

2008 ANNUAL EVENT & SPONSORSHIP CALENDAR

January - November
NYC, LA, Chicago



New Line Cinema 9-picture World Premiere Package

- Sponsorship package covering up to all 9 of New Line Cinemas 2008 World Premiere schedule.
- Red carpet World Premieres at major theater locations with cast-hosted official after-parties at top nightclub/hospitality venues
- Sponsor opps include both in-theater activation and after-party activations
- Custom corporate benefits are available, including advance screenings for corporate employees, custom branded New Line DVD gift sets, and more (inquire for details)
- Top A-list casts, including Jack Black, Eva Longoria, Will Ferrell, Woody Harrelson, Colin Farrell, Edward Norton, *Sex and the City* cast, Brendan Fraser, Ben Affleck, Scarlett Johansson, Jennifer Aniston, Drew Barrymore and more

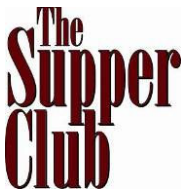
January
Park City, UT
@ Riverhorse on Main
Annual

The Studio Showroom

The Studio Showroom :: Sundance Film Festival

- Live broadcast and print studio on Main St in Park City during the Sundance Film Festival – exclusively attended by celebrities and media
- Daily live TV shoots, editorial photo sessions, press junkets, celebrity style suite and gifting opportunities for 5 days
- Hosting official press activities for biggest films and casts at Sundance

January
Park City, UT
@ Riverhorse on Main
Annual



The Supper Club :: Sundance Film Festival

- A multi-day white glove culinary experience in the heart of the Festival environment, hosting cast dinners with major film stars, studios and top celebrity attendees of the Sundance Film Festival. Each night, different celebrity chefs drawn from the best kitchens in the world prepare formal seated dinners for up to 100 guests in an ultra-exclusive private setting.
- Title Sponsored annually at Sundance by *Bon Appetit* Magazine, the leading culinary magazine for consumers in the US
- GUARANTEED media coverage for sponsors including post-event spreads in *Bon Appetit* and other media titles TBD.

January
Park City, UT
@ Cisero's and outdoors
Annual

TOP OF MAIN

Top of Main :: Sundance Film Festival

- A multi-day indoor/outdoor event program spread across the top of Main St in Park City.
- Daytime outdoor snow park hosting snowboard exhibitions, celebrity snowball fights, live music stage and VIP lounge for film activities
- Nighttime film parties and concerts at Cisero's,

transformed into Greenhouse – the newest NYC hotspot and first one designed as an eco-conscious hospitality venue

- Green messaging platform, top live acts, and an afterhours program with the biggest DJ's in the world until 4 am nightly

February
Phoenix, AZ
Annual

SuperBowl Weekend

- SuperBowl pre-party hosted by A-list movie star **John Travolta** on the Saturday night preceding the game, attracting an audience of 1000 ppl (700 consumers + 300 VIPs) at a top entertainment venue in the heart of the city.
- **Leather & Laces Party.** Now in its fourth year, the Leather & Laces party combines beautiful female celebrity host talent (Carmen Electra, Jenny McCarthy, Brook Burke, etc) along with a roster of world class live bands to make the Friday night of SuperBowl weekend the hottest ticket in town.
- **Private Jet FBO** facility presented by Lufthansa Airlines. Ride & Fly program to incorporate the latest in VLJ aircraft, luxury autos, and high-end luxury "toys". Sponsored in conjunction with Flying, Car & Driver and Road & Track Magazines
- Sponsorship & Hospitality opportunities available for corporate sponsors to all events, as well as corporate travel packages and game ticket opportunities.

February
Honolulu, Hawaii
Annual

ProBowl Pool Party

- Building on the success of the SuperBowl events, LIVeStyle and its partners will be hosting a one-day celebrity and athlete hosted party for 1,000 guests that will be "the" party for VIPs in Hawaii for the ProBowl weekend.
- Daytime will offer luxury spa services, gifting and a viewing party of the Pro-Bowl for up to 300 guests in a deluxe indoor/outdoor beach/pool front venue with state of art viewing technology.
- Night time event will become the hottest post-game party for up to 1,000 guests, featuring a live performance by a special guest artist.
- This program offers the rare opportunity for brands to associate and endorse their products with the best NFL athlete talent and Hollywood elite.

February
Los Angeles
Annual



Grammy Week – House of Hype

- The House of Hype is a 2-day unique lifestyle retreat that caters to an upscale male clientele within the entertainment, music and sports industries. With a presence at Hollywood's top award shows and sporting events, the House of Hype provides luxury services ranging from daytime gifting experiences to elite nightlife entertainment.

- The House of Hype offers the rare opportunity for brands to meet, mingle and introduce themselves as well as their product to the much sought-after male industry elite in a relaxed setting and luxurious environment.

