

YOUNG HOLLYWOOD

THE GLOBES AFTERPARTY

Affinity
NightLife

ACADEMY LA @ 10PM

NPI
Entertainment

ABOUT AFFINITY & NPI

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.

ABOUT DJ TAY JAMES

DJ TAY JAMES, RENOWNED FOR HIS A&R EXPERTISE SHOWCASED ON COUNTLESS JUSTIN BIEBER RECORDS INCLUDING GRAMMY-NOMINATED 2021 ALBUM "JUSTICE," HAS SIGNIFICANTLY IMPACTED THE GLOBAL MUSIC SCENE. HIS ROLE IN CURATING THE WIZKID FEATURING TEMS "ESSENCE" REMIX, THE FIRST-EVER NIGERIAN SONG TO HIT THE TOP 10 ON THE BILLBOARD HOT 100, FURTHER HIGHLIGHTS HIS INFLUENCE. BEYOND HIS BACKSTAGE HUSTLE, JAMES'S MAGNETIC STAGE PRESENCE HAS EARNED HIM HEADLINING SLOTS AT PRESTIGIOUS VENUES AND RESIDENCIES, WHILE HIS CLIENT LIST INCLUDES DR. DRE, KEVIN HART, AND MAJOR CORPORATIONS LIKE GOOGLE AND NIKE.





ABOUT DJ M.O.S

DJ M.O.S. IS A HIGHLY SOUGHT-AFTER DJ, KNOWN FOR CO-HOSTING THE OSCARS RED CARPET SHOW ON ABC WITH VANESSA HUDGENS AND TERRANCE J, SOLIDIFYING HIS PRESENCE IN THE ENTERTAINMENT INDUSTRY. RECOGNIZED BY PRESTIGIOUS PUBLICATIONS LIKE VOGUE AND VANITY FAIR, M.O.S. SERVES AS THE OFFICIAL DJ FOR THE ACADEMY AWARDS AND BOASTS A CELEBRITY CLIENTELE, INCLUDING P. DIDDY. AS AN AMBASSADOR FOR DON JULIO 1942, HE COLLABORATES WITH RENOWNED BRANDS AND HAS HELD RESIDENCIES IN CITIES WORLDWIDE, INCLUDING DUBAI, PARIS, LAS VEGAS, MIAMI, AND CHICAGO.



LEXI UNDERWOOD

hosted by
LEXI UNDERWOOD

LEXI UNDERWOOD IS AN AMERICAN ACTRESS AND SINGER, BEST KNOWN FOR HER ROLE AS PEARL WARREN IN LITTLE FIRES EVERYWHERE. SHE ALSO PLAYED ATHENA IN WILL VS THE FUTURE, A COMEDIC SCIENCE FICTION SERIES AND CRUEL SUMMER AS ISABELLA LARUE. LEXI UNDERWOOD WAS NOMINATED FOR A 2023 WIN AWARD FOR HER ROLE AS CHOSEN JACOBS IN THE 2022 MOVIE SNEAKERELLA. SHE WON THE AWARD FOR "ACTRESS MADE FOR TELEVISION MOVIE / LIMITED SERIES".

WWD

At Drake's American Music Awards After Party, Kendall Jenner, Kourtney Kardashian and Karlie Kloss Do the Mannequin Challenge



“Is that Kendall?” asked a passerby eyeing the model’s table.

On Sunday night following the 44th annual American Music Awards, Jenner – arm in arm with rumored boyfriend, L.A. Lakers’ Jordan Clarkson – was holding court and dancing on her booth’s plush velvet seating, joined by sister Kourtney Kardashian, fellow models Karlie Kloss and Joan Smalls, and a slew of her familiar friends.

VANITY FAIR

Dakota Johnson Kicks Off *Vanity Fair*’s Oscar Week

The *1 (0) Shades of Grey* star co-hosted the Young Hollywood party with *Vanity Fair*’s Krista Smith.



Earlier this year, **Dakota Johnson** flew 6,000 miles to be photographed by **Annie Leibovitz** for *Vanity Fair*’s storied Hollywood cover, which annually features the best and brightest screen talents. (She had been in Italy filming the latest **Luca Guadagnino** drama, and returned immediately after to resume production.) So when it came time to kick off *Vanity Fair* Oscar week on Tuesday evening, Johnson, who happened to be in Los Angeles, had no problem making the commute to Delilah to host a *Vanity Fair* and L’Oréal Paris celebration of Young Hollywood with V.F. Executive West Coast Editor **Krista Smith**, in support of the Roar Foundation Shambela Reserve, established by Johnson’s grandmother, **Tippi Hedren**.

