

THE ICON BAG PRESS EVENT

"UNTAMED, UNSEEN, UNFORGETTABLE"

NEW YORK, NY | MAY 23, 2025 6:30pm-9:30pm

SPONSORSHIP PROSPECTUS





The ICON bag

The ICON was born as a statement of style, quality, and sustainability. It is an exquisite embodiment of luxury and craftsmanship, perfect for the discerning individual. The ICON is crafted from LWG Gold rated luxury leather, ensuring not only exceptional quality but also a commitment to sustainable practices in leather production. This certification signifies that our leather meets stringent environmental and ethical standards.







Join us for the exclusive launch event of PALU's signature bag The ICON

- Branded Press Event
- Step-and-Repeat with industry photographers
- Attendees include: Press, Stylists, Influencers & Celebrity Appearances
- Curated music by DJ Audiopost
- 2 specialty cocktails, passed canapes and passed desserts
- On-site boutique with 2 sales associates and product installation
- Visuals projected throughout the space all night. Visuals include PALU marketing (photo and video assets) as well as sponsorship marketing opportunity
- Custom PALU scent to transform the space

Access

- This event will bring together fashion inspired individuals across multiple platforms including press, social media influencers and celebrities

Insight

Learn and discover what are the current trends in fashion accessories

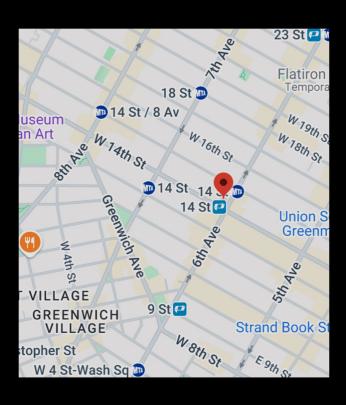
Network

- Collaborate and network with individuals within the fashion business elevating your exposure to the industry

Marketing & Visibility

- Opportunity to market directly to influential stakeholders within the fashion and fashion accessory sphere.

EVENTVENUE





OASES NYC

101B W 14th St, New York, NY 10011

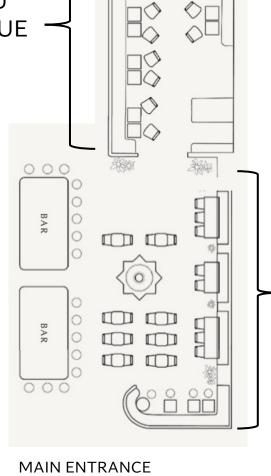
https://www.oasesnyc.com











MAIN EVENT SPACE



ICONIC Level

\$10,000+

- Recognition as titular sponsor with highlight in the VIP boutique showcasing "PALU Boutique" presented by "YOUR TEAM"
- Extensive brand feature on social media with pre and post event coverage.
- Premium logo location on step-and-repeat
- Opportunity to share product and marketing space within our Boutique area
- Includes all benefits of the GUNMETAL and GOLD sponsorship Tiers

GOLD Level

\$5,000

- Enhanced visibility on event signage and at the venue with mid-tier positioning on step-and-repeat
- Inclusion in a press release distributed to local media and fashion influencers
- An engaging social media highlight before and after the event.
- Includes all features found in the GUNMETAL tier.

GUNMETAL Level

- Logo placement on event marketing materials (digital invites, social media posts, tier 3 placement on step-and-repeat

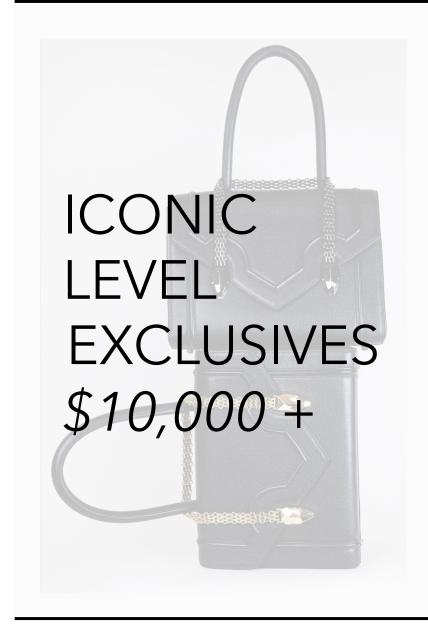
- Verbal acknowledgement of contributions by the host during our event.

- Include a selection of promotional materials or samples inside attendee gift bags.









Title recognition in PALU Boutique

Be recognized as titular sponsor with highlight in the VIP boutique showcasing "PALU Boutique" presented by "YOUR TEAM"

---> Brand Feature

Extensive brand feature on social media with pre- and post-event coverage. Premium logo location on step-and-repeat

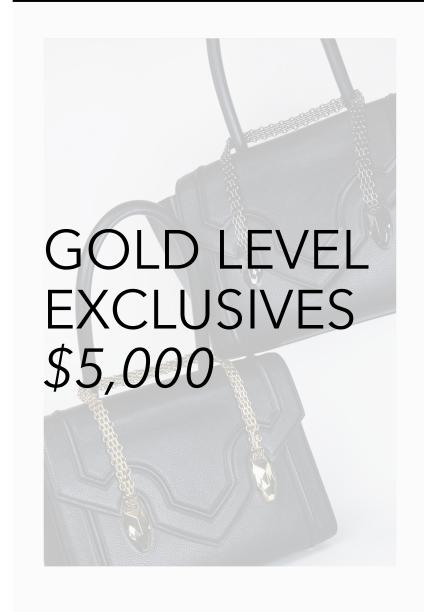
Presents PALU

Boutique

Share product and marketing space within our VIP area

→ All Tier Benefits

Includes all benefits of the GUNMETAL and GOLD sponsorship Tiers



→ Visibility

Enhanced visibility on event signage and at the venue with mid-tier positioning on stepand-repeat

---> Press

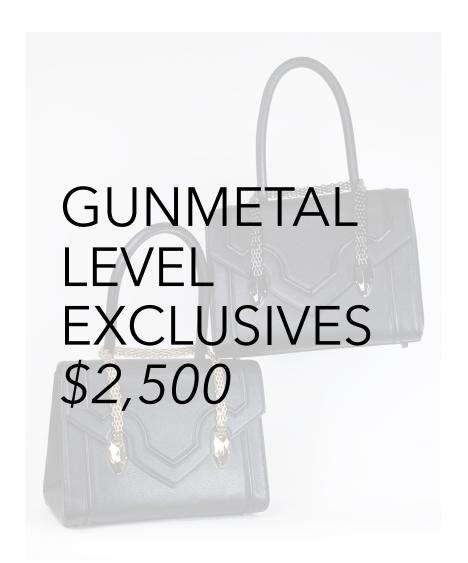
Inclusion in a press release distributed to local media and fashion influencers

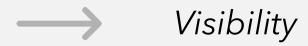
---> Social Media

An engaging social media highlight before and after the event.

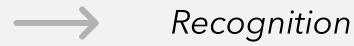
GUNMETAL Tier
Benefits

Includes all features found in the GUNMETAL tier.





Logo placement on event marketing materials (digital invites, social media posts, tier 3 placement on step-andrepeat



Verbal acknowledgement of contributions by the host during our event.



Product Opportunity Include a selection of promotional materials or samples inside attendee gift bags.

"this handbag is my love letter to the chic women of New York City" - PALU







"in the world of luxury, a handbag is your first impression" -PALU





P A L U

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