



Vendor Opportunity

For: *A Book Launch Event*

When: *October 1*

Where: *The Sofitel Hotel, Beverly Hills*

Event Details: A red carpet event and cocktail hour to celebrate the launch of radio personality and television host, Ally Loprete's new book ***You Got This!*** The event is by invitation only and will be held at the Sofitel Hotel in Beverly Hills. Expected to attend are many of Hollywood's B-list community, and recognizable faces from television, film and radio, and multiple press coverage. Swag bags will be used as party gifts for guests and media. (Expected Attendees 150-200) Extra swag bags will be used to give to the experts that Ally interviews on her weekly show **Dramatic Impact with Ally**, featuring successful career artists in the Entertainment Industry.

Example products to be included in swag bags: Samples of high end bath and body products, essential oils, beauty products, candles and aroma therapy, unique food items, toys, and other unique products. We will also accept your logo graphic on items such as mobile device chargers, sunglasses, umbrellas, reusable water bottles, edible treats such as cookies or chocolate, moleskin notebooks, breath mints, change purses, phone chargers, earbuds, and book marks. PLEASE NOTE: We will not be including postcards or coupons, unless attached to an actual product. You may attach a small piece of literature about your company.

Option 1 - \$50 + products (30 available)

- * Your product in 200 Swag Gift Bags
- * Your logo on Step and Repeat Red Carpet Banner
- * Clickable logo on Book website to remain throughout book tour

Option 2 - \$150 + products (15 available)

- * Your product in 200 Swag Gift Bags
- * Your logo on Step and Repeat Red Carpet Banner
- * Clickable logo on Book website to remain throughout book tour
- * Clickable Banner add 100 x 25 on 3 high traffic websites

Option 3 - \$350 + products (5 available)

- * Your product in 200 Swag Gift Bags
- * Your logo on Step and Repeat Red Carpet Banner
- * Clickable logo on Book website to remain throughout book tour
- * Clickable Banner add 100 x 400 on 3 high traffic websites
- * Personalized social media campaign to 8,000 + on Facebook, 10,000+ email subscribers and 200,000 + on Twitter

Option 4 - \$600 + products (3 available)

- * Your product in 200 Swag Gift Bags
- * Your logo on Step and Repeat Red Carpet Banner
- * Clickable logo on Book website to remain throughout book tour
- * Clickable Banner add 100 x 400 on 3 high traffic websites
- * Personalized social media campaign to 8,000 + on Facebook, 10,000+ email subscribers and 200,000 + on Twitter
- * (2) 1 minute radio mentions (6 million listeners on iHeart Radio) 15 minute live interview and featured article on subscriber newsletter

Please note: All product must be received by Friday, September 22. We are also looking for a sponsor for the bag themselves. This spot can be negotiated.

All inquires, please email marketing@ourmilkmoney.com or call 818-400-2802