



Poolside Gifting and VI P Lounge

Celebrating the 62nd Annual Emmy Awards

Private Beverly Hills Estate



Overview:



Children Uniting Nations and Bellafortuna Entertainment have partnered together to produce the premiere gifting suite and celebrity lounge during the 62nd Annual Emmy Awards. Companies will have the opportunity to introduce their products and brand to celebrities while supporting Children Uniting Nations (www.childrenunitingnations.org). CUN will be honoring a featured celebrity and a special child during the event.

Venue and Vibe:



The Poolside Gifting Lounge and VIP Lounge will be held at the private Warner Brothers Estate Mansion of Daphna Ziman, Founder and Chairperson of Children Uniting Nations. Picture this . . . A poolside vibe with swimwear models lounging at the pool, a celebrity DJ, a gourmet lemonade stand, yogurt bar, celebrity chef BBQ tasting, photo booth, swimsuit wearing valet attendants greeting celebrities with a refreshing drink as they walk the Turquoise Carpet, and a candy themed gifting suite on the tennis courts!



About BELLAFORTUNA Entertainment

One of the most sought after product placement and gifting suite company in the United States and abroad, BELLAFORTUNA Entertainment caters to a clientele inaccessible by most. With a goal of ingenious perfection and creative implementation in mind, BELLAFORUNTA Entertainment delivers unique gifting suites with a consistent element of cutting edge style.

Founded in 2002, past experience includes hosting gifting suites for such prestigious and high profile award ceremonies such as the Academy Awards, Emmy Awards, Grammy Awards, American Music Awards and the NAACP Image Awards. BELLAFORTUNA Entertainment delivers on their objective, “your vision is our mission; we put your product in the entertainment spotlight,” every time.



About CHILDREN UNITING NATIONS

CUN is a proactive organization created to bring attention to the plight of at-risk and foster youth. The goal is to reach as many children in out-of-home care by offering role-model support, guidance, a sense of community and promote the importance of an education. Inspired by the Day of the Child, CUN wanted mentoring to be more accessible to children living in foster care and therefore created a mentoring program to be administered in every city nationwide (<http://www.childrenunitingnations.org>).



Media

Over 25 electronic and print media outlets from around the world, including but not limited to:

- Access Hollywood
- Entertainment Tonight
- Extra
- Wire Image Photographers
- LA Confidential Magazine
- 944 Magazine
- Hollywood Weekly Magazine
- LA Magazine
- STAR Magazine

AND MANY MORE!

Best of the Best Sponsor - \$50,000

- Recognition as Title Sponsor on all press releases, web-site, social-media, invites, signage and advertising
- Category exclusivity
- Logo on Step and Repeat
- COVER of Hollywood Weekly magazine featuring your brand
- Four representatives allowed on-site for both daytime and evening events
- Platinum placement in the gifting suite
- Branding of product in VIP Lounge
- Celebrities visiting the gifting suite will receive one of your gifts
- Personal introductions to celebrities, publicists and managers
- Large banner placement at gifting suite (responsible for producing own banner)
- Large banner placement at VIP Lounge (responsible for producing own banner)
- Photos by WireImage photographer, the leading digital photographic press agency/wire service, is the exclusive photographer. Photos of the celebrities with the products are posted on their site, available to the media world-wide. Sponsors can review and obtain photos.
- Sponsor receives images of their brand with celebrities
- Logo on CUN and Bellafortuna web-site
- 10 Tickets to TV Guide after party

Tennis Court Sponsor - \$20,000

- Recognition as Sponsor on all press releases, web-site, social-media, invites, signage and advertising
- Logo on Step and Repeat
- Four representatives allowed on-site for daytime and evening events
- Premiere Placement in the gifting suite (located on Tennis Courts)
- Branding of product in the VIP Lounge
- Celebrities visiting the gifting suite will receive one of your gifts
- Personal introductions to celebrities, publicists and managers
- Large banner placement at gifting suite (responsible for producing own banner)
- WireImage, the leading digital photographic press agency/wire service, is the exclusive photographer. Photos of the celebrities with the products are posted on their site, available to the media world-wide. Sponsors can review and obtain photos.
- Sponsor receives images of their brand with celebrities
- Logo on CUN and Bellafortuna web-site
- 6 Tickets to TV Guide after party

Poolside Sponsor - \$10,000

- Recognition as sponsor on all press releases, web-site and social-media
- Two representatives allowed on-site for daytime and evening events
- Lead placement in the gifting suite
- Celebrities visiting the gifting suite will receive one of your gifts
- Personal introductions to celebrities, publicists and managers
- WireImage, the leading digital photographic press agency/wire service, is the exclusive photographer. Photos of the celebrities with the products are posted on their site, available to the media world-wide. Sponsors can review and obtain photos.
- Sponsor receive images of their brand with celebrities
- Logo on CUN and Bellafortuna web-site
- 4 Tickets to TV Guide after party

A La Carte

- Photo Booth Sponsor - \$5,000
- Designated Photographer - \$1,000
- Assistance with Branding Merchandise – Inquire for more details
- Meals and beverages will be provided to sponsors throughout the day

Cabana Sponsor - \$5,000

- Recognition as sponsor on all press releases, web-site and social-media
- Two representatives allowed on-site for daytime and evening events
- Celebrities visiting the gifting suite will receive one of your gifts
- Placement in the gifting suite
- WireImage, the leading digital photographic press agency/wire service, is the exclusive photographer. Photos of the celebrities with the products are posted on their site, available to the media world-wide. Sponsors can review and obtain photos.
- Sponsor receive images of their brand with celebrities
- 2 Tickets to TV Guide after party

Pool Bag Sponsor - \$2,500

- Recognition as sponsor on all press releases, web-site and social-media
- Product placement in the celebrity gift bag
- Photo of the gift bag display will be taken including all items in the gift bag and will be posted on WireImage
- Press coverage of product
- WireImage, the leading digital photographic press agency/wire service, is the exclusive photographer. Photos of the celebrities with the products are posted on their site, available to the media world-wide. Sponsors can review and obtain photos.
- Sponsor receive images of their brand with celebrities

Event Details:

Friday, August 27, 2010
10 AM – 7 PM

The Warner Bros.
Estate Mansion

Beverly Hills, CA

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