

CONFIDENTIALITY & NON-CIRCUMVENT

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PASSES.COM

Passes x Comfrt

Hosted by Afterparty



RAD  MEMORIES

WHO WE ARE

Passes is an invite-only,
paywall platform.

Creators must be approved based on
engagement and content.

Subscriptions, tips, and livestreaming for
Creators.

Mainstream, brand-friendly reputation



@emmanorts
10.4m followers



@hollyscarfone
1.2m



@madds
437k



@marenaltman
1.5m

PASSES.COM

**PROJECT
PURPOSE
THE EVENT
PARTNERSHIP
SOCIAL MEDIA
EXPERIENCE**

Looking for a venue with
character? The venue, then,
with just offbeat, black velvet
ruffled poppy-like top and
jet beaded tulle skirt. Ralph
Lauren shoes. In this story:
Jewelry: Neil Lane; hair: Toni
Marino for Jostens; makeup:
Gucci Westman. Special
thanks to Byron Miller, Nidhi
Chander, Michael Harris,
Andre Delano R., and Wayne
Limey. Details, more
stories, see in This Issue.

PROJECT

Brand awareness bringing together our top creators from Passes, Comfrt, and Afterparty for a curated networking experience.

PURPOSE

The Passes family wants to nourish and build our creator community while connecting brands and creators to increase exposure and reach new audiences. Our goal is to cultivate an environment where influential people and brands can connect on a deeper level beyond social media all while reinforcing our shared brand image.

THE EVENT FLOW

The event will take place in Los Angeles, May 16th 2023 in the form of a party featuring top influential people and creators.

Party with top content creators featuring Comfrt's new athletic wear collection

Influencer Arrivals & Welcome Cocktail	7:00 pm – 8:00 pm
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DJ Starts	8:00 pm
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Party	8:00 pm – 1:00 am
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PARTNERSHIP / ROI

Passes has existing influencer partnerships that drive traffic to affiliate brand websites. Content from event published on Social Platforms (Instagram, FB, TikTok) confirmed over 160 Million reach.

- Pre-approved Ad Content for brand sponsors posted on social platforms and in publication (2-8 Weeks) / stories & posts.
- Additional opportunities for brands to be highlighted at event and receive exposure through pre & post event press releases.
- Jewelry and watch brands may create one vitrine showcase while spirits & caviar brands may create tasting areas.

SOCIAL MEDIA

Passes has social media to post images online and brands can leverage the guest list of Passes, Afterparty and Comfrt influencers who will create organic content on their pages resulting in traffic being brought back to the websites/stores. Partnership includes 2 to 4 posts on Instagram specific to the brand. Models may be hired for an additional cost for additional posts.

CLIENT BUILDING

Passes has an existing partnership with influencers across different verticals including music, modelling, lifestyle, astrology and magic. Our focus is to create engaging events for our guests and create value for brands ultimately driving high quality recurring traffic to partner sites.

VENUE





SPONSORSHIP BENEFITS



Platinum

\$10,000
Limited quantities



Gold

\$5,000
Limited quantities



Silver

\$2500



Bronze

\$1000

Guest Invitations	10 + table	6 + high top	4	2
Brand Category Exclusivity	✓	✓		
Display booth size (if applicable)	Largest	Prominent	Independent, Less Prominent	Joint/ Product Placement
Logo, link, and press release on sponsor site	✓	✓	✓	✓
Logo in Step and Repeater	✓	✓	✓	
Customized Brand Presence at Event	✓	✓	✓	✓
Partner Sponsor in Media & Press Release 30 Days of Post -Event Social Media Postings	✓	✓	✓	✓
Gift Bag / Swag Participation	✓	✓	✓	✓
Guaranteed Posts by Influencers of Choice	✓	✓		
Collaborative Post	✓			
Light Show Logo Activation	✓	✓		

NOTABLE PAST ATTENDEES AND INVITES

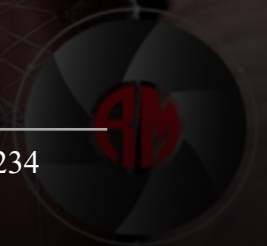
Charly Jordan 5M
Tana Mongeau 5.7M
Teala Dunn 10M
Emma Norton 10.4M
Victoria Paris 2M
Abby Werthington 704K

Georgia Hassarati 2.1M
Adam Weitzman 17.7M
Emma Brooks 5M
Anna DeGuzman 800K
Bianca Ghezzi 1M
Casey Boonstra 2M

Alex Drachnik 2M
Zedd 7.4M
Drew Taggart 1.2M
Nylon Mag 1.9M
Chainsmokers 6.9M
Matt Steffanina 12M

Dan Rhodes 25M
Holly Scarfone 1M
Nightmre 605K
Valegenta 2.2M
Joey Joy 800K
Twan 10M

Total Reach = 160M+





Passes

**Discover new sides of your
favorite creators.**

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