

THE GREAT
GATSBY
PARTY®

NEW YEAR'S
EVE

THE GODFREY HOTEL

2023.12.31 | 8PM - 2AM

4 HOUR OPEN BAR

Affinity
NightLife

NPI
Entertainment

ABOUT

Affinity Nightlife & NPI Entertainment are Los Angeles based event, casting and promotions companies. Together we have over 20 years of experience producing spectacular nightlife events ranging from 150 person VIP Events to 2,000 guest extravaganza's. We have close working relationships with all the top-notch venues in LA. "It's all about getting in", whether our client is an individual who would like to plan a party at one of LA's hottest night spots or a company that wants to get its product into the hands of trendsetters & tastemakers. From branding, marketing to event production, we provide numerous services designed to cater to each clients' individual needs.

OUR GUESTS

Our guests are diverse, affluent, educated, professional, and creative. We attract passionate and persuasive professionals who are “Lifestyle and Luxury Brand Consumers.” They are key influencers, taste makers and connectors in their networks & communities. They enjoy partaking in entertainment activities more than the average consumer and are energetic about the products they showcase and teams they support. Our invited guests have amassed followers and influence through their in-person and online personas. Professional athletes, A-list talent, and award recipients are all expected to be in attendance.



Average Age 28

Average Salary 106k

INFLUENTIAL

2.2x more likely to recommend a product or service to their friends than other groups.

ENGAGED

Sharing experiences is their way of life. Lasting impression through immediate social amplification

CONNECTED

Add content through constant connectedness. Demands positive experiences.

WE'VE GOT REACH

 110K

Email List
(LA Based)

 100M+

Snapchat Views

 20M+

Tik Tok

 50M+

IG Network

OUR NETWORK



BRYCE VINE
(musician)



AUSTIN MAHONE
(musician)



TEALA DUNN
(actress)



NYJAH HUSTON
(olympic skater)



BROOKE HYLAND
(actress)



LOUD LUXURY
(musician)



ANN MCFERRAN
(owner, glamnetics)

MUSICIANS

ATHLETES

MODELS

INFLUENCERS

ACTORS

PAST CELEBRITY APPEARANCES



- Andrew Santino
- Ali Wong
- Swae Lee
- Party Next Door
- Scott Disick
- A\$AP Rocky
- Luka Sabbat
- Jaden Smith
- Wiz Khalifa
- Nyjah Houston
- Robin Thicke
- Bryce Hall
- Brie Larson

PAST BRAND PARTNERS



nANA JUDY™

VOSS®
artesian water from norway

RHUDE

JBL

Moët Hennessy



Pernod Ricard



NETFLIX

HBO

REVOLVE



LIQUID IV®

THE GODFREY HOTEL

The Godfrey Hotel Hollywood located in the heart of Hollywood is a modern lifestyle four star boutique hotel. Featuring a magnificent rooftop lounge and bar, I|O, where you can enjoy light bites and hand crafted cocktails all while soaking in the amazing views of the Hollywood Sign or the Los Angeles skyline.



THE OPPORTUNITY

Our partnerships are more than just a logo placement - We invite you to join us in curating moments that last. Together we'll brainstorm meaningful activations and use targeted marketing strategies to amplify exposure and create impact.

Product Placement: Elevate your exposure by seamlessly integrating your product into our content. Our audience will not just see your brand; they'll experience it, forging a lasting connection.

Media Inclusion: Your brand will enjoy extensive exposure across various media platforms. From digital to traditional, we'll ensure your message resonates far and wide.

Influencer/Model Table: Host your own exclusive table at our event, giving you direct access to influencers, models, and industry leaders. Create partnerships and collaborations that will shape the future.

PLATINUM

- Designation and Recognition as Presenting Sponsor: Title Sponsorship
- Early entry with VIP meet-and-greet and 2 VIP Cabanas with Refreshments for up to 40 guests
- Opportunity to address crowd for up to 3 minutes during program
- Sponsor Logo and link placed on RSVP Invitation
- Logo/mention in all promotional items (Email, flyer, social media, final video, signage)
- Logo prominently placed on event step and repeat/carpet
- Co-Branded Marketing Graphics
- Preferred Seating Area at event venue
- Ability to have resource table to display collateral
- Ability to include products in gifting suite and VIP gift bags distributed at the event
- Logo watermark on all photos
- Access to Attendee RSVP Information
- Sampling and 8x8 activation space

PRICE:\$25,000

GOLD

- Early entry with VIP meet-and-greet and 2 VIP Tables with Refreshments for up to 25 guests
- Sponsor Logo and link placed on RSVP Invitation
- Logo/mention in all promotional items (Email, flyer, social media, signage)
- Logo placed on event step and repeat/carpet
- Co-Branded Marketing Graphics
- Preferred Seating Area at event venue
- Ability to include products in gifting suite and VIP gift bags distributed at the event
- Logo watermark on all event photos
- Sampling

PRICE: \$10,000

SILVER

- Early entry and VIP Reserved Table with Refreshments for up to 12 guests
- Sponsor Logo and link placed on RSVP Invitation
- Logo/mention in promotional items (social media, signage)
- Co-Branded Marketing Graphics
- Preferred Seating Area at event venue
- Ability to include products in gifting suite and VIP gift bags distributed at the event

PRICE: \$5,000



THANK YOU

For any questions or to secure a sponsorship contact:

Adam Glove - adam@affinitynightlife.com

Roderick Henley - npimanagementbiz@gmail.com

For any media queries contact:

Ann Michelle

info@affinitynightlife.com