



*Luxury Experience & Co*

## **CELEBRITY GIFTING LOUNGES**

**2019 - 2020**

[www.luxuryexperienceco.com](http://www.luxuryexperienceco.com)

## **2019 - 2020 CALENDAR OF EVENTS**

**WILDAID CELEBRITY GALA - Beverly Hills, NOVEMBER 9TH**

**2020 LUXURY ACTORS & CELEBRITY GIFT LOUNGE CELEBRATING  
GOLDEN GLOBES WEEK - Beverly Hills, JANUARY 4TH**

**2020 LE & Co ATHLETE & CELEBRITY GIFTING EXPERIENCE  
CELEBRATING SUPER BOWL WEEK - Miami, FEBRUARY 1ST**

**2020 LUXURY ACTOR & CELEBRITY GIFT LOUNGE CELEBRATING  
OSCAR WEEK - Beverly Hills, FEBRUARY 8TH**

**2020 INFLUENCER & CELEBRITY GIFTING LOUNGE CELEBRATING  
WEEK ONE COACHELLA - Palm Springs, APRIL 9TH**

**2020 LE & Co ATHLETE & CELEBRITY GIFTING EXPERIENCE  
CELEBRATING ESPYS WEEK- Beverly Hills, July 14TH**

# BENEFITS

## PHOTOS & VIDEO

- LE&CO'S PROFESSIONAL PHOTOGRAPHY TEAM DELIVERS QUALITY BRANDED PHOTOS WITH EVERY CELEBRITY AND INFLUENCER IN ATTENDANCE THAT MEETS WITH YOUR BRAND
- RECEIVE LINK TO YOUR PHOTOS AFTER EVENT FOR IMMEDIATE DIRECT DOWNLOAD

## TARGETED RELATIONSHIP BUILDING

- MEET FACE TO FACE WITH CELEBRITIES AND PRESS
- INTRODUCTION TO TOP INDUSTRY EXECUTIVES, TALENT MANAGERS AND PUBLICISTS
- OPPORTUNITY TO NETWORK TO BUILD BRAND AWARENESS AND SOCIAL MEDIA ENGAGEMENT

## EXPOSURE IN THE PRESS

- COMPANY INCLUDED IN ALL PRESS RELEASES
- TOP MEDIA OUTLETS IN ATTENDANCE WHICH HAVE INCLUDED IN THE PAST E! NEWS, US WEEKLY, IHEART RADIO, OK! MAGAZINE, LA WEEKLY, MODERN LUXURY MEDIA OUTLETS, AND MANY MORE

## POST EVENT

- BE FEATURED IN LOCAL, NATIONAL, AND WHEN APPLICABLE, INTERNATIONAL PRESS COVERAGE
- DEVELOP STRATEGIC RELATIONSHIPS WITH TALENT AND PRESS CONTACTS MADE AT THE EVENT

"Melissa and her team were excellent to work with and partnering with Luxury Experience and Co. has proven to be a good business decision for Sailrock Resort due to the effectiveness of their representation, responsiveness to our needs, and availability when required."

*Kashmie Ali*  
*Managing Director*  
*Sail Rock Resort & Spa, Turks and Caicos*



# SPONSORSHIP

## TITLE - \$50,000 SPONSORSHIP

- COMPANY NAME SHARED ON ALL LE & CO EVENT MARKETING MATERIALS
- COMPANY LOGO ON STEP AND REPEAT
- SIX (6) ON-SITE REPRESENTATIVES AT EVENT
- 15 X 5 FOOT PRODUCT DISPLAY SPACE
- PHOTO OPPORTUNITIES WITH CELEBRITIES HOLDING YOUR PRODUCT
- LINK TO ALL PROFESSIONAL PHOTOS CAPTURED
- DIRECT ACCESS TO ATTENDING MEDIA
- INCLUDED IN LE & CO PRESS RELEASE
- COMPANY NAME OR LOGO ON EVENT INVITATION
- PREMIERE PLACEMENT WITHIN THE LOUNGE AND BRANDED THROUGHOUT THE EVENT
- EXCLUSIVITY WITHIN YOUR PRODUCT CATEGORY
- COMPANY LOGO ON GIFT BAG WITH LE&CO

## PRESENTING - \$30,000 SPONSORSHIP

- FOUR (4) ON-SITE REPRESENTATIVES
- COMPANY LOGO ON STEP AND REPEAT
- 10 X 4 FOOT PRODUCT DISPLAY SPACE
- PHOTO OPPORTUNITIES WITH CELEBRITIES HOLDING YOUR PRODUCT
- LINK TO ALL PROFESSIONAL PHOTOS CAPTURED
- DIRECT ACCESS TO ATTENDING MEDIA
- INCLUDED IN LE & CO PRESS RELEASE
- COMPANY NAME OR LOGO ON EVENT INVITATION
- PROMINENT PLACEMENT WITHIN THE LOUNGE
- EXCLUSIVITY WITHIN YOUR PRODUCT CATEGORY DURING THE EVENT

"I have worked in special events for about 13 years and been fortunate enough to have participated in activations such as Grand Prix, Comic Con, E3, Critics Choice Awards, VMA's and many many other events. Recently I had the opportunity to work with Melissa McAvoy and Brittany Reiman of Luxury Experience and Co. and have to tell you that I was so impressed with their professionalism, organization and their planning. I felt like I was working with a partner who wanted me to succeed, and they were so friendly and approachable it helped make my job all the much easier the day of the event." I literally cannot wait to work with them again!

