

HELLMAN, WALTERS, PPMG & THE ACTORS FUND
PRESENT

THE
ACADEMY AWARDS

Salute TO THE *Stars*



TO BENEFIT THE ACTORS FUND

CELEBRATION HOSTED BY BOB HELLMAN & RICHARD WALTERS

OSCAR AFTER PARTY INVITATION

MARCH 2ND, 2013

9:00 PM - 2:00 AM

W HOTEL HOLLYWOOD

6250 HOLLYWOOD BLVD, HOLLYWOOD, CALIFORNIA



FOR MORE INFORMATION, GO TO
WWW.OSCARSNIGHTOUT.COM

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ONE NIGHT EACH YEAR HOLLYWOOD HONORS ITS OWN AT THE OSCAR'S, A SHOW TELECAST TO BILLIONS WORLDWIDE. ALL OF HOLLYWOOD COMES OUT TO SUPPORT THEIR PEERS AND PARTICIPATE IN THE SPECTACLE. A STELLAR MIX OF ACTORS, ACTRESSES, PRODUCERS, DIRECTORS, STUDIO CHIEFS AND THE MEDIA IN ALL THEIR GLAMOUR.

AFTER THE AWARDS SHOW EVERYONE HITS THE TOWN TO BE SEEN IN THE HUNDREDS OF PARTIES THROUGHOUT THE CITY, FEW ARE OPEN TO THE PUBLIC AND MOST YOU WILL NEVER HEAR ABOUT. ATTENDEES TO OUR 4TH ANNUAL EVENING TO REMEMBER WILL WALK OUR RED CARPET UNDER THE LIGHTS OF PAPARAZZI AND MINGLE WITH THE SUPERSTARS OF SHOW BUSINESS, ALL WHILE SUPPORTING A GREAT CHARITY, THE ACTORS FUND. BE ONE OF THE CHOSEN FEW, BUY ONE OF THE FEW SPOTS AVAILABLE.

COME JOIN US

Bob Hellman & Richard Walters

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**BOB HELLMAN &
RICHARD WALTERS
WELCOME YOU**

RICHARD & I WANT TO PERSONALLY THANK ALL OF YOU
THAT ARE COMING TO CELEBRATE THE INDUSTRY WE ALL
LOVE. BUT MORE IMPORTANTLY WE MUST REMEMBER THAT
OUR CAUSE IS GREAT.

WE WILL HAVE AN EVENING TO REMEMBER AND THE NIGHT
WILL BE OURS. WE LOOK FORWARD TO SEEING YOU THERE.

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AN EVENING TO REMEMBER

THE EVENING WILL BENEFIT THE ACTOR'S FUND WITH VERY SPECIAL SURPRISE PERFORMANCES BY SOME OF YOUR MOST RENOWNED STARS...

SALUTE TO THE STARS IS ABOUT CELEBRATING AND SUPPORTING YOUR ARTISTIC LEGACY. IN 1882, OUR BENEFICIARY CHARITY, THE ACTOR'S FUND, WAS FORMED TO HELP THE ENTERTAINMENT COMMUNITY FLOURISH BETWEEN THE HIGHS THE ACTOR'S FUND WAS CREATED. IN IT'S 126TH YEAR, IT IS POWERFUL AND NEEDED SAFETY NET PROVIDING PROGRAMS AND SERVICES FOR ALL PROFESSIONALS IN PERFORMING ARTS AND ENTERTAINMENT WHO ARE IN NEED, CRISIS OR TRANSITION.

FOUNDED BY FINANCIER BOB HELLMAN IN 2009, SALUTE TO THE STARS HAS BECOME ONE OF THE PREEMINENT POST-ACADEMY AWARD CELEBRATIONS IN HOLLYWOOD.