WWD

Exclusive Look Inside Delilah’s Vegas Bash for the L.A. Hot Spot’s Wynn Opening

Megan Fox, Machine Gun Kelly, Anitta, Drake, Justin and Hailey Bieber, Davi Chappelle, Jared Leto and Kendall Jenner were among those who flew out the weekend.



Hollywood Life

Hottest Celebrity Pics This Week Of April 17 – 23: Kendall Jenner & More
DJ Roxy Ferrari



PR Agency
EMC BRANDS

EMC BRANDS, REPRESENTING AFFINITY NIGHTLIFE, HAS REIMAGINED WHAT A PR FIRM COULD BECOME AND WHAT TOOLS WOULD BEST ELEVATE BRANDS. EMC BRANDS IS A GLOBAL MEDIA RELATIONS FIRM WITH THE UNIQUE ABILITY TO EMPOWER OUR BRANDS FOR TODAY’S ASPIRATIONAL CONSUMER.

PR MEDIA EXPERIENCE FOR HIGH SCALE EVENTS SUCH AS SUPER BOWL, COACHELLA, OSCARS, SUNDANCE, EMMYS, GOLDEN GLOBES, FI, NYFW, CANNES FILM FESTIVAL, ART BASEL AND MORE.

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.**

Our GUESTS

OUR GUESTS ARE DIVERSE, AFFLUENT, EDUCATED, PROFESSIONAL, AND CREATIVE PEOPLE. THESE ARE GUESTS WHO SUBSCRIBE TO A LIFESTYLE THAT ENHANCES THEIR SOCIAL STATUS AND ARE EXCEPTIONALLY LOYAL TO THE BRANDS THEY TRUST. AFFINITY NIGHTLIFE EVENTS ATTRACT PASSIONATE AND PERSUADING PROFESSIONALS WHO ARE TYPICALLY LABELED BY MARKETERS AS "LIFESTYLE AND LUXURY BRAND CONSUMERS." THEY ARE KEY INFLUENCERS, TASTE MAKERS AND CONNECTORS IN THEIR COMMUNITIES AND NETWORKS. THEY ENJOY PARTAKING IN ENTERTAINMENT ACTIVITIES MORE THAN THE AVERAGE CONSUMER AND ARE ENERGETIC ABOUT THE PRODUCTS THEY SHOWCASE AND TEAMS THEY SUPPORT. MOREOVER, THEY ARE CIVIC MINDED, SOCIALLY CONSCIOUS, AND GREAT PHILANTHROPISTS. OUR INVITED GUESTS HAVE AMASSED FOLLOWERS AND INFLUENCE THROUGH THEIR IN-PERSON AND ONLINE PERSONAS. FORMER ATHLETES, LOCAL PERSONALITIES, AND AWARD RECIPIENTS ARE ALL EXPECTED TO BE IN ATTENDANCE.

WE'VE GOT REACH

EMAIL LIST (LA BASED)

110K

SNAPCHAT VIEWS

100M+

TIKTOK

20M+

IG NETWORK

50M+



ACADEMY LA

ACADEMY LA IS THE BEST OF ALL NIGHTCLUBS IN LOS ANGELES. IT HAS EVERYTHING YOU COULD WANT IN A NIGHTCLUB, INCLUDING A STATE-OF-THE-ART SOUND SYSTEM, AMAZING DJS, AND STUNNING ATMOSPHERE. THE CLUB IS ALSO KNOWN FOR ITS WORLD RENOWNED PRODUCTION AND ARTISTS EVERY WEEKEND.

