

**WHAT'S AHEAD**

— BMF MEDIA —

**UPCOMING EVENTS**

 MUSIC LOUNGE

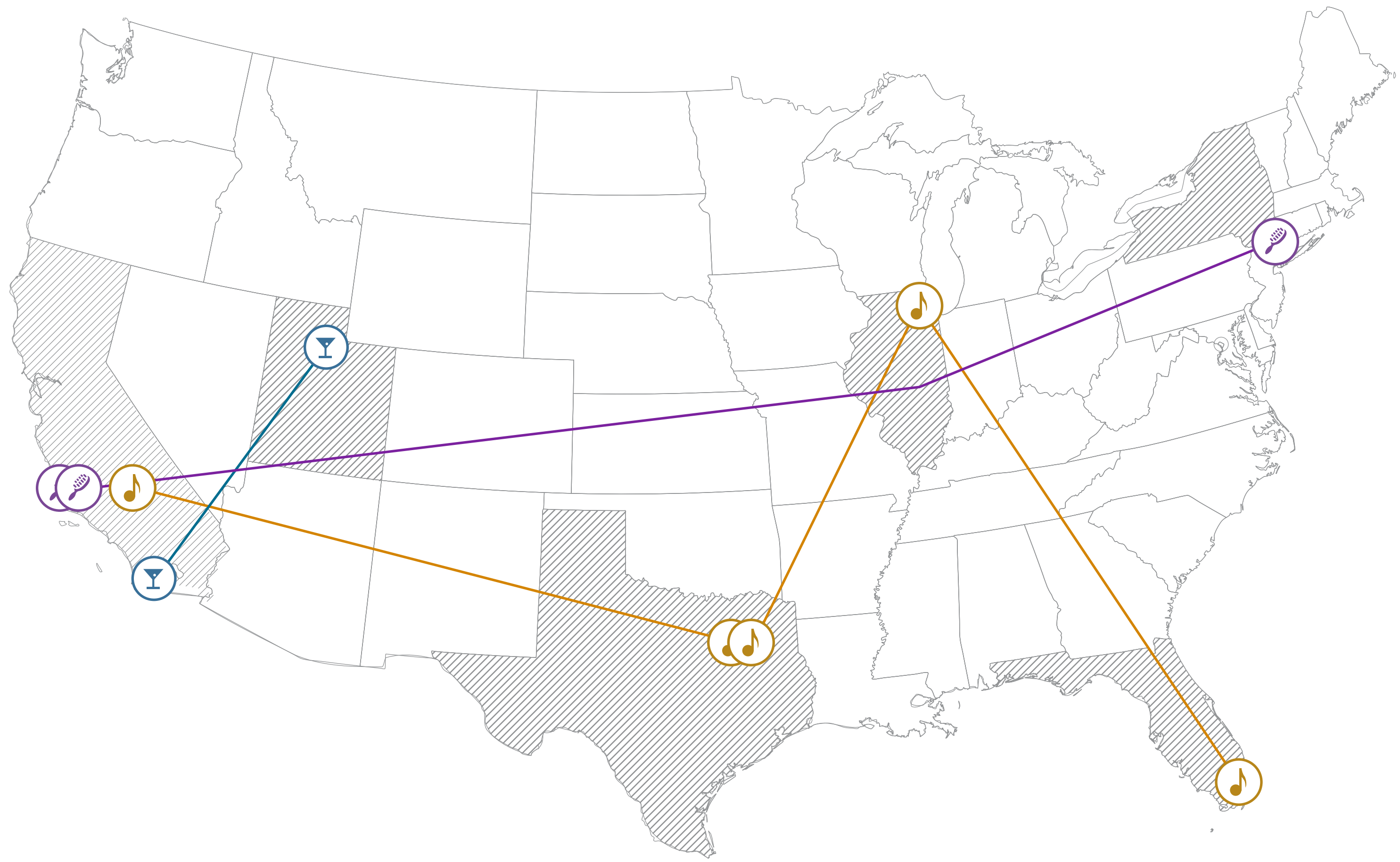
- SXSW
- ULTRA
- Coachella
- Lollapalooza
- ACL

 BEAUTY BAR

- Golden Globes
- Fashion Week
- Emmy Awards

 CAFÉ + OASIS

- Comic-Con
- Sundance Film Festival
- Art Basel Miami



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## GOLDEN GLOBES BEAUTY BAR

Dates: January 12 - 13, 2015

Location: Los Angeles, CA

[2015 Beauty Bar Sponsorship](#)

[2013 Colgate Beauty Bar Golden Globes Recap](#)

[2014 Colgate Beauty Bar Golden Globes Recap](#)

The Beauty Bar will return to LA for the Golden Globes in January 2014. The Beauty Bar will take over a beautiful salon in West Hollywood to provide an array of luxury services for media, celebrities and influencers. Guests will have the opportunity to relax, get pampered, and glammed up before their big night.