Michael Terttoole

Hollywood Photo Booth





# SPONSORSHIP

## PLATINUM - \$10,000 SPONSORSHIP

- THREE (3) ON-SITE REPRESENTATIVES
- 8 X 4 FOOT PRODUCT DISPLAY SPACE
- PHOTO OPPORTUNITIES WITH CELEBRITIES HOLDING YOUR PRODUCT
- DIRECT ACCESS TO ATTENDING MEDIA
- INCLUDED IN LE & CO PRESS RELEASE
- EXCLUSIVITY WITHIN YOUR PRODUCT CATEGORY

## GOLD - \$7,500 SPONSORSHIP

- TWO (2) ON-SITE REPRESENTATIVES
- 6 X 4 FOOT PRODUCT DISPLAY SPACE
- PHOTO OPPORTUNITIES WITH CELEBRITIES HOLDING YOUR PRODUCT
- DIRECT ACCESS TO ATTENDING MEDIA
- INCLUDED IN LE & CO PRESS RELEASE

## SILVER - \$5,000 SPONSORSHIP

- ONE (1) ON-SITE REPRESENTATIVE
- 4 X 4 FOOT PRODUCT DISPLAY SPACE (COCKTAIL TABLE)
- PHOTO OPPORTUNITIES WITH CELEBRITIES HOLDING YOUR PRODUCT
- DIRECT ACCESS TO ATTENDING MEDIA
- INCLUDED IN LE & CO PRESS RELEASE

## GIFT BAG - \$2,500 SPONSORSHIP

- PRODUCT INCLUDED IN GIFT BAG GIVEN DIRECTLY TO TALENT
- NO ON-SITE REPRESENTATIVE
- INCLUDED IN LE & CO PRESS RELEASE

*"Luxury Experience Company gave our brand Manly Sunscreen exactly what it needed...a perfect venue with not just celebrities to endorse our product but media coverage and national exposure to help launch our sunscreen on a mass level!"*

*Lane Garrison  
Actor & Owner  
The Manly Company*



# ABOUT LE&CO

TODAY'S MOST INNOVATIVE BRANDS ALIGN THEMSELVES WITH LE & CO LUXURY GIFT LOUNGES TO GET THEIR PRODUCTS DIRECTLY INTO THE HANDS OF THE HOTTEST NAMES IN FILM AND TELEVISION. THE EXCLUSIVE ENVIRONMENT OF LE&CO EVENTS ALLOWS CLIENTS ONE-ON-ONE INTERACTION WITH KEY PRESS, CELEBRITIES, VIP'S, AND GIVE PARTICIPATING BRANDS SPECIALIZED PHOTO OPPORTUNITIES WITH THEIR PRODUCTS AND THE CELEBRITY FOR POTENTIAL MARKETING AND PRESS MATERIALS.

LE & CO HAS TAKEN PART IN SUCH HIGH PROFILE EVENTS AS GIFTING LOUNGES PRIOR TO THE OSCARS, EMMYS, GOLDEN GLOBES, GRAMMYS, SUPER BOWL, ESPYS, COACHELLA, FOUNDATION & CHARITY EVENTS, AND FOOD & WINE EVENTS. LE & CO HAS BEEN FEATURED ON E! NETWORK, CELEBRITY PAGE TV, US WEEKLY, IN STYLE, ANGELENO MAGAZINE, THE NEW YORK TIMES, CNN, MANHATTAN MAGAZINE AND MANY OTHER NATIONAL PUBLICATIONS, AND IS PROUD TO CONTINUALLY BE WORKING WITH CLIENTS SUCH AS ROLLS-ROYCE, LOUIS III, BMW, BLOOMINGDALE'S, WARNER BROS., AND MANY MORE.

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*"Luxury Experience Company's Pre-Espy gifting event was a great opportunity to build our brand awareness and gain brand interaction with an impressive lineup of athletes and influencers. There was an enthusiastic but well organized atmosphere to the event as a whole, and we've gained new fans and contacts that we would never have met otherwise. We will definitely participate again!"*

*Bryon Schreckengost  
Brand Manager  
Ryder Estate Wines*