VENUE



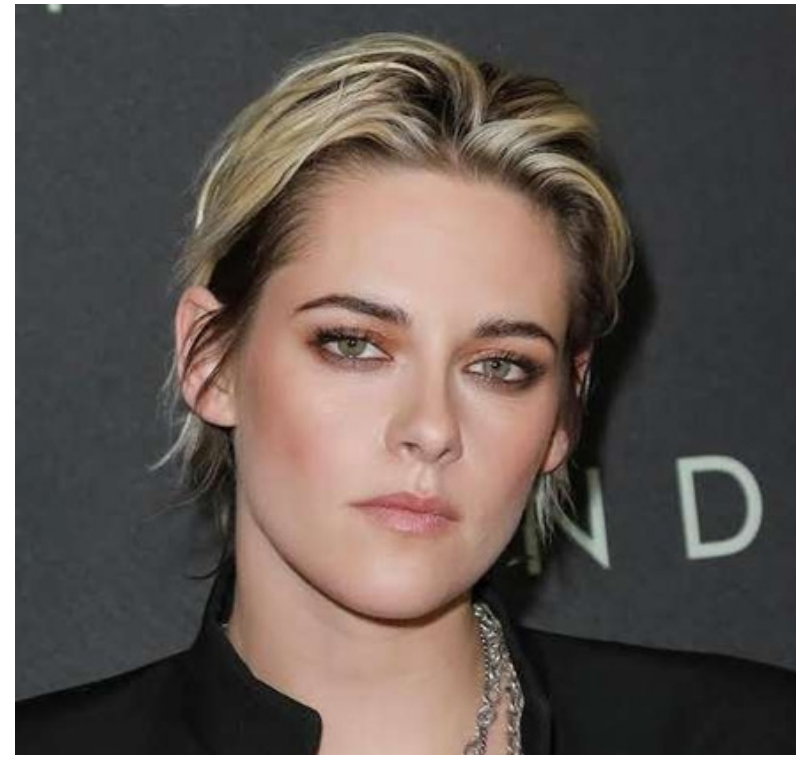
PAST HOSTS



SEBASTIAN STAN



DONALD GLOVER



KRISTEN STEWART



QUINTA BRUNSON



JAMIE FOXX



ALICIA VIKANDER



TARAJI P HENSON



RACHEL ZEGLER

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

BRAND PARTNERS



PRETTYLITTLETHING

R H U D E



Moët Hennessy



NETFLIX



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.**

TITLE SPONSORSHIP

TITLE CATEGORY- EXCLUSIVITY

LOGO VIDEO INCLUSION

BRAND RECOGNITION ON OFFICIAL EVENT INVITATION & MARKETING GRAPHICS

ON-SITE PRESENCE AND BRANDING THROUGHOUT EVENT VENUE IN RELEVANT LOCATIONS

PROMINENT AND FEATURED INCLUSION ON MASTER STEP & REPEAT

PRESENTING SPONSOR PSA VIDEO OR COMMERCIAL PLAYED

PSA VIDEO OR COMMERCIAL PLAYED ON OFFICIAL EVENT SOCIAL MEDIA CHANNELS (IG, FB)

PRESENTING SPONSOR BRAND PROMOTIONS ACROSS ALL PLATFORMS

PRESENTING SPONSOR LOGO TO BE FEATURED PROMINENTLY ON ALL MARKETING MATERIALS AND BRAND

PROMINENTLY INCLUDED IN ALL PRESS RELEASES AND EVENT RECAPS

- OPPORTUNITY TO BE ENGAGED BY SOCIAL MEDIA MICRO & MACRO INFLUENCERS FOR SOCIAL MEDIA POSTS**

- ACCESS TO AFFINITY INFLUENCERS, VIPS, CELEBRITIES, SPONSORSHIP PARTNERS & MEDIA THROUGH DIRECT ON-SITE PRESENCE**

EVENT PR SERVICES & MEDIA COORDINATION

OPTION TO HOST A PRIVATE EVENT FOR INFLUENCERS, SPONSORS, VIPS, AND CELEBRITIES •*ADDITIONAL COSTS MAY BE REQUIRED

OPTION TO PROVIDE BRANDED PRODUCTS OR MATERIALS IN ALL GIFT BAGS - 500 UNITS (100 PRESS/CELEB/INFLUENCERS/VIPS PER DAY)

INCLUDES ACTIVATION ON SITE AT CONTRACTED VENUE

ACCESS AND PRESENCE AT ALL EVENTS DURING THAT SPECIFIC WEEK (AFTER PARTIES, GALA'S, CASTINGS)

PRICE: \$100,000

TITLE SPONSORSHIP

PLATINUM

- DESIGNATION AND RECOGNITION AS PRESENTING SPONSOR: TITLE SPONSORSHIP
- EARLY ENTRY WITH VIP MEET-AND-GREET AND 2 VIP TABLES 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: \$50,000

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: \$20,000

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: \$10,000

SILVER

THANK YOU

**FOR ANY QUESTIONS OR TO SECURE
A SPONSORSHIP CONTACT:**

**ADAM GLOVE
ADAM@AFFINITYNIGHTLIFE.COM**

**RODERICK HENLEY
NPIMANAGEMENTBIZ@GMAIL.COM**

**FOR ANY PR OR MEDIA INQUIRIES
CONTACT:**

**DIANNE QUIRANTE
DIANNE@EMCBRANDS.COM**

**ROBERT BARRIOS
ROBERT@EMCBRANDS.COM**