

Trendsetters Suite

Celebrity Gifting Experience

In honor of

SUPER BOWL XLIX

San Francisco, CA

Presented by:



**THE
POWERHOUSE
AGENCY**

VR

■ ■ The Velvet Rope ■ ■

OVERVIEW

WHAT:

To commemorate 50 years of America's greatest game, Trendsetters will host its celebrity gifting suite in honor & celebration of Super Bowl XLIX.

This invite-only event will spoil selected VIPs by gifting them with a variety of the following:

- Luxury Brands
- Emerging Fashion Gear
- Pampering Treatments
- Technology Products
- Trendy Accessories
- Health, Beauty & Nutrition products.

WHEN/WHERE:

On Friday, February 5, 2016, The Trendsetters Suite will take place at an exclusive private location in beautiful San Francisco, where the Super Bowl will also be hosted.

WHY:

This event is a rare opportunity for brands to gift their product directly into the hands of professional athletes, celebrities, and other influential individuals. In addition, Trendsetters provides incredible PR exposure opportunities with direct access to media.



BRAND BENEFITS

Many celebs & athletes will be in town to celebrate the 50th Super Bowl anniversary, so whether you're launching a new product line, increasing brand awareness or working to stay ahead of the competition, our gifting suite is the perfect outlet to connect your brand to these VIP's. You will have the opportunity to personally introduce your brand/products in an up-close and one-on-one interaction setting with invited celebrities, pro athletes, press and other VIPs, along with photo opportunities at an affordable rate that won't break your marketing budget. Typically, brands spend thousands of thousands or even millions of dollars creating this form of celebrity persuasion & credibility for their brand, so we eliminate the exorbitant costs through this gifting suite concept. We have established industry relationships and work closely with athletes, entertainers, publicists, managers, agents, and more to attract a high rate of celebrity & athlete attendance. We expect to have plenty of celebrities/professional athletes, media outlets & social media influencers for you to network with.

Photos & Marketing:

Professional photographers will be positioned by your display area to capture celebrities posing & interacting with your product, which in turn can be used in a variety of ways including but not limited to:

- *Magazine and Press Submissions
- *Social Media Mentions
- *Promotions
- *Media Exposure

Media:

We invite a variety of media and press outlets to cover this event and interview attending guests. Some of the media expected include but not limited to:

- Television
- Radio
- Social Media
- Bloggers
- Print
- Online

Exposure Opportunities

The Trendsetters Suite red carpet provides an incredible opportunity for brand exposure and association with talent!



Trendsetters



**YOUR
LOGO
HERE**



Trendsetters



TRENDSETTERS RED CARPET GALLERY

(PARTIAL LIST)



Arguably



Arguably



PAST CELEB ATTENDEES

(PARTIAL LIST)

- Actor Boris Kodjoe
- Actress Nicole Ari Parker
- Actress Dascha Polanco
- Recording Artist Erica Campbell
- Model/Actress Karrueche Tran
- Recording Artist Christina Milian
- Actress Vivica Fox
- Golden State Warriors Draymond Green
- 49ers Marcus Cromartie
- Dallas Cowboys James Anderson
- Actor/Choreographer Casper Smart
- Former NBA Player Baron Davis
- Former NFL Player Terrell Owens
- Former NBA Player Doug Christie
- Former NBA Player John Salley
- Olympic Gold Medalist Shawn Johnson
- Kansas City Chiefs Andrew East
- Baltimore Ravens Robert Myers
- Buffalo Sabres Evander Kane (NHL)
- Portland Trailblazers Dorell Wright
- Detroit Lions Golden Tate
- Jacksonville Jaguars Mercedes Lewis
- Arizona Cardinals Antonio Cromartie
- Seattle Seahawks Jeron Johnson
- Tennessee Titans Bishop Sankey
- Green Bay Packers David Bakhtiari
- Kansas City Chiefs Dee Ford
- St. Louis Rams Austin Pettis
- Denver Broncos Julius Thomas
- Jacksonville Jaguars Andre Branch
- NY Giants Prince Amukamara
- Carolina Panthers Kenjon Barner
- Indy Car ESPY winner Ryan Hunter-Reay
- Dallas Mavericks Charlie Villanueva
- Dallas Mavericks JaVal McGee
- Philadelphia Eagles Brandon Graham
- Pittsburgh Steelers Martavis Bryant
and many more...