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PROGRAM DESCRIPTION



MARCH 2ND, 2014

9:00 PM - 2:00 AM

INVITATION ONLY

W HOTEL HOLLYWOOD
6250 HOLLYWOOD BLVD,
HOLLYWOOD CALIFORNIA



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PROGRAM DESCRIPTION

PARTNERING WITH BOB HELLMAN AND RICHARD WALTERS, & OTHER PRODUCERS AND SPONSORS, THE PROGRAM WILL HOST AND SPONSOR OFFICIAL PRODUCTION COMPANY, STUDIO, TALENT AGENCY, EVENTS FOR TALENT AND FILM INDUSTRY VIPS AND CELEBRITIES ATTENDING THE HELLMAN AND WALTERS SALUTE TO THE STARS. SERVICES AND ACTIVITIES WILL INCLUDE:



- › PROMOTION ON THE WEBSITE
- › VIP/CELEBRITY PRODUCT GIFTING AND INTERVIEWS WITH VIDEO
- › DJ PERFORMANCES, AFTER-HOURS PARTIES
- › STEP AND REPEAT/ RED CARPET ARRIVALS
- › ON-SITE PR TEAM WITH WIRE IMAGE PHOTOGRAPHER
- › ORGANIC INTERACTIONS DURING THE EVENTS BETWEEN CELEBRITIES, GUESTS AND SPONSORS

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EVENT PRODUCTION TEAM

PRODUCER AND HIS CONTRACTED AGENCIES WILL PRODUCE ALL ASPECTS OF THE PROGRAM INCLUDING EVENT PHOTOGRAPHY, PRODUCTION STAFFING, AND PUBLIC RELATIONS SUPPORT. PRODUCER WILL HAVE AN IN-HOUSE PHOTOGRAPHER ON-SITE FOR THE DURATION OF THE PROGRAM AND DELIVER COPIES OF ALL IMAGES POST-EVENT TO SPONSOR FOR INTERNAL USAGE. RIGHTS FOR EXTERNAL USAGE CAN BE PURCHASED FROM THE HIRED SERVICE.

FOR MORE INFORMATION, GO TO
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EVENT PRODUCTION TEAM

kathybrown *KB* events

EXECUTIVE DIRECTOR



POPULAR PRESS MEDIA GROUP

PUBLICITY/MEDIA

Corin
CORINAGALLERY.COM

CREATIVE DIRECTOR

SPONSORSHIP OPPORTUNITIES:

KATHY BROWN EXECUTIVE DIRECTOR
BROWNK@AOL.COM (310) 922-4642

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SPONSOR BENEFITS:

- › RIGHTS TO USE THE PROGRAM NAME AND LOGO IN ANY AND ALL PROMOTIONAL MATERIALS.
- › SPONSOR LOGO PLACEMENT IN ALL MEDIA, INVITATIONS AND COLLATERAL MATERIALS PROMOTING THE PROGRAM.
- › SPONSOR INCLUSION IN ALL PRESS RELEASES AND MEDIA ALERTS FOR THE PROGRAM.
- › ACCESS BY SPONSOR PRINCIPALS AND THEIR GUESTS TO EACH EVENT OF THE PROGRAM.
- › PUBLIC RELATIONS AND MEDIA PRIVILEGES AS ARE RELATED TO THE EVENT.
- › COMPANY LOGO ON STEP AND REPEAT AT THE RED CARPET.
- › ACCESS TO ALL EVENT PHOTOS.



23rd Night of 100 Stars

with

*Nooley
Walters*

FOR MORE INFORMATION, GO TO
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TRIPLE DIAMOND SPONSOR

SPONSOR WILL BE PROVIDED THE BELOW SPONSOR BENEFITS
FOR A FEE OF ONE OF THE FOLLOWING SPONSORSHIP:

- EXCLUSIVE CORPORATE NAMING OF EVENT
(IE CHIVAS REGAL PRESENTS) APPEARS AS IF THE PARTY IS YOURS.
THIS CAN AND WILL BE USED ON ALL PRESS RELEASES AND
MARKETING MATERIAL (IE SAVE THE DATE AND ALL OFFICIAL INVITES)
- VIP TREATMENT AND CHOICE OF PRIVATE VIP AREA WITH ROOM FOR 16
(EQUAL TO 2 VIP TABLES) OR PRIVATE CABANA OUTSIDE, (CABANAS HAVE
ROOM FOR 8 GUESTS) SECURITY PROVIDED WITH A PRIVATE SERVER AND
FREE FLOWING LUXURY BRAND ALCOHOL WITH UP TO 20 VIP GUEST TICKETS.
- PRIVATE LUXURY TRANSPORTATION TO/FROM THE EVENT.
(BENTLEY OR ROLLS ROYCE) UP TO 4 GUESTS AT 1 PICK UP POINT.
- 4 VIP PASSES TO PRIVATE NORBY WALTERS NIGHT OF 100 STARS OSCARS
VIEWING PARTY. MINGLE AND DINE WITH SOME OF THE MOST POPULAR
CELEBRITIES OF ALL TIME. FOR MORE DETAILS ON THAT EVENT
GO TO WWW.NIGHTOF100STARS.COM.

