



OFFICIAL TALENT GIFT LOUNGE & GIFT BAGS

OPPORTUNITY

For the 66th Annual **GRAMMY Awards®**, Distinctive Assets will be creating the **Official Presenter & Performer Gift Bags** and hosting the **Official Talent Gift Lounge**. We will celebrate Music's Biggest Night® with fabulous gifts from companies that embrace Diversity, Equity & Inclusion and give back to their communities and the world at large.

GRAMMY Awards® LIVE TELECAST DATE

Feb. 4, 2024

GRAMMY® GIFT LOUNGE DATES

Feb. 1-3, 2024 (Rehearsal Days)

GIFT QUANTITY

175 Total

BRAND OPPORTUNITIES & FEES

\$2,000

Gift Bag Inclusion

\$25,000

Talent Gift Lounge Presence – Minimum Gift Value \$150.

\$45,000

Talent Gift Lounge Featured Sponsor (max 2)

Benefits Include: Expanded Lounge Space, priority position on media materials and 2 Tickets to Show.

\$65,000

Talent Gift Lounge Presenting Sponsor (only 1)

Benefits Include: Naming rights, Premier + Expanded Lounge Space, top position on media materials and 4 Tickets to Show.

PARTIAL TALENT LIST FROM RECENT YEARS

AEROSMITH
ANDRA DAY
ARIANA GRANDE
BAD BUNNY
BONNIE RAITT
BRUNO MARS
CAMILA CABELLO
CARDI B

CHRIS STAPLETON
CYNDI LAUPER
GWEN STEFANI
HARRY STYLES
ICE-T
J BALVIN
JENNIFER HUDSON
JOHN LEGEND

KESHA
KHALID
LENNY KRAVITZ
LIL NAS X
LIONEL RICHIE
LITTLE BIG TOWN
LIZZO
LL COOL J

MARY J. BLIGE
MILEY CYRUS
NICKI MINAJ
QUESTLOVE
RIHANNA
STEVIE WONDER
TREVOR NOAH
USHER

BENEFITS

- Brand association with major recording artists drives media exposure
- Personal interaction with talent (Lounge)
- Direct product delivery to GRAMMY talent (Gift Bag)
- Professional photos w/ talent + your brand provided by DA (Lounge)
- Live experience w/ your product by talent + influencers + media
- Potential press exposure: past coverage secured by DA includes ABC/Good Morning America, The Today Show, ET, USA Today, Access Hollywood, Us Weekly, KTLA, Forbes, InStyle and more
- Post-show recap includes GRAMMY talent list, photos and media coverage

DESCRIPTION

The **Recording Academy®** represents the voices of performers, songwriters and music professionals.

The **GRAMMY Awards®** is music's only peer-recognized accolade and highest achievement.

www.grammy.com

The 22nd Annual “Everyone Wins” Nominee Gift Bag

These Gift Bags are NOT affiliated with the OSCARS® or A.M.P.A.S.®

Opportunity:

Distinctive Assets will once again be INDEPENDENTLY creating lavish gift bags for the nominees in the five major event categories: **Best Actor**, **Best Actress**, **Best Supporting Actor**, **Best Supporting Actress** and **Best Director** (as well as the **Telecast Host**). Whether they win or lose the coveted gold statue, these gifts will ensure that everyone wins in the swag department. Distinctive Assets consistently receives feverish global interest from numerous media outlets about our annual unofficial homage to the major nominees.

Show Date:

March 10, 2024

Quantity:

26 (plus 10 Press Samples)

Fees:

\$4,000

Gift Bag – Standard Inclusion (Per Product Category)

\$55,000

Presenting Sponsorship (“presented by” naming rights + company logo featured on primary gift vessel + priority in all media outreach/interviews + most prominent position on gift display)

\$35,000

Platinum Sponsorship

\$31,000

Gold Sponsorship

\$28,000

Silver Sponsorship

\$25,000

Bronze Sponsorship

\$15,000

Featured Player

Prioritization (based on level): placement in press release, expanded description in press docs, more prominent location on gift display, guaranteed mention in live SMT interviews and top-of-mind in all other in-person interviews.