February
New York City
Annual



STYLE360: Fall Collections during NY Fashion Week

- 5th semi-annual installation of the multi-day, high profile fashion runway showcase for designers during NY Fashion Week
- Daily runway shows featuring top couture designers
- Nighttime after-parties for the biggest names in fashion and celebrity, VIP and media guests at top nightlife venues
- GUARANTEED media package for sponsors with in-book coverage and paging in ELLE, ELLE Décor, Metropolitan Home and American Photo magazines (total audience > 5mm readers), along with TV and online media.

February
Los Angeles
Annual

LIVeStyle Oscars Program

- A 2 day program designed to leverage brands and media with the biggest style and film arena in the world – the Academy Awards.
- Daytime style oasis features luxury brands, designers and stylists providing services and gifting to Oscar nominees and Hollywood's elite.
- Nighttime red carpet gala Oscar parties honoring and hosted by top nominees, studios and Hollywood VIPs.

March
Austin, TX
3-5 days; Annual

LIVeStyle/Jelly Concert Series during SXSW*

- A multi-day, branded live concert venue combining music genres across the spectrum on multiple stages during the annual spring music festival.
- First event to ever combine hip-hop and dance music arenas with live rock shows in Austin
- Events will feature major label multi-platinum acts and up-and-coming artists on same stages daily.
- Media partners TBD but will include print, online, TV and radio, including live streaming of shows.
- Expected attendance 1000+ daily

**this event is not sanctioned by nor affiliated with the SXSW Music Festival nor any of its corporate partners, sponsors or affiliates*

March
Miami Beach, FL
3-5 days; annual

Winter Music Conference

- Multi-day music event series with the top DJ's and dance music artists and labels in the world.
- Events held at world famous Miami Beach nightclubs and/or outdoor beachfront venues

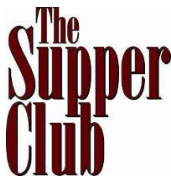
April
New York City
Annual



The Film Lounge during Tribeca Film Festival

- A branded entertainment destination during the Tribeca Film Festival where filmmakers, film studios and support sponsors come face-to-face with the principal media, industry influencers, celebrities, and VIPs attending the festival.
- 3-day event hosting gifting and hospitality by day and world premiere after-parties for official festival selections by night.

April
New York City
Annual



The Supper Club :: Tribeca International Film Festival

- A multi-day white glove 5-star culinary experience in the heart of the Festival environment, hosting official cast dinners with major film stars, studios and top celebrity attendees of the Toronto International Film Festival.
- Each night, different celebrity chefs drawn from the best kitchens in the world prepare formal seated dinners for up to 100 guests in an ultra-exclusive private setting.
- GUARANTEED media package for sponsors TBA.

April
Chicago, IL
Annual



Art Chicago

- Art Chicago™, an annual contemporary and modern art fair, will feature over 140 of the world's leading galleries over 5 days of activities. Art Chicago brings together a select group of the world's finest established and emerging galleries to present a comprehensive international show of contemporary and modern art, drawing collectors, curators, and visitors from across the globe.
- Official Presenting, Associate and Provider sponsorship levels available for full Fair sponsorship of all 5 days
- Individual sponsor opps include VIP Lounges, art installations and events, fashion show, and after-parties
- In 2008, over 52,000 attendees expected!

June – August
Brooklyn, NY
Annual

The JellyNYC Pool Parties at McCarran Park, Brooklyn

- The 3rd year of the 9-week free open-air concert series featuring the best indie bands and cutting-edge musical artists every Sunday at the legendary McCarran Park pool in Brooklyn, NY
- Avg. attendance 7000 ppl per event
- Over 100,000 s.f. of event and activity space for virtually unlimited sponsor installations, concessions and branding
- Full NYC regional media plan and advertising components
- **Sponsor fee is recoupable via product sales onsite – sponsor may keep 100% of proceeds**

July
Los Angeles
Annual

ESPY Awards – The White Party

- Held the day before the annual ESPY Awards celebration in Los Angeles, as a pre-award show benefit and white-carpet gala party for Hollywood and celebrity athletes who converge on Hollywood to attend the ESPY Awards. Host venue: Ritual – the hot new restaurant/lounge in the former White Lotus
- Celebrity and athlete host committee will create tremendous visibility and PR opportunity
- White-carpet gala for up to 400 guests with special VIP ticket packages made available, to benefit the official charity of the event (TBD). Other fund raising initiatives will also be created as part of the event to drive fund raising efforts, including silent auction of signed memorabilia and other elements
- Possible extension: private dinner with celeb/athlete hosts prior to the gala, with all ticket sales donated to host charity.

August
TBA
Annual



The Supper Club :: MTV Video Music Awards

- 3 nights of white glove private dinner parties for nominated musicians and/or labels preceding the annual MTV Video Music Awards.
- Each dinner will be hosted by an A-list music industry icon – label President, VMA nominated band or industry legend
- Dinners will be for up to 75 celebrity, VIP and media guests of the nightly hosts.