CONTINUED ON NEXT PAGE

SPONSORSHIP: \$60,000

FOR MORE INFORMATION, GO TO

WWW.OSCARSNIGHTOUT.COM



23rd Night of 100 Stars

with

Norby Walters

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TRIPLE DIAMOND SPONSOR

SPONSOR WILL BE PROVIDED THE BELOW SPONSOR BENEFITS
FOR A FEE OF ONE OF THE FOLLOWING SPONSORSHIP:

- DISPLAY OF SPONSOR'S PROMOTIONAL MATERIALS
(MUST BE APPROVED).
- CORPORATE PARTNER RECEIVES A LOGO BANNER ON THE TOP OF THE
STEP AND REPEAT ON THE RED CARPET. PLUS LOGO PLACEMENTS,
FOR THE BRAND TO STAND OUT, ON THE STEP AND REPEAT.
- ATTENDEE LIST FOR SENDING FUTURE PROMOTIONAL MATERIAL.
- LOGO DISPLAYED ON EVENT WEBSITE.

***CUSTOM REQUESTS WILL BE CONSIDERED, ALLOWING CORPORATE
PARTNER TO DESIGN THE BEST POSSIBLE EXPERIENCE FOR THEIR COMPANY.



23rd Night of 100 Stars

with

*Norley
Walters*

SPONSORSHIP: \$60,000

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PRESS ADDENDUM

PRESS TARGETS

PRODUCER IS EXECUTING A COMPREHENSIVE PRESS AND PROMOTIONS PLAN TO SUPPORT THE EVENTS OF THE SALUTE TO THE STARS. OUR MEDIA PLAN INCLUDED PRE-PROMOTION AND PRESS OUTREACH, CELEBRITY WRANGLING MEDIA ANNOUNCEMENTS, SOCIAL MEDIA UPDATES, AND POST EVENT COVERAGE. MEDIA TARGETS INCLUDE, BUT ARE NOT LIMITED TO, BROADCAST ENTERTAINMENT SHOWS AND NEWS FEEDS, PRINT PRESS AND PHOTOGRAPHERS: INCLUDING ENTERTAINMENT, CELEBRITY, GOSSIP AND MAJOR MARKET NEWSPAPERS. ONLINE OUTLETS INCLUDING: ENTERTAINMENT NEWS, MUSIC, AND LIFESTYLE/FASHION.

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PRESS TARGETS

BROADCAST

- ABC
- ACCESS HOLLYWOOD
- BRAVO
- CBS
- CNN
- E! NEWS
- ENTERTAINMENT TONIGHT
- EXTRA
- FOX
- FUSE
- MTV
- NBC
- SPIKE
- VH1

PRINT

- IN TOUCH
- ENTERTAINMENT WEEKLY
- LIFE & STYLE
- LOS ANGELES TIMES
- NEW YORK POST PAGE
- THE NEW YORK TIMES
- OK!
- PEOPLE
- ROLLING STONE
- THE HOLLYWOOD REPORTER
- USA TODAY
- VARIETY
- US WEEKLY
- STAR

ONLINE

- AINTITCOOLNEWS
- GAWKER
- INSTYLE
- URBAN OUTFITTERS BLOG
- AOL
- YAHOO NEWS
- JUSJARED
- SHOWBIZ WIRE
- SLATE
- WIRE IMAGE
- WWTDD

