
- Receive banner on www.absolutenightlife.com and www.epichollywood.com leading up to event and for 3 months after
- Name is listed as title sponsor on all promotional material leading up to event, including 20,000 physical fliers and 500,000 e-fliers (as well as any magazine, radio, television, internet, and text message campaigns)
- Name is listed as title sponsor on pink-carpet step & repeat backdrop
- Name is listed as title sponsor on media coverage of the event
- Logo is projected on custom-dvd reel broadcast on giant screens near main stage during the event
- Option to display banners inside event
- Option to display a custom gobo in high-profile area
- Option to distribute one promotional item the night of the event

GOLD - Supporting Sponsor \$5,000 (2 available)

- Entire amount is tax-deductible
- Name is listed as supporting sponsor next to giant check on pink-carpet
- Name is listed as supporting sponsor on all promotional material leading up to event, including 20,000 physical fliers and 500,000 e-fliers (as well as any magazine, radio, television, internet, and text message campaigns)
- Name is listed as supporting sponsor on pink-carpet step & repeat backdrop
- Name is listed as supporting sponsor on media coverage of the event
- Logo is projected on custom-dvd reel broadcast on giant screens near main stage during the event

SILVER – Junior Sponsor \$2,500 (4 available)

- Entire amount is tax-deductible
- Name is listed as junior sponsor next to giant check on pink-carpet
- Name is listed as junior sponsor on all promotional material leading up to event, including 20,000 physical fliers and 500,000 e-fliers (as well as any magazine, radio, television, internet, and text message campaigns)
- Name is listed as junior sponsor on pink-carpet step & repeat backdrop

Pictures from past pink parties:



ABOUT US

Since 2004, Los Angeles-based **Privata Group** has established itself as a unique lifestyle marketing firm by producing special events, strategic grassroots promotions and online marketing campaigns to accommodate the promotional needs of nightclub, liquor, music, film, magazine, clothing and entertainment industry clients. With over 10 years of experience of planning events and consulting the entertainment and nightlife industries, we have the knowledge to make any idea a reality!

Our vast capabilities include:

- **Event planning, production & staffing**
- **Promotional management & consulting**
- **Marketing campaign development & implementation**
- **Online marketing & web consulting**
- **Graphic design & print media**
- **Street promotions/Guerilla marketing**

AbsoluteNightlife.com is our wholly-owned web portal. It is geared towards the trend-setting LA-based nightlife, with exposure to global music & major hotspots throughout the country. Launched in April of 2004, it has grown a fast pace with over 1 million hits per month.

EPIC HOLLYWOOD is one of our current nightclub productions that takes place every Friday night at The Vanguard in Hollywood. Launched in June 2007, it has broken ground in Hollywood for being the only weekly 21+ mega-club catering to a mixed music format! We have hosted successful campaigns at this venue with several companies including **Fox TV, Malibu Rum, Catwalk Clothing, Die Famous Clothing, 944 Magazine, Solmatic Records and many others!**

PARTIAL LISTING OF PAST PRIVATA CLIENTS

- Anheuser-Busch
- Brown-Forman
- Chivas Regal
- Coffin Case
- Cosmopolitan
- Diageo
- Ed Hardy Clothing
- Editorial Televisa
- Finlandia Vodka
- Frederick's of Hollywood
- Fuego Magazine
- Jack Daniels
- LRG Clothing
- MAXIM
- MetroPop Magazine
- Monarchy Clothing
- Penthouse
- Solmatic Records
- Stoli Vodka
- URB Magazine
- Victorias Secret
- YMI Jeans



Maxim / Budlight Event



Fuego Magazine Event



Jack Daniels Promo



Lisa Kline Fashion Show

Visual Branding Opportunities @ EPIC / Past events



White Party Sponsored by Malibu Rum



Divas Catwalk Holiday Fashion Party