September
New York City
Annual



STYLE360 :: Spring 2009 Collections during NY Fashion Week

- 6th semi-annual installation of the multi-day, high profile fashion runway showcase for designers during NY Fashion Week
- Daily runway shows featuring top couture designers
- Nighttime after-parties for the biggest names in fashion and celebrity, VIP and media guests at top nightlife venues
- GUARANTEED media package for sponsors with in-book coverage and paging in ELLE, ELLE Décor, Metropolitan Home and American Photo magazines (total audience > 5mm readers), along with TV and online media.

September
Toronto
Annual



The Film Lounge :: Toronto International Film Festival

- The 15th consecutive installation of the largest film festival event platform in North America
- 4 days and nights of filmmaker activities, press junkets, industry panels and the biggest red carpet world premiere after-parties and musical performances at the Toronto International Film Festival
- GUARANTEED media coverage package for sponsors with

inclusions in *Variety*, *MySpace*, *eTalkDaily/CTV*, *LouLou Fashion Magazine* and others TBA.

September
Toronto
Annual



The Supper Club :: Toronto International Film Festival

- A multi-day white glove 5-star culinary experience in the heart of the Festival environment, hosting official cast dinners with major film stars, studios and top celebrity attendees of the Toronto International Film Festival.
- Each night, different celebrity chefs drawn from the best kitchens in the world prepare formal seated dinners for up to 100 guests in an ultra-exclusive private setting.
- GUARANTEED media package for sponsors in US and Canadian media sponsors TBA.

September
Austin, TX

Annual

Austin City Limits Music Festival

- Friday and Saturday night after-party lounge program at a top Austin destination nightclub, with nightly events hosted by ACL-performing talent

**this event is not sanctioned by nor affiliated with the Austin City Limits Music Festival nor any of its corporate partners, sponsors or affiliates*

Spring / Fall
Dallas, TX
Annual



Dallas international Fashion Week

- LIVEstyle Entertainment, in cooperation with the City of Dallas, created and is launching the inaugural Dallas International Fashion Week to begin in Spring 2008.
- Week long slate of events will feature top international couture designers, celebrities, media and Texas political, business and society leaders
- DiFW is officially endorsed by the Dallas Visitors Bureau and is pending Mayoral certification as an official city event
- Event schedule will feature daytime runway shows and collection presentations followed by trunk shows for consumers, top designer after-parties nightly at Dallas' leading entertainment venues, and world class musical entertainment, celebrity hosts and VIP guests.

October
New York, NY
Annual



The Viper Room :: CMJ Music Festival

- 3 nights of live music events during the annual CMJ Music Festival in New York City, hosted by the world famous Viper Room from LA (transforming a NYC club into a temporary Viper Room)
- Opportunities to sponsor individual shows, nights or entire schedule of performances
- Online and print promotions campaign, ticketed/VIP artist events and alignment with the best independent rock bands of CMJ

November
Hollywood
Annual



The Film Lounge :: AFIFEST Film Festival

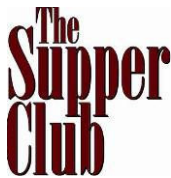
- The 16th consecutive installation of the largest film festival event platform in North America
- 3 days and nights of filmmaker activities, press junkets, industry panels and the biggest red carpet world premiere after-parties during the AFIFEST Film Festival
- GUARANTEED media coverage package for sponsors with inclusions in *Variety*, *MySpace*, and others TBA.

December
Miami Beach, FL
Annual

Metropolitan Home MetroSuite :: Art Basel Miami

- In partnership with leading luxury home magazine, *Metropolitan Home*, *LIVeStyle* will design, decorate/furnish and deliver the ultimate modern luxury apartment showcase in a top condo development in Miami Beach.
- Hosted during the infamous Art Basel art fair, the MetroSuite will host an array of events from media/VIP lunches to art gallery installations, book signings, cocktail receptions and more for leading celebrities, media and influencers in the market place.
- GUARANTEED media placement for sponsors in *Met Home*, *ELLE Décor*, *ELLE* and other print titles and media outlets TBD.

December
Miami Beach, FL
Annual



The Supper Club :: Art Basel Miami

- A multi-day white glove 5-star culinary experience in the heart of the Art Basel Art Fair environment, hosting luxury dinners with celebrity chefs and top gallery owners, media and celebrity collectors in the art world.
- Each night, different celebrity chefs drawn from the best kitchens in the world prepare formal seated dinners for up to 100 guests in an ultra-exclusive private setting.
- GUARANTEED media package for sponsors in media publications and outlets TBA.

*NOTE - This is only a partial list; other events and programs available upon request

* Full program sponsorship materials are available upon request

For more information, contact:

Ryan Heil
Managing Partner
212.645.9609
rheil@lifestyleent.com