PRESS & MEDIA: PPMG

MEDIA/PRESS & CELEBRITY LIASON
SALUTE@PPMG.INFO +1 (310) 860-774

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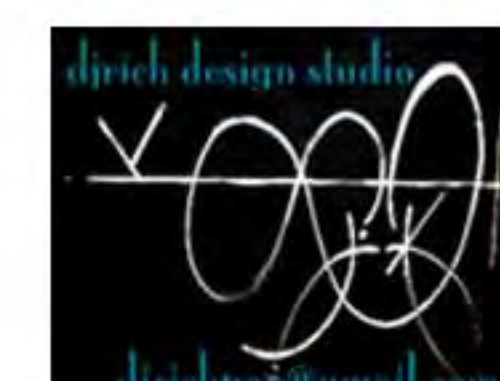
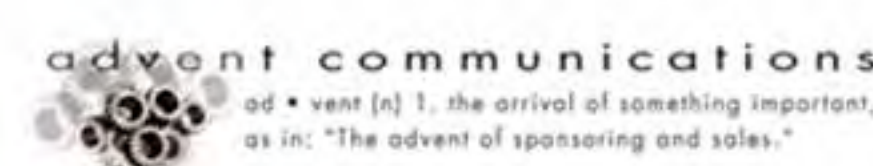
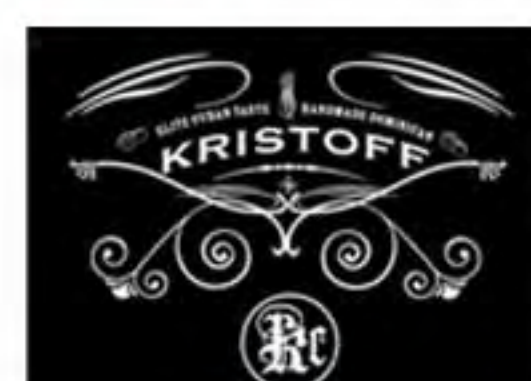
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OUR PAST SPONSORS INCLUDED:



PERFUMANIA



O'GARA COACH
WESTLAKE



CALIBEV
IMPORTS



LIVEWIRE
energy



miraclehydrate.com



GRAPHICS PROVIDED BY:

WWW.CORINAGALLERY.COM

Corina

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THANK YOU

THANK YOU FOR YOUR INTEREST IN OUR AMAZING EVENT BENEFITING THE ACTORS FUND.

WE BELIEVE THIS WILL TRULY BE AN EVENING TO REMEMBER. ONCE WE RECEIVE YOUR REQUEST OUR EVENT HOSTS WILL REACH OUT TO YOU OR YOUR STAFF TO CONFIRM YOUR SPONSORSHIP. EACH SPONSORSHIP BENEFITS DIRECTLY THE ACTORS FUND WITH 100% OF THE SPONSORSHIP GOING TO THE CHARITY. EACH SPONSORSHIP ENTITLES A CERTAIN AMOUNT OF VIP ALL ACCESS TICKETS. OUR CELEBRITY HOST WILL REACH OUT TO YOU OR YOUR STAFF ONCE THE SPONSORSHIP IS APPROVED. WE REGRET TO INFORM YOU THAT WE RETAIN THE RIGHT TO NOT ACCEPT YOUR SPONSORSHIP REQUEST TO INCLUDE BUT LIMITED TO EXCLUSIVITY OF ANOTHER SPONSOR OR ANY PRODUCT OR COMPANY THAT THE DIRECTORS DON'T FEEL PORTRAY THE IMAGE OF THE EVENT OR CHARITY.

BECAUSE OF THE EXCLUSIVITY OF THIS EVENT MANY PEOPLE WILL TRY TO ATTEND WITHOUT CREDENTIALS AND THE ONLY WAY TO KEEP IT EXCLUSIVE IS TO REQUIRE REGISTRATION FOR ALL GUESTS. WE HOPE THIS IS NOT AN INCONVENIENCE FOR YOU. NO ENTRY WITHOUT CREDENTIALS. WHEN A GUEST OF A SPONSOR IS FILLING OUT THERE FORM PLEASE IN THE MESSAGE AREA PLACE WHO YOU WILL BE A GUEST OF. THIS HELPS FACILITATE THE CHECK IN PROCESS.

THANK YOU AGAIN AND IF YOU SHOULD HAVE ANY SPECIAL REQUEST LET OUR EVENT HOST KNOW WHEN THEY CALL.

SEE YOU SOON,

BOB HELLMAN & RICHARD WALTERS

Bob Hellman & Richard Walters

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