



ATLANTICPUBLICITY
BECAUSE YOU HAVE A STORY™

Atlantic Publicity Gifting Presents

*an Exquisite Gift Lounge in honor of the 201
Oscars, Academy Awards*

Nominees & Presenters, U

Hollywood, CA

Join Atlantic Publicity Gifting for an Exquisite Oscars Lounge

- At our 2014 Gift Lounge in Honor of the Oscars you will have the opportunity to get your product in the hands of the 2014 Oscars Presenters and Nominees. Our clients receive numerous photos with celebrities holding their products, which can be used in a myriad of ways including but not limited to:
 - Magazine and Press Submissions
 - Press Releases
 - Marketing Materials • Trade Show Displays • Online
 - Promotions (including company websites)

Atlantic Publicity Gifting Benefits

- Whether you're launching a new product/line, showcasing a revamped existing line, increasing brand awareness or working to stay ahead of the competition, our luxurious gift lounges will introduce you to and align you with the industry's elite. And this is only one of the benefits associated with participation at one of our events...

Atlantic Publicity Gifting Benefits

- Atlantic Publicity has two media divisions: Atlantic Publisher and Spotlight News Media. Therefore, we have the power to work closely with the national and international community of the media and as such can create opportunities to feature your product in local, national and international coverage, creating a well-rounded branding opportunity through syndication, which otherwise may cost you hundreds of thousands of dollars, sometimes millions.
- Atlantic Publicity has gained an incredible reputation for putting together Luxury Gift Lounges that celebrities and media want to attend. With a combination of extensive pampering and \$40,000+ gift bags the celebrities take home, it is no wonder that we receive calls asking when the next lounge is. Our add-on value by media coverage and a guaranteed editorial alone might be more expensive than your cost.

Sponsorship Levels

Gift Bag Sponsor

- \$ 6,800
- • Inclusion in gift bag only, no on-site appearance by client.

Gold Sponsor

- \$ 9,900
- • Gifting lounge exhibition opportunity on a 3 foot table with elegant linens exhibiting the product
- • Photo opportunities with celebrities and your product
- Inclusion in Oscars coverage media pieces and cross promotion with celebs names in articles. Direct relationship with the media.

Platinum Sponsor

- \$ 13,900
 - • Include your own media wall! Gifting lounge opportunity with a company representatives visiting the lounge for a few hours • 3 foot product display with elegant linens
- Photo opportunities with celebrities and your products. Direct access to attending media Photos with celebrities in front of your media wall. Inclusion in Oscars coverage media pieces and cross promotion with celebs names in articles.

Sponsorship Levels

Presenting Sponsor

- \$28,000
 - Gifting lounge opportunity with a company representative visiting the lounge for a few hours • 6 foot product display table with elegant linen
 - Photo opportunities with celebrities and your products in front of your media wall. Inclusion in news releases and all marketing materials
 - Direct access to attending media . Prominent placement within the lounge . Exclusivity within your product category
- Logo on press wall • Designer assistance with display and signage . Opportunity to have Celebrities sign a poster to give to the charity of your choice. Inclusion in Oscars coverage media pieces and cross promotion with celebs names in articles.

Title Presenting Sponsor

- \$46,000
- Gifting lounge opportunity with two company representatives visiting the lounge for the whole duration of the event • 16 foot (approx.) designer product display with full set up and step and repeat media wall.
- Photo opportunities with celebrities and your products. Inclusion in press release and all media coverage
- Direct access to attending media . Premier placement within the lounge and branded throughout the event . Exclusivity within your brand category . Logo on press wall. Named as Title Presenting Sponsor in all press and on all marketing materials. Opportunity to have Celebrities sign a poster to give to the charity of your choice.

Some Attendees of Atlantic Publicity Gifting Luxury Lounges included

- Leonardo DiCaprio,
- Forest Whitaker,
- Fergie
- Cindy Crawford,
- Rihanna,
- Eva Longoria,
- Geena Davis,
- Justin Timberlake,
- Don Cheadle,
- Michael Sheen,
- Kate Walsh,
- Ne-Yo,
- Paris Hilton,
- Keyshia Cole,
- Helen Mirren
- Terrence Howard
- Jennifer Hudson
- Channing Tatum
- John Legend
- Elton John
- Jennifer Love Hewitt
- Billy Bob Thorton
- LL Cool J
- Shaun Toub
- Bill Maher
- Debra Messing
- Joe Jonas
- Ryan Phillippe
- Tom Arnold