Lash Year’s Nominees:

BEST ACTOR:

Austin Butler (Elvis)
Colin Farrell (The Banshees of Inisherin)
Brendan Fraser (The Whale)
Paul Mescal (Aftersun)
Bill Nighy (Living)

BEST SUPPORTING ACTOR:

Brendan Gleeson (The Banshees of Inisherin)
Brian Tyree Henry (Causeway)
Judd Hirsch (The Fabelmans)
Barry Keoghan (The Banshees of Inisherin)
Ke Huy Quan (Everything Everywhere All at Once)

BEST DIRECTOR:

Martin McDonagh (The Banshees of Inisherin)
Daniel Kwan & Daniel Scheinert (Everything Everywhere All at Once)
Steven Spielberg (The Fabelmans)
Todd Field (Tár)
Ruben Östlund (Triangle of Sadness)

BEST ACTRESS:

Cate Blanchett (Tár)
Ana de Armas (Blonde)
Andrea Riseborough (To Leslie)
Michelle Williams (The Fabelmans)
Michelle Yeoh (Everything Everywhere All at Once)

BEST SUPPORTING ACTRESS:

Angela Bassett (Black Panther: Wakanda Forever)
Hong Chau (The Whale)
Kerry Condon (The Banshees of Inisherin)
Jamie Lee Curtis (Everything Everywhere All at Once)
Stephanie Hsu (Everything Everywhere All at Once)

+ HOST:

Jimmy Kimmel

Benefits

- Tremendous and immediate brand awareness and association with highly-recognizable talent.
- Track record of extensive press exposure for clients.
- Valuable social media content.
- Category exclusivity (first come first served basis).
- Consultation with our marketing team for maximum exposure.
- Recipients are the exact individuals you want for any type of awards season marketing push...not the typical talent you will gift at a hotel gift suite. No non-talent gifting.
- Supplemental PR efforts through our extensive media contacts.
- Post-Award Show package including summary of electronic, internet and print media coverage.

Description

Each year, over a billion people in more than 90 countries tune in to celebrate the best the film industry has to offer. The ACADEMY AWARDS® telecast is the premiere outlet for honoring achievements in motion pictures.

Because this is a private promotion that is independent of any affiliation with the OSCARS® or the Academy of Motion Picture Arts & Sciences (A.M.P.A.S.), we have more flexibility both in terms of what products/services we include as well as in aggressively pursuing press on behalf of our clients. We also use our long-standing industry reputation and direct access to talent to make sure our gifts reach the desired recipients.

A.M.P.A.S. does not award, sponsor, endorse or provide these gift bags.

Opportunity: Celebrity mothers remain a hot media topic, so Distinctive Assets will be creating specialty gift boxes for some of Hollywood's most talked about moms. Join us in acknowledging these "working mothers" with gifts for both them and their kids. Distinctive Assets will use its direct access to top talent and its reputation for pampering the world's biggest trendsetters to introduce the most fabulous of products to these stars (and their families). Celebrity product placement is a tried-and-true method of differentiating your product from the masses.

Shipping Deadline: April 26, 2024
(Deliveries will occur the week of May 6th...just in time for Mother's Day on May 12th)

Quantity: 25 (plus 10 Press Samples)

Fee: \$1,500

Last Year's Gift Recipients:

- Jennifer Love Hewitt
- Billie Lourd
- Jamie Chung
- Lily Rabe
- Maria Sharapova
- Allison Williams
- Chrissy Teigen
- Katherine Schwarzenegger
- Mandy Moore
- Kate Mara
- Blake Lively
- Keke Palmer
- Kaley Cuoco
- Paris Hilton
- Emily Vancamp
- Julia Stiles
- Michelle Williams
- Hilary Swank
- Jennifer Lawrence
- Gina Rodriguez
- Meghan Trainor
- Carey Mulligan
- Priyanka Chopra
- Claire Danes
- Rihanna

Benefits:

- Tremendous and immediate brand awareness and association with highly recognizable talent in the Entertainment Industry.
- Inclusion of your direct contact information for future orders, inquiries, thank-you notes, etc.
- Consultation with our marketing team for maximum exposure.
- Supplemental PR efforts through our extensive media contacts.
- Copies of any electronic, Internet and print media coverage.
- Synergy of being grouped with a higher value gift assortment.
- Valuable editorial angle that can be pitched to your media contacts.

Getting your product into a star's hands can be a tricky endeavor. They have many gatekeepers who censor what they see and hear. Because of our industry reputation, contacts with talent representatives and direct access to celebrities, the chances of your product being used by these celebrities is exponentially higher than a mailing you might do on your own to a random point of contact in the person's entourage.