



BENEFITING **MyLife MyPower**
Breaking the bullying cycle

BOOK THE
MANSION
ON

8011

@ THE PLAYBOY MANSION

Saturday, August 27, 2011

EVENT OVERVIEW

Rock the Mansion is a party like no other. It is a party that will take the Mansion back to the 1980's Age of Rock n Roll. It is a party that will be reminiscent of the legendary, big hair, head-banging, Summers of Rock throughout the Me Decade. Our guests will rub elbows with Hollywood celebrities, beautiful Playmates, models and some of the hottest girls in Southern California. At the Rock the Mansion 2011 Party, guests will experience the glory days of old and be Rock Stars for the day. They will drink, eat, and "win" along with the headliners, *Steel Panther*, *The CoverGirls* and other party revelers dressed in their best rocker threads and lingerie. Cash prizes for winners of our fashion show competition will be awarded; Secret celebrity guest panel will be judging.

Produced by Max Jacques Entertainment

Saturday, August 27, 2011

FEATURED DJ'S

Sasha Grey & Sarah Robertson

SPECIAL PERFORMANCES BY

Steel Panther & The CoverGirls

VIP Playmate Pool Party 6:00pm to 8:00pm
Lingerie Party 8:00pm to 2:00am

To purchase tickets call 800-603-5246
or visit www.rockthemansion.com

DRESS CODE

80's Rock theme (see *Steel Panther* for inspiration), Lingerie for women



SPONSORSHIP LEVELS

We offer numerous ways to boost your brand presence and appeal to your clientele in a whole new light.

PRESENTING SPONSOR \$100,000
Full sponsorship benefits

PLATINUM SPONSOR \$75,000
Selected sponsorship benefits

GOLD SPONSOR \$50,000
Selected sponsorship benefits

SILVER SPONSOR \$25,000
Limited sponsorship benefits

VIP SPONSOR \$10,000
Limited sponsorship benefits

SPONSORSHIP BENEFITS

- On-site Business Related Benefits
- On-site Brand Related Benefits
- Marketing and Merchandising Opportunities
- Hospitality and Client Related Entertainment Opportunities
- Press/Publicity Opportunities



PRESENTING SPONSOR

\$100,000

Full sponsorship benefits include:

ON-SITE BUSINESS AND BRAND RELATED BENEFITS

- Special stage introduction to party guests
- Custom VIP cabana
- 3 gobos of sponsor logo at the event (artwork provided by sponsor)
- Company logo on custom cocktail tables
- Link on website directing guests to sponsor's site

MARKETING AND MERCHANDISING OPPORTUNITIES

- Company Logo and Title on all printed materials (Save the Date cards and Invitations)
- Promotional items placed in VIP Gift bag for celebrities and VIP guests gift bags (product supplied by sponsor)

HOSPITALITY AND CLIENT RELATED ENTERTAINMENT OPPORTUNITIES

- 100 Tickets to party

PRESS/PUBLICITY OPPORTUNITIES

- Photo with headliners and celebrities
- Company listed as presenting sponsor in all pre and post media outreach (press releases, media alerts, etc) as well as radio, print and on line advertising
- Photo opportunities for sponsor/product with celebrities on the red carpet
- Company Logo on the Media Wall



PLATINUM SPONSOR

\$75,000

Selected sponsorship benefits include:

ON-SITE BUSINESS AND BRAND RELATED BENEFITS

- Custom lounge or bar
- Special stage introduction to party guests
- 2 gobos of sponsor logo at the event (artwork provided by sponsor)
- Company logo on custom cocktail tables
- Link on website directing guests to sponsor's site

MARKETING AND MERCHANDISING OPPORTUNITIES

- Company Logo and Title on all printed materials (Save the Date cards and Invitations)
- Promotional items placed in VIP Gift bag for celebrities and VIP guests gift bags (product supplied by sponsor)

HOSPITALITY AND CLIENT RELATED ENTERTAINMENT OPPORTUNITIES

- 60 Tickets to party

PRESS/PUBLICITY OPPORTUNITIES

- Company listed as title sponsor in all pre- and post- media outreach (press releases, media alerts, etc) as well as radio, print and online advertising
- Photo opportunities for sponsor/product with Celebrities on the red carpet
- Company Logo on the Media Wall



GOLD SPONSOR

\$50,000

Selected sponsorship benefits include:

ON-SITE BUSINESS AND BRAND RELATED BENEFITS

- Special Stage Mention
- 2 banners of sponsor logo at the event (artwork provided by sponsor)
- 2 Easels with company signage placed at the Silent Auction

MARKETING AND MERCHANDISING OPPORTUNITIES

- Company Logo and Title on all printed materials (Save the Date cards and Invitations)
- Promotional items placed in VIP Gift bag for celebrities and VIP guests gift bags (product supplied by sponsor)

