

# JOIN US

# The best celebrity events & luxury lounges

At GBK's exclusive Luxury Lounges, you have the opportunity to get your product in the hands of celebrities, influencers and media.

Brands will receive numerous photos with talent holding their products, which can be used in a myriad of ways including but not limited to:

- Social Media
- Website
- Magazine & TV Features
- Press Releases
- Online Promotion
- Tradeshow Displays





# BENEFITS

## Of GBK Brand Bar

Whether you are launching a new product line, showcasing a revamped existing line, increasing brand awareness or working to stay ahead of the competition, our <u>luxurious events will introduce you to the industry's elite</u>.

#### **PHOTOS & VIDEO**

- · We will capture photos and interactions with your brand
- · You will receive your digital photos in 2-3 business days after event
- · Option to have a sizzle reel created

#### TARGETED RELATIONSHIP BUILDING

- · Meet face to face with talent and media
- · Introduction to top industry executives & VIP's
- · Opportunity to network and build brand awareness

#### **EXPOSURE IN THE PRESS**

- · Inclusion in press releases
- · Top media outlets in attendance i.e. Forbes, People, UsWeekly, Huffington Post, OK! Magazine, LA Weekly, EXTRA TV and many more
- · Over 100 million media impressions per event

#### **POST EVENT**

- · Receive press and media recaps within 2 weeks of event completion
- · Featured in local, national, and international press coverage
- · Large potential to gain a celebrity spokeperson for your product





## CALENDAR

at GBK Brand Bar

#### January

Official Critics'
Choice Awards
Lounge
Los Angeles, CA

#### February

Super Bowl
Weekend Celebrity
Golf Tournament VIP
Talent Lounge
Las Vegas, NV

#### March

Pre-Academy Awards Lounge Los Angeles, CA

#### April

Annual George Lopez Celebrity Golf Classic VIP Players' Lounge Los Angeles, CA

GIVIN

#### May

Annual Anthony Anderson Celebrity Golf Classic VIP Players' Lounge. Los Angeles, CA

#### July

Pre-ESPY
Awards Lounge
Los Angeles, CA

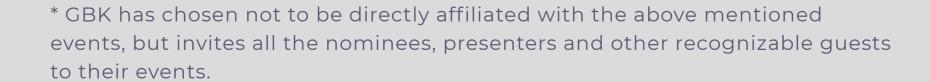
#### September

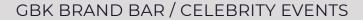
Pre-Primetime
Televsion
Awards Lounge
Los Angeles, CA

#### November

Rock & Roll Hall of Fame Backstage Artist Green Room Cleveland, OH

ebay





## OPPORTUNITIES

at GBK Brand Bar

### GOLD \$7,500 Package

- Three foot product display space
- Photo opportunities with talent at your space
- · Inclusion in press release

## PLATINUM

\$10,000 Package

- · One on-site representative
- · Direct access to attending media
- · Preferred placement at the event
- Exclusivity within your product category
- · Guaranteed placement in leading world-class magazine
- · Six foot product display space
- · Photo opportunities with talent at your space
- · Inclusion in press release







