

An aerial photograph of a city at sunset. The sky is a mix of deep blue, purple, and orange. The city lights are visible, with a prominent road of lights winding through the middle. In the foreground, there are residential buildings and trees. A white rectangular frame is centered over the image, containing the text 'GBK' in a large, white, serif font, and 'BRAND BAR' in a smaller, white, serif font below it.

GBK
BRAND BAR

JOIN US

*The best celebrity events
& luxury lounges*

At GBK's exclusive Luxury Lounges, you have the opportunity to get your product in the hands of celebrities, influencers and media.

Brands will receive numerous photos with talent holding their products, which can be used in a myriad of ways including but not limited to:

- **Social Media**
- **Website**
- **Magazine & TV Features**
- **Press Releases**
- **Online Promotion**
- **Tradeshow Displays**





BENEFITS

Of GBK Brand Bar

Whether you are launching a new product line, showcasing a revamped existing line, increasing brand awareness or working to stay ahead of the competition, our luxurious events will introduce you to the industry's elite.

PHOTOS & VIDEO

- We will capture photos and interactions with your brand
- You will receive your digital photos in 2-3 business days after event
- Option to have a sizzle reel created

TARGETED RELATIONSHIP BUILDING

- Meet face to face with talent and media
- Introduction to top industry executives & VIP's
- Opportunity to network and build brand awareness

EXPOSURE IN THE PRESS

- Inclusion in press releases
- Top media outlets in attendance i.e. Forbes, People, UsWeekly, Huffington Post, OK! Magazine, LA Weekly, EXTRA TV and many more
- Over 100 million media impressions per event

POST EVENT

- Receive press and media recaps within 2 weeks of event completion
- Featured in local, national, and international press coverage
- Large potential to gain a celebrity spokesperson for your product



CALENDAR

at GBK Brand Bar



January

Official Critics' Choice Awards Lounge
Los Angeles, CA

February

Super Bowl Weekend Celebrity Golf Tournament VIP Talent Lounge
Las Vegas, NV

March

Pre-Academy Awards Lounge
Los Angeles, CA

April

Annual George Lopez Celebrity Golf Classic VIP Players' Lounge
Los Angeles, CA

July

Pre-ESPY Awards Lounge
Los Angeles, CA

September

Pre-Primetime Television Awards Lounge
Los Angeles, CA

October

Rock & Roll Hall of Fame Backstage Artist Green Room
Cleveland, OH

* GBK has chosen not to be directly affiliated with the above mentioned events, but invites all the nominees, presenters and other recognizable guests to their events.



OPPORTUNITIES

at GBK Brand Bar

GOLD

\$10,000 Package

- Three foot product display space
- GBK will staff and provide photos with all talent that stops at your space
- Inclusion in press release

PLATINUM

\$15,000 Package

- One on-site representative
- Direct access to attending media
- Preferred placement at the event
- Exclusivity within your product category
- Guaranteed placement in leading world-class magazine
- Six foot product display space
- Photo opportunities with talent at your space
- Inclusion in press release





OPPORTUNITIES

at GBK Brand Bar

PRESENTING

\$30,000 Package

- Two on-site representatives
- Eight foot product display space
- Company name or logo on event invite to all talent and press
- Prominent placement at the event
- Logo on step and repeat
- Photo opportunities with talent at your space
- Inclusion in public relations newswire
- Inclusion in press release
- Direct access to attending media
- Exclusivity within your product category
- Guaranteed placement in leading world-class magazine

TITLE

\$50,000 Package

- Brand will be on Getty Images with naming rights
- Three on-site representatives
- Twelve foot product display space
- Company name or logo on event invite to all talent and press
- Premiere placement at the event
- Logo on step and repeat
- Photo opportunities with talent at your space
- PR Newswire
- Inclusion in press release
- Direct access to attending media
- Exclusivity within your product category
- Guaranteed placement in leading world-class magazine





MEDIA

at GBK Brand Bar



- abc AOL Bloomberg Businessweek CBS NEWS CNN.com Eonline. TMZ
- ET FOX BUSINESS FOX 11 FOX GQ InStyle KTLA 5 MSNBC NBC
- WSJ MTV Newsweek People VOGUE teenVOGUE ELLE
- YAHOO! US USA TODAY Forbes The New York Times West 24-7 pressrelease HUFFPOST
- INTOUCH LA Times Rolling Stone Los Angeles VANITY FAIR VARIETY The Washington Post

PAST ATTENDEES

Steven Tyler . Ed Sheeran . Olivia Rodrigo . Pat Benatar . Eurythmics . Evan Peters

Magic Johnson . Jamie Foxx . Whoopi Goldberg . Viola Davis . Anthony Anderson

Usher . Linda Cardellini . Angela Bassett . Neil Patrick Harris . Spike Lee . Leslie Jones

Reba . Susan Sarandon . Mark Hamill . Chrissy Metz . Nicole Scherzinger . David Schwimmer

Jesse Tyler Ferguson . Eric Stonestreet . Miles Teller . Eugene Levy . Tony Hawk . Joe Jonas

Diplo . Steve Aoki . Serena Williams . Jennifer Aniston . Olivia Wilde . Maisie Williams

Chris Paul . Mark Cuban . Martha Stewart . Craig Robinson . Seth Curry . Smokey Robinson

Andra Day . HER . Chris Tucker . Helen Mirren . Katherine Heigel . Melissa McCarthy . Wilmer Valderrama

Dennis Quaid . Gina Rodriguez . Amy Adams . Tori Kelly . Gerard Butler . John Legend . Martin Short

Demi Moore . Channing Tatum . Rachel Brosnahan . Kesha . Leonardo DiCaprio . Liam Payne

Queen Latifah . LL Cool J . Dave Matthews . Sia . Bernie Taupin . Missy Elliot . Adam Levine . Common





ABOUT GBK BRAND BAR

Make your brand shine

Today's best brands align themselves with GBK's celebrity events to get their products into the hands of some of the most recognizable names in the entertainment industry. These invite-only events allow clients to have face to face interaction with key press, celebrities, influencers, and other VIPs. Our events give brands specialized photo opportunities with their products and the celebrities in attendance that they can potentially use for social media, their website, trade shows, submissions to press and more.

GBK has taken part in high profile events and pre-parties prior to the Academy Awards, Emmys, Golden Globes, Grammys, MTV Movie Awards, Teen Choice Awards, BET Awards, Sundance Film Festival, New York Food & Wine, Art Basel, Cannes Film Festival and Coachella Valley Music and Arts Festival as well as celebrity golf tournaments and charity galas.

GBK has been featured Forbes, Wall Street Journal, People Magazine, US Weekly, InStyle, USA Today, New York Times, LA Times, CNN, Vogue, GQ, Vogue, Billboard Magazine and many nationally read publications.

GBK has also been seen on NBC, ABC, CBS National News, EXTRA, KTLA, MSNBC, FOX, CNN Headline News, and many others.

** GBK has chosen not to be directly affiliated with the award shows, but invites all the nominees, presenters and other recognizable guests to their events.





Hope to see you soon!

WWW.GBKBRANDBAR.COM