## THE GRAMMY'S FRIENDS 'N' FAMILY DINNER & PARTIES

Dates: January 22, 2015 (dinner) January 23, 2015 (party)

Location: Los Angeles, CA

[2014 Grammy FNF Party Recap](#)

[2014 Grammy FNF Dinner Recap](#)

[2013 Grammy FNF Party Recap](#)

[2012 Grammy FNF Party Recap](#)

[2015 Grammy FNF Dinner Sponsorship Deck](#)

[2015 Grammy FNF Party Sponsorship Deck](#)

The Annual Friends 'N' Family party is returning to the Grammy's for its' 17th year! Having begun as an underground insider favorite amongst celebrities, the party has grown to become the much anticipated season's biggest Grammy party. The dinner is held at a high-end Beverly Hills restaurant rented out solely for the dinner and represents one of the most intimate and forward industry leader focus music industry events of the weekend.

## SUNDANCE

Date: January 15 – 19, 2015

Location: Park City, UT

[2015 Park City Next Generation Filmmaker Series Sundance Sponsorship Deck](#)

[2015 573 Main Street Sundance Sponsorship Deck](#)

[2014 Park City Next Generation Filmmaker Series Sundance Recap](#)

[2014 Park City Miami Lounge Sundance Recap](#)

[2014 Park City Udi's Cafe Sundance Recap](#)

BMF will take Park City by storm with daytime and nighttime activations for key influencers, celebrities, tastemakers, and media in town for the Sundance Film Festival. BMF will present the Oasis: a three-day relaxation haven, along with the pop-up eatery Café serving complimentary meals and signature cocktails for VIPs each day. Night activations will consist of dinners, cocktail parties, and after parties celebrating films featured in the Sundance Film Festival.

## BEAUTY BAR DURING FEBRUARY NYFW

Dates: February 9-10, 2015

Location: New York, NY

[2015 Beauty Bar Sponsorship](#)

[2014 Panasonic Beauty Bar NYFW Recap](#)

[2013 Colgate Beauty Bar NYFW Recap](#)

The Beauty Bar is back in New York City to provide the ultimate in VIP treatments during New York Fashion Week this February. Top stylists, makeup artists and manicurists all join at one location to pamper A-list celebrities, media, and tastemakers with complimentary beauty services. Not just a "pop-up salon," the Beauty Bar is an inviting haven where guests can relax, indulge in cocktails and appetizers and access the latest must-have products.

## SXSW

Dates: March 6-10 2015 (Fast Company Grill), March 12 - 14, 2015

(Music Lounge and Café)

Location: Austin, TX

- [2015 Music Lounge Sponsorship Deck](#)
- [2015 Cafe Sponsorship Deck](#)
- [2014 The Naked Grape Wines Music Box Recap](#)
- [2014 Palladia Cafe Recap](#)
- [2014 Fast Company Grill Recap](#)
- [2014 Palladia Epic. Awesome. Showcase](#)
- [2013 Asos Music Lounge Recap](#)
- [2013 Vh1 Cafe Recap](#)
- [2013 Fast Company Grill Recap](#)

BMF Media will bring its Music Lounge, Café, and Fast Company Grill series to Austin creating the ultimate VIP retreats for artists, media, celebrities, VIPs and tastemakers to relax and recharge during SXSW Interactive and Music

## PEREZ HILTON'S ONE NIGHT IN AUSTIN

Date: March 14, 2015

Location: Austin Music Hall - Austin, TX

- [2015 Perez ONI Austin Sponsorship Deck](#)
- [2014 Perez ONI Austin Recap](#)
- [2013 Perez ONI Austin Recap](#)

Famed blogger and music enthusiast, Perez Hilton will bring the annual “One Night In” series to Austin for the 7th consecutive year during SXSW. Perez Hilton's One Night In Austin creates one of the largest and hottest parties with past performances by names such as Kanye, Timbaland, Capital Cities, Fall Out Boy, Macklemore & Ryan Lewis, Nervo, Katy Perry, Snoop Dogg and A-Trak. Perez Hilton's One Night In Austin has proved to be one of the most successful events during SXSW resulting in sold out shows at Austin Music Hall each year.