HOSPITALITY AND CLIENT RELATED ENTERTAINMENT OPPORTUNITIES

- 40 Tickets to party

PRESS/PUBLICITY OPPORTUNITIES

- Company listed as presenting sponsor in all pre- and post- media outreach (press releases, media alerts, etc) as well as radio, print and online advertising
- Photo opportunities for sponsor/product with Celebrities on the red carpet
- Company Logo on the Media Wall



SILVER SPONSOR

\$25,000

Limited sponsorship benefits include:

ON-SITE BUSINESS AND BRAND RELATED BENEFITS

- (2) Easels with Company signage placed in the cocktail lounge area

MARKETING AND MERCHANDISING OPPORTUNITIES

- Logo on pre-event advertising and promotions (print and online)
- Promotional items placed in VIP Gift bag for celebrities and VIP guests gift bags (product supplied by sponsor)

HOSPITALITY AND CLIENT RELATED ENTERTAINMENT OPPORTUNITIES

- 10 Tickets to party

PRESS/PUBLICITY OPPORTUNITIES

- Company mentioned in all pre- and post- media outreach (press releases, media alerts, etc) as well as radio, print and online advertising



VIP SPONSOR

\$10,000

Limited sponsorship benefits include:

ON-SITE BUSINESS AND BRAND RELATED BENEFITS

- (1) Easel with Company signage placed in the cocktail lounge area

MARKETING AND MERCHANDISING OPPORTUNITIES

- Logo on pre-event advertising and promotions (online)

HOSPITALITY AND CLIENT RELATED ENTERTAINMENT OPPORTUNITIES

- 4 Tickets to party

PRESS/PUBLICITY OPPORTUNITIES

- Company mentioned in all pre- and post- media outreach (press releases, media alerts, etc) as well as radio, print and online advertising



THE DEMOGRAPHIC

Rock the Mansion is a very exclusive event, thus we control our intended reach and demographic by sending exclusive, targeted invites through our VIP hosts and select marketing partners.

THE ACE ENTERTAINMENT GUEST IS YOUR IDEAL CUSTOMER:

- Male 55% / Female 45 %
- Age 18-44 80%
- Median Age 30
- Married 35% / Single 65%
- HHI \$100,000+ 48%
- HHI \$250,000+ 30%
- College Graduate+ 55%
- Employed Full Time 69%

ACE ENTERTAINMENT GUEST AVERAGE CONSUMPTION BY ALCOHOL TYPE:

- Vodka 50%
- Rum 10%
- Tequila 10%
- Gin 5%
- Wine 4%
- Beer 4%
- Champagne 2%
- Bourbon / Whiskey 10%
- Scotch 4%
- Other 1%

GUEST CHARACTERISTICS INCLUDE:

- Image conscious and brand aware
- High level of discretionary income
- Cultured & sophisticated
- Predominantly college educated and beyond
- Professionals from entertainment, sports, finance, fashion, music and hospitality industries

Products will be seamlessly integrated into the environment, whether they are clothing, shoes, publications & other media outlets, services, health and beauty products, tech gadgets, music, food or beverages.



TARGETED MEDIA & MEDIA VALUE

There are even more means of reaching your audience thanks to these unique opportunities.

- 25 local and national outlets covered red carpet arrivals (Photo, Online, Print, Radio, Television)
- 2 exclusive photography outlets covered inside the event (WireImage and WENN)

TARGETED MEDIA (INCLUDING, BUT NOT LIMITED TO):

PRINT LA Times, Back Stage Pass, Brentwood Magazine, Beverly Hills, Courier, 944 Magazine, Daily Variety, Instyle Magazine Los Angeles Confidential, Los Angeles Magazine, New York Daily News, People Magazine, Entertainment Weekly, Privilege Magazine, Star Magazine, The Hollywood Reporter Variety, Washington Post, New York Daily News, Bel Air Magazine

ONLINE Celebrityvibe.com, Eonline, People.com, Powermagazine.com, Usnewswire.com, World Entertainment News Network, NBC, Girlsite.com, Maximo TV, CEO TV, Scoop LA, LA.com

TV BBC, E! Entertainment, KTLA, Entertainment Tonight, Fox TV News Channel, Good Day LA, Inside Edition, KABC, KCBS 2, KCOP, KMEX, MSNB

RADIO 100.3 The Beat, LA Talk Radio, WWOZ Radio

PHOTOGRAPHERS Wireimage, Getty, Celebrity Photo, Zimbio Pictures, Film Magic, Ash Photography

MEDIA VALUE:

TV	\$50,000
Radio	\$3,500
Print Media	\$40,000
Web Media	\$10,000
Video	\$8,000



CONTACT INFORMATION

Don't hesitate to get in touch with us in case of any request or query you may have.

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