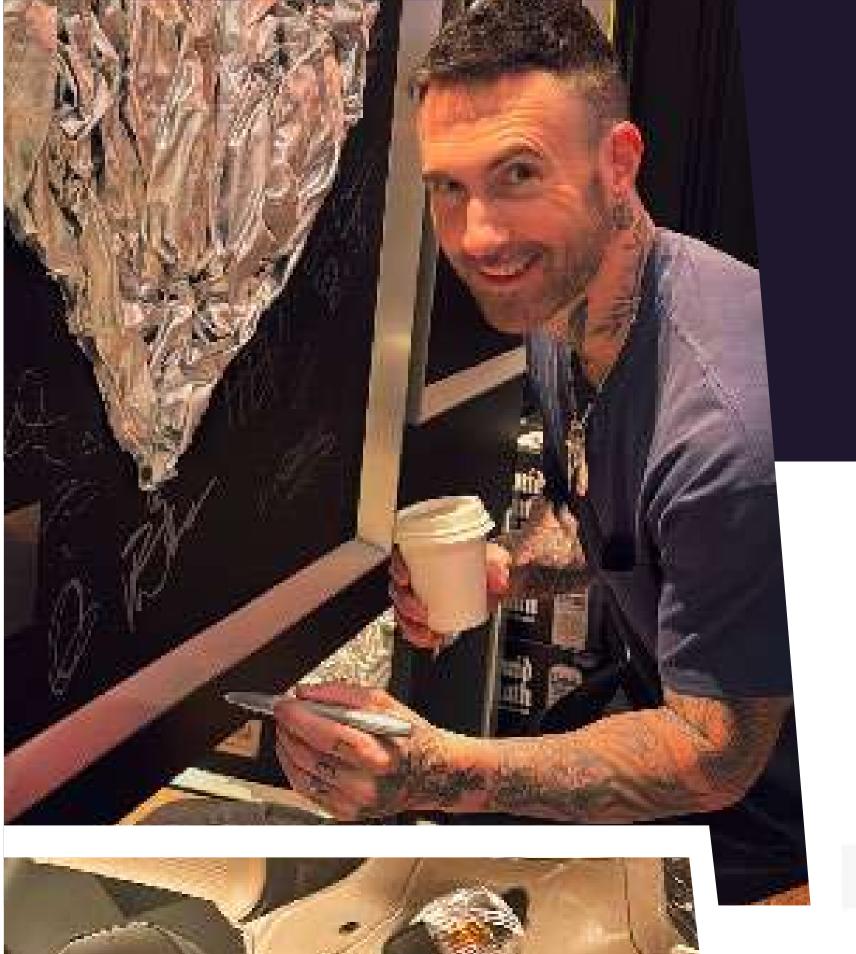
## OPPORTUNITIES

at GBK Brand Bar

### TITLE

\$50,000 Package

- · Naming rights of event
- Three on-site representatives
- Twelve foot product display space
- · Company name or logo on event invite to all talent and press
- Premiere placement at the event
- · Logo on step and repeat
- Photo opportunities with talent at your space
- Inclusion in public relations newswire
- · Inclusion in press release
- · Direct access to attending media
- Exclusivity within your product category
- · Guaranteed placement in leading world-class magazine



# MEDIA

at GBK Brand Bar







































































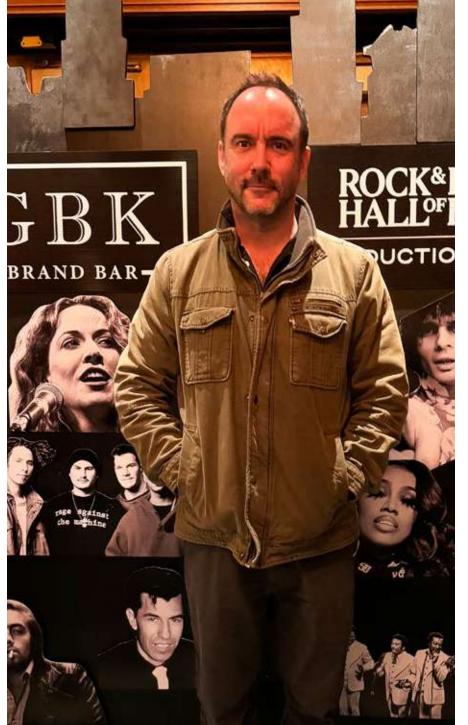


## PASTATENDEES

Steven Tyler . Ed Sheeran . Olivia Rodrigo . Pat Benatar . Eurythmics . Evan Peters Magic Johnson . Jamie Foxx . Whoopi Goldberg . Viola Davis . Anthony Anderson Usher . Linda Cardellini . Angela Bassett . Neil Patrick Harris . Spike Lee . Leslie Jones Reba . Susan Sarandon . Mark Hamill . Chrissy Metz . Nicole Scherzinger . David Schwimmer Jesse Tyler Ferguson . Eric Stonestreet . Miles Teller . Eugene Levy . Tony Hawk . Joe Jonas Diplo . Steve Aoki . Serena Williams . Jennifer Aniston . Olivia Wilde . Maisie Williams Chris Paul . Mark Cuban . Martha Stewart . Craig Robinson . Seth Curry . Smokey Robinson Andra Day . HER . Chris Tucker . Helen Mirren . Katherine Heigel . Melissa McCarthy . Wilmer Valderrama Dennis Quaid . Gina Rodriguez . Amy Adams . Tori Kelly . Gerard Butler . John Legend . Martin Short Demi Moore . Channing Tatum . Rachel Brosnahan . Kesha . Leonardo DiCaprio . Liam Payne Queen Latifah . LL Cool J . Dave Matthews . Sia . Bernie Taupin . Missy Elliott . Adam Levine . Common











### ABOUT GBK BRAND BAR

### Make your brand shine

Today's best brands align themselves with GBK's celebrity events to get their products into the hands of some the most recognizable names in the entertainment industry. These invite-only events allow clients to have face to face interaction with key press, celebrities, influencers, and other VIP's. Our events give brands specialized photo opportunities with their products and the celebrities in attendance that they can potentially use for social media, their website, trade shows, submissions to press and more.

**GBK** has taken part in high profile events and pre-parties prior to the Academy Awards, Emmys, Golden Globes, Grammys, MTV Movie Awards, Teen Choice Awards, BET Awards, Sundance Film Festival, New York Food & Wine, Art Basel, Cannes Film Festival, Rock & Roll Hall of Fame, and Coachella Valley Music and Arts Festival as well as celebrity golf tournaments and charity galas.

**GBK** has been featured Forbes, Wall Street Journal, People Magazine, US Weekly, InStyle, USA Today, New York Times, LA Times, CNN, Vogue, GQ, Vogue, Billboard Magazine and many nationally read publications.

**GBK** has also been seen on NBC, ABC, CBS National News, EXTRA, KTLA, MSNBC, FOX, CNN Headline News, and many others.

<sup>\*\*</sup> GBK has chosen not to be directly affiliated with the award shows, but invites all the nominees, presenters and other recognizable guests to their events.

