

A nighttime outdoor event, possibly a festival or concert, with many people gathered under large trees. Warm string lights are draped across the trees, creating a festive atmosphere. In the foreground, the silhouettes of several people are visible, looking towards the event. The ground is paved, and there are some tables and chairs in the background.

SELECT

2019 BRAND EXPOSURE OPPORTUNITIES



THE EXPERIENCE

SELECT is a next generation black card, concierge, and membership community that connects rising and leading professionals to unlimited benefits at premier brands, and a lifestyle they deserve.

Each member is individually vetted by SELECT's member application process, with those admitted enjoying the best in travel, dining, nightlife, lifestyle services, retail, and entertainment.

Members also gain access to our bespoke, experiential events that showcase our collection of premier partner-brands and venues.





THE COMMUNITY

OUR REACH

Over 20,000 members

Over 375,000 email subscribers

Over 50,000 waitlisted and
prospective members

SOCIAL MEDIA

Weekly Reach over 500,000

- *Includes non members &
non followers*

Over 100,000 active followers

DEMOGRAPHIC

Median Member income is \$148K,
average income is \$317K

Median member age is 34

Primarily affluent millennial &
Gen-X



THE EVENTS



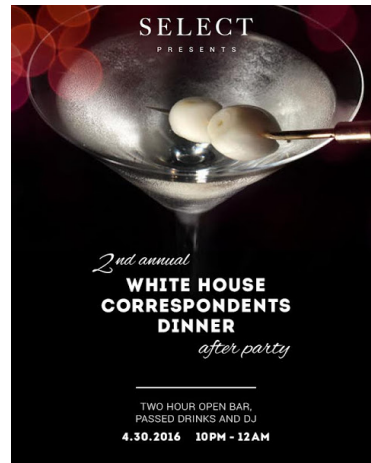
Each year, SELECT hosts around 100 events in major U.S. markets, providing opportunities for our uniquely affluent, active, and influential membership to connect with one another as well as partner brands, venues, and experiences.

Past Events Include:

- Emmys
- New York Fashion Week
- Art Basel
- Golden Globes
- Whitehouse Correspondents Dinner
- Social Happy Hour Nights
- Gallery Openings
- Private Shopping Experiences
- Fitness Gatherings



NOTABLE GUESTS & VENUES

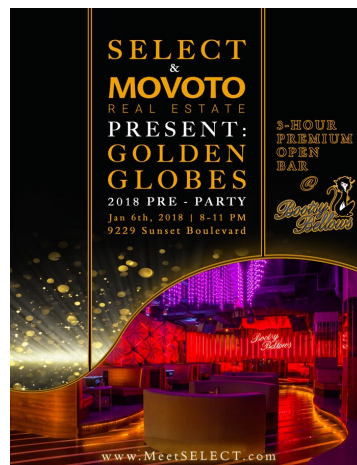


Notable Guests & Entertainment Include:

- Major Lazor
- Evan and Tracee Ellis Ross
- Vita Sidorkina
- Mo Wilkerson
- Tara Reid
- Ashlee Simpson
- Grant Kemp

Past Venues Include:

- TAO Group
- H. Wood Group
- SBE
- The ONE Group
- Bounce Sporting Club
- Oreya Southampton



2019 EVENTS CALENDAR

This calendar mirrors similar event schedules from previous years, and is by no means final. We offer an extremely flexible, collaborative environment for us to find opportunities that organically achieve your marketing goals.

	J	F	M	A	M	J	J	A	S	O	N	D
NYC												
LA												
MIA												
DC												
SF												
CHI												



Member Social Event (*hosted by SELECT*)

- 40 – 200 attendees
- 10K– 50K Member and subscriber outreach
- \$3K – \$5K sponsorship tiers



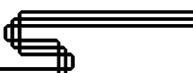
Large Member Event (*hosted by SELECT*)

- 200 – 400 attendees
- 250K Member and subscriber outreach
- \$5K – \$20K sponsorship tiers



Partner Event (*SELECT Member Access*)

- Members given preferred access to event hosted by premier brand
- No sponsorship tiers available