## ULTRA

Date: March 25 - 27, 2015

Location: Miami, FL

- [2015 Ultra Music Lounge Sponsorship Deck](#)
- [2014 SiriusXM Music Lounge Recap](#)
- [2013 Motorola Music Lounge Recap](#)
- [2012 Belvedere Music Lounge Recap](#)

For the fifth straight year, BMF will bring the Music Lounge to Miami during Ultra Music Festival by hosting an exclusive three-day party at one of the hottest hotel's in South Beach. The event will invite VIPs, celebrities, industry influencers, talent, and media to enjoy live music performances by the top EDM DJs, complimentary cocktails, and exclusive gifting by brands in line with the electronic music space.

## COACHELLA

Date: April 10 – 12, 2015

Location: Palm Springs, CA

- [2015 Music Lounge Palm Springs Sponsorship Deck](#)
- [2014 Music Lounge Palm Springs Recap](#)
- [2013 Hard Rock Music Lounge Palm Springs Recap](#)
- [2012 Hard Rock Music Mansion Palm Springs Recap](#)

Recognized as one of BMF's most reputable productions, the Music Lounge is a multi-day VIP mainstay for artists, celebrities, brand partners and key consumers. The Music Lounge provides a unique opportunity for marquee brands to have direct access to established and up-and-coming talent during Coachella. The multi-day lounge consists of daytime programming featuring live performances, product seeding and interactive brand activations.

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## LOLLAPALOOZA

Date: September 31 - August 2, 2015

Location: Hard Rock Chicago - Chicago, IL

[2014 Hard Rock SOYS Music Lounge Recap](#)

[2013 RS X SOL Lobby Takeover Recap](#)

[2013 It's So Miami Lollapalooza Recap](#)

[2013 ck one Music Lounge Lollapalooza Recap](#)

[2013 ASOS Rocks Recap](#)

Returning for our 10th consecutive year, BMF Media will take over the Hard Rock Hotel Chicago during the 2014 Lollapalooza festival. With tailored activations available within The Hard Rock Hotel, BMF Media will bring brands to life during the highly-anticipated festival. The hotel will be the Chicago hot spot for celebrities, artists, and trendsetters during the three-day takeover, complete with lobby activations, VIP branded suites and exclusive Angels & Kings after-parties.

## PEREZ HILTON'S ONE NIGHT IN LA - MTV VMAS

Date: August, 2015

Location: Los Angeles, CA

[2014 Perez Hilton VMAs Sponsorship Deck](#)

Famed blogger and music enthusiast Perez Hilton returns to Los Angeles for his legendary, fifth annual, "One Night In" concert series celebrating the 2014 MTV VMAs. Now in its 5th year, this must attend showcase features some of the hottest and up-and-coming acts perfectly paired with an array of intimate experiences, branded activations, and VIP services. Hundreds of fans pour into the venue to catch a glimpse of marquee artists fueling the crowd each minute of this eight hour spectacle.

## BEAUTY BAR DURING SEPTEMBER NYFW

Date: September 8 - 9, 2015

Location: New York, NY

[2015 Beauty Bar Sponsorship](#)

[2014 Panasonic Beauty Bar NYFW Recap](#)

[2013 Colgate Beauty Bar NYFW Recap](#)

The Beauty Bar will come back to NYC for Fashion Week in September 2014. The Beauty Bar will take over a beautiful salon of NYC and provide an array of luxury services for media, celebrities and influencers. Guests will have the opportunity to relax and get pampered before heading out to join in the craziness of Fashion Week events.

## AUSTIN CITY LIMITS

Date: October 2-4, 2015

Location: American Legion Hall - Austin, TX

[2013 Discover Great Music Lounge ACL Recap](#)

BMF Media will once again transform the American Legion Hall into the Music Lounge in Austin during Austin City Limits. The lounge will serve as the ultimate after-party spot for talent, media, and VIPs right around the corner from the festival grounds. In 2013, the Discover Great Music Lounge presented by Pizza Hut had guests lined up for Pizza Hut's new 3-cheese Stuffed Crust pizza dished out from a 53-foot Mobile Kitchen. Guests hung out in custom beer gardens, and watched live performances by Walk The Moon, Nabiha, and Striking Matches while Penguin Prison DJ'd between sets.

## ART BASEL ARCHITECTURAL DIGEST OASIS

Date: December 3 - 6, 2015

Location: Miami, FL

[2013 Architectural Digest Oasis Recap](#)

[2012 Architectural Digest Oasis Recap](#)

For the 4th consecutive year, BMF will work with Architectural Digest to create a haven for art, design, business, and Hollywood influencers to enjoy a gorgeous setting with complimentary cuisine, cocktails, live art installations, interactive galleries, celebrity guests and DJs, art and design programming, hosted special events and performances, and day spa services. The AD Oasis will continue to be the hot spot for tastemakers in town for Art Basel Miami Beach.

**THANK YOU**

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