Attendees of Atlantic Publicity Gifting Luxury Lounges included

- Vivica A. Fox,
- Reggie Bush
- Anil Kapoor,
- Paula Abdul,
- David Arquette,
- Isaiah Washington,
- Gael Garcia
- Jamie Kennedy,
- Al Green,
- Leeza Gibbons,
- Michael Buble,
- Neil Patrick Harris,
- Alan Arkin
- Jean Smart
- Ryan Seacrest
- Michael Phelps
- Kevin Bacon
- Charlie Sheen
- Ludacris
- Cloris Leachman
- Blake Lively
- Annalynne McCord
- Keenan Thompson
- Randy Jackson
- Kathy Griffin
- Mario Lopez

Attendees of Atlantic Publicity Gifting Luxury Lounges included

- Robert Buckley,
- Selina Gomez,
- Alec Baldwin,
- Christina Milian,
- Jordan Sparks
- Kara DioGuardi
- Tina Fey
- Kevin McKidd
- Edie Falco
- Tracy Morgan
- CCH Pounder
- Ed O'Neill
- Cheryl Hines
- Chris Evans
- Chris McDonald
- Kelly Rutherford
- Jane Lynch
- Candy Spelling
- Joan Collins
- Kate Flannery
- Brian Baumgartner
- Oscars Nunez
- Terrell Owens
- Tony Denison
- Robert Knepper
- Bridget Marquardt



ATLANTIC PUBLICITY
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keep the audience entertained!

E NEWS

RUNWAY
MAGAZINE

COSMOPOLITAN

SELF



LA2DAY

INTOUCH
WEEKLY

BEVERLY HILLS
90210

CHIC
LONDON

AOL

gettyimages®

SANTA MONICA SUN

PALISADES
90272

E

BEVERLY HILLS
TIMES

MALIBU BEACH

BEL-AIRVIEW

VANITY FAIR

ASPEN MAGAZINE

Los Angeles

exclusive promotions

BRENTWOOD NEWS

Celeb Station

NEWS 2 AIR

KTLA

946

LOS ANGELES
HAUTE LIVING

SPOTLIGHT
Walking the Walk



LOS ANGELES
CONFIDENTIAL



THE ULTIMATE
Young Hollywood Home
lollywood
Life

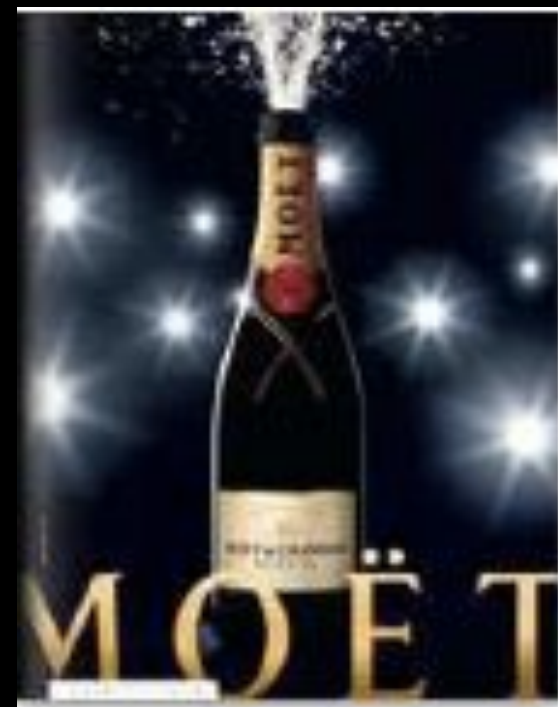
GENLUX
MAGAZINE

LUXURY LIFE & STYLE'S

Effective, Informative, Integrated



ATLANTIC PUBLICITY
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What Makes Your Life Chic Today?

savvy editorial
information
internationally

target your audience
through a careful
consumer research

MAGAZINE
to the power of branding



Atlantic Publicity Gifting

- ***Today's best brands align themselves with Atlantic Publicity Gifting Luxury Gift Lounges & Gift bags to get their products directly into the hands of the hottest stars of film and television.***
- These invite-only environments allow clients' products and services one-on-one interaction with key press, celebrities/ VIPs, and give participating brands specialized photo opportunities with their products and the celebrity for their marketing and press materials.

SPOTLIGHT
Media Productions



SPOTLIGHT
Media Productions

Atlantic Publicity Gifting

- Our Gift bags: Leveraging our longstanding strategic partnerships with many of today's biggest brands, **Atlantic Publicity Gifting** has the ability to provide fun, trend-setting and value added gift bags at an extremely low cost to you. A one page advertisement may cost you more than attending the lounge.
- **Atlantic Publicity Gifting** was the recipient of the "Best Gifting" by the Beverly Hills Times!
- "With a \$60,000 investment, we have received over \$2.1 million in free press and more pictures of celebrities with our product than we could ever imagine " – Hannah Murray, RevitaLash



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EDITORIAL



Atlantic Publicity Gifting

- Space is Limited, Reservations can only be held with full payment.

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Atlantic Publicity Gifting

ATLANTIC PUBLICITY

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