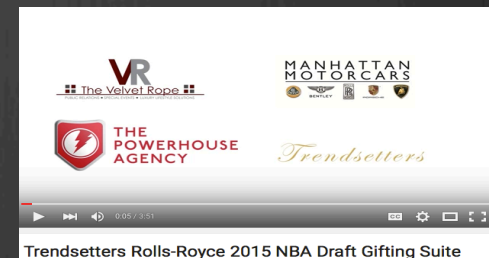
TRENDSETTERS MEDIA

CLICK ON THE VIDEO IMAGES BELOW TO VIEW RECAPS
FROM PREVIOUS TRENDSETTERS SUITES

JULY 2015
TRENDSETTERS ESPYS
ROLLS ROYCE BEVERLY HILLS



JUNE 2015
TRENDSETTERS ESPYS
MANHATTAN MOTORCARS NEW YORK



JULY 2014
TRENDSETTERS ESPYS
PHILLIPE CHOW BEVERLY HILLS



SPONSORSHIP TIERS

SPONSOR BENEFITS	Platinum \$5500	Gold \$3500	Silver \$2500	Gift \$1500
Product placed in open table (product given to talent by our assigned staff) No on-site Sponsor Rep				✓
Press release mention with photo (group photo of all gifting products sent to media, photo agencies, etc.)	✓	✓	✓	✓
Digital file of event photos (within 5 biz days post event)	✓	✓	✓	✓
Photo opportunities with celebrities and your product	✓	✓	✓	
Direct access to on-site media	✓	✓	✓	
Post Media Recaps (within 14 business days)	✓	✓	✓	
Assigned space & table with linen & Sponsor Representative (can bring your own logo table cover) [hot food brands to bring own cookware & setup)	✓ •4 Reps •6 ft table •Personal Photog/Video • allowed	✓ •2 Reps •4 ft table	✓ •1 Rep •3 ft table	
Table logo display (sponsor responsible for providing own banner) [display inch sizes is WxH)	✓ •Max 36X36	✓ • Max 30X30	✓ max 24X24	
Floor banner display (sponsor responsible for providing own banner)	✓ •Max 48X96	✓ • Max 33X72		
Logo on step & repeat banner (limited option)	✓			

Product exclusivity option available at \$10,000

ABOUT

About Trendsetters:

Developed by PR veteran, Linda Luna of The PowerHouse Agency, The ESPYS Trendsetters Suite was meant to cater to a diverse celebrity crowd, especially the male celebrity. With years of participating in a variety of gifting suites with her clients, Linda began to notice a lack of products available to her male clients, specifically at athlete related gifting events, which eventually would turn her clients off from attending the same gifting suites. In 2014 as the ESPY's were approaching, Linda created The Trendsetters Gifting Experience with the intent to not only cater to the male celebrity but also reignite a positive gifting experience for athletes and celebrities in general. The first gifting suite was held at Philippe's, a popular Beverly Hills establishment, which attracted over 50 athletes and celebrities and was commented as one best gifting experiences in a long time by many of the attending celebrities and participating brands.

About The PowerHouse Agency:

The PowerHouse Agency is an established boutique PR, Branding and Management Agency specializing in the Sports & Entertainment Industries, founded by PR Veteran Linda Luna, TPA represents Professional Athletes, Entertainers and Brands in the areas of public relations, branding, management and event planning. With an extensive rolodex and established industry relationships, TPA has provided services for many clients and worked with many brands and events.

About The Velvet Rope:

The Velvet Rope Agency, founded by PR veteran Jameela Jackson is a boutique public relations and special events company specializing in media relations and event planning with a diverse body of work in the television, entertainment, lifestyle, and consumer spaces. The Velvet Rope is partner of the Trendsetters Celebrity Gifting Experience.

CONTACT

To discuss this opportunity, please contact us:



**THE
POWERHOUSE
AGENCY**

The PowerHouse Agency

Email: linda@thepowerhouseagency.com

Phone: 310.774.1999

Website: www.thepowerhouseagency.com

OR



The Velvet Rope

Email: jameela@velvetropelife.com

Phone: 310.270.3786

Website: www.velvetropelife.com

For more info, visit: www.trendsetterssuite.com

Trendsetters is not affiliated with the NFL Super Bowl