LARGE EVENT SPONSORSHIP OPPORTUNITIES

Academy Awards Pre-Party @ Private WeHo Mansion

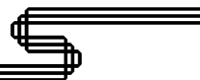
- ❖ Saturday, February 23rd, 2019
- ❖ 350+ attendees, includes influencers and investors, est. 1M+ impressions
- ❖ Live music performances, open bar, giveaways/contests
- ❖ Multiple email announcements up to 375K+ affluent professionals, potential media partner coverage

New York Fashion Week Opening and Closing Party

- ❖ September 2019
- ❖ 500+ attendees, includes influencers, designers, models, est. 1M+ impressions
- ❖ Runway shows, designer collaborations, @ prestigious nightlife venue
- ❖ Multiple email announcements up to 375K+ subscribers, potential media partner coverage

Art Basel Miami, Multiple Art Installations/Exhibitions

- ❖ December 2019
- ❖ 250+ attendees, includes influencers, artists, and investors, est. 1M+ impressions
- ❖ Art exhibitions, unique performances, activations
- ❖ Multiple email announcements up to 375K+ affluent professionals, potential media partner coverage





SAMPLE BRANDING OPPORTUNITIES

STEP & REPEAT

SOCIAL MEDIA ACTIVATIONS

GIFT BAGS/GIVEAWAYS

PRODUCT/SERVICES DISPLAY

ON-SITE COLLATERAL

EVENT FLYERS AND INVITES

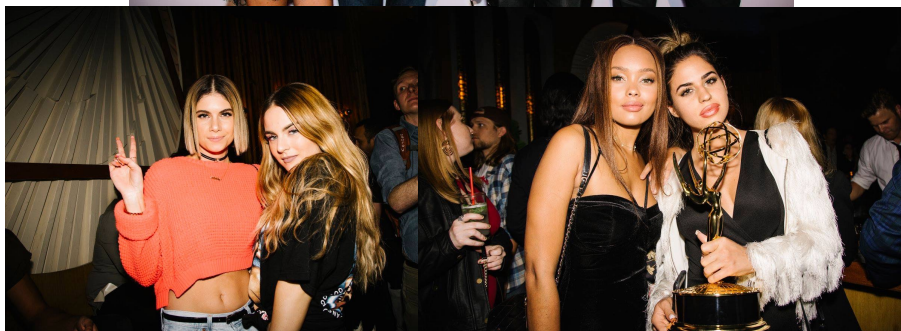
FEATURED SPONSOR

PRESS

EMAIL & DIGITAL
MARKETING



RECENT EXAMPLE



SELECT's Emmy Pre-Party

Over 350 attendees attended our inaugural SELECT Emmys Pre Party. Guests included SELECT Members, press, influencers & celebrities.

This event was Peppermint Club's first time reaching maximum capacity. Closest prior was Lady GaGa's Grammy Party.

Notable Attendees: Evan Ross, Tara Reid, Ashlee Simpson, Austin Brown, Paris Jackson, JoJo, and various media and influencers.

Media Coverage: Business Insider, Guest of Guest, KMOV, & more

Reach: 3.312M+, Social 407K+, Email 81K+, Press & Media 2.822M+

Video: <https://bit.ly/2NIsoUz>



MEDIA EXPOSURE

Previous media coverage includes:

The New York Times

Chicago Tribune

FOX
BUSINESS

THE
HUFFINGTON
POST

Forbes

 **Nasdaq**

world
redeye
.com

Mashable

TC TechCrunch

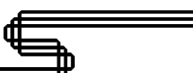
TECH.CO

BUSINESS INSIDER

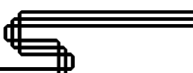
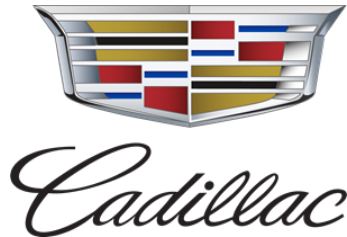
JustLuxe

Chi
METROPOLITAN

GUEST *of a* GUEST



BRAND PARTNERS



SELECT

TO EXPLORE THE POSSIBILITIES, KINDLY CONTACT:

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