





# ABOUT THE HOUSE

This summer AichG is on site with the NIUCOCO House for the 1st annual year of activations to offer brands celebrity influencer event integrations!

During the summer months, celebrities will be flocking to The Hamptons and the NIUCOCO House! It will be the global epicenter for celebrities, media and tastemakers.

AichG is offering brands a summer long destination venue to host buzz worthy events, weekend programs and month long activations!





# THIS YEARS EVENTS | NIUCOCO SUMMER HOUSE 2016

- 2016 -

**NIUCOCO** Hamptons Summer Kick-Off Party

**Zico** Coconut Water's Yoga Brunch

**Food Network's Chef Diane Dimeo's** Mezcal & Margaritas

**French Sole** Hamptons Presentation

**NIUCOCO** Memorial Day Blow Out

**E!'s Dina Deleasa's** BBQ Soiree

**NIUCOCO** Beauty Lounge Premier

**Sub Rosa** Private Aesthetics

**LastDistrict.com's** Pop-Up Boutique

**Wolf Behr's** Blow Out and Haircut Bar

& more!





# TAKE THE TOUR | NIUCOCO SUMMER HOUSE 2016





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# HOUSE BRANDS | NIUCOCO SUMMER HOUSE 2016

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# MEDIA | NIUCOCO SUMMER HOUSE 2016

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# OPPORTUNITIES | NIUCOCO SUMMER HOUSE 2016

## SAMPLE ACTIVATIONS

- Sampling Opportunities
- Customized Branded Space
- Editor Events
- Photo Shoots
- Beach Barbecues
- Cocktail Receptions
- Private Dinner Parties
- Week/Weekend Long Hospitality Events
- Nighttime Activations
- Birthday Parties
- Product Launches

## TURN – KEY SOLUTIONS

- Event Management
- Customized Event Production
- Invite List
- Catering
- Event Staffing
- Creative Consulting
- Celebrity/Talent Outreach
- Media Outreach & Public Relations Services
- Content Creation
- Photographer & Videographer procurement
- Custom Event Recaps





# SPONSORSHIP OPPORTUNITIES | NIUCOCO SUMMER HOUSE 2016

## TITLE

- Title sponsor for all program elements and events held at the house
- One exclusive sponsor day at scheduled event
- Branded items (beach towels, totes bags, etc)
- Category Exclusivity
- Minimum four celebrity events held at the “xyz house”
- One day during the week to use house at your discretion for corporate use
- Dedicated in house publicist to help secure placement online, print and social media
- Brand awareness
- Photos images

## PRESENTING

- One dedicated event to be held at the house
- Category Exclusivity
- Branded items with logo for day of event
- Production of event (include food, beverage, staff, security, valet, invites)
- Brand awareness
- Dedicated in house publicist to work in conjunction with brand to secure press
- Photos images





# SPONSORSHIP OPPORTUNITIES | NIUCOCO SUMMER HOUSE 2016

## PARTICIPATING

- Product brand exclusivity
- Brand awareness
- Placement of product within the house
- Organic celebrity seeding
- All on-air, print and online giveaways

## ADDITIONAL OPPS

- Private Events: Catering valet, clean up and venue
- Gifting: Minimum 4 celebrity photos throughout the duration of the house, one press mention
- Product Placement Only: Product will be on site to be seen and sampled, will be included in any print or online
- Automotive: exclusive car sponsor to provide celebrity transportation, allot one to three vehicles to be placed in front of the house and as landmark on PCH.
- Beverages: wine, beer, non alcoholic beverages and liquor sponsors to be exclusively poured at all events branded barrels, coolers, allowed on site





FOR ALL INQUIRIES  
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