

SECRET ROOM EVENTS PRESENTS

2021 RED CARPET RETREAT

HONORING PRIMETIME TELEVISION NOMINEES & CELEBRITIES

ABOUT THE EVENT

The 2021 Red Carpet Retreat will take place on September 16th 2021. in Los Angeles, CA honoring Primetime Televisions biggest night of the year and most sought after celebrities. Red Carpet Retreat sponsors will have the opportunity to get products in the hands of nominees, celebrities, media and press.

This ultra-exclusive event will be a place where nominees, celebrities, press and media can relax in style while your representatives meet with these influential people to present and promote your products and services in an exciting and effective way. What might takes months of diligent outreach and networking can be accomplished over a period of 1 day at a Secret Room event-driven product placement lounge. Celebrity gifting is a very powerful and underutilized strategy which helps give your product and brand receive added exposure and sales, sometimes creating an overnight sensation.

In person sponsors have the exclusive opportunity to receive numerous photos with celebrities interacting with their products, which potentially can be used in a myriad of ways including but not limited to: Magazine & Press Submissions | Press Releases | In House Marketing Material | Trade Show Displays | Social Media. Gift bag sponsorship is also available and allows for sponsors products to be placed into a very exclusive VIP gift bag given to celebrity and media guests. These highly coveted bags have been featured in major magazine, on major TV and news channels and more.

EVENT LOCATION

Event location will be at an exclusive location disclosed upon signing. This magnificent and famous indoor/outdoor location has sweeping views of Hollywood and Beverly Hills. Discounted hotel rooms are available for sponsors and you may ship products to the hotel making it a smooth and easy transition.



EVENT HIGHLIGHTS

- * Luxurious Gifting Lounge
- * Beauty Services
- * Food and Beverage

EVENT CHARITY

Our charity for this event will be a well recognized animal charity. They will be given a complimentary space at the event and will be allowed to accept donations and receive exposure for their cause



**Megan Markle at Secret Room Events
Primetime Television Red Carpet Retreat**

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GIFT BAGS: \$1800

Product included in 75 luxurious VIP bags
List of celebrities & nominees that receive the bags
Professional photo of gift bag with products .
Name on press release
Inclusion in editor choice bag for possible features



BRONZE: \$3000

Access for up to 2 company reps
Access to professional photographers/photos (optional for \$400)
Cocktail table to display your product (36" rounds)
Name on press release
Participation in "editor choice" gift bags for possible feature



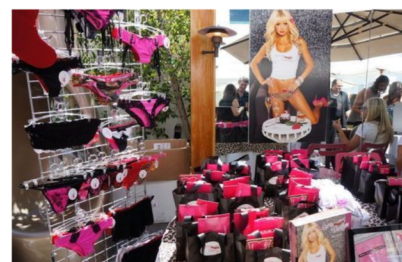
SILVER: \$5000

Access for up to 3 company reps
Access to professional photographers/photos (optional for \$400)
4 foot table to display your product
Name on press release
Participation in "editor choice" gift bags for possible feature



GOLD (w/branding): \$10,000

Name & logo on Lounge step & repeat red carpet press wall
Name & logo on invitations
Access for up to 5 company reps
Free access to professional photographers & photos
6 foot table to display your product
Second preference for location of your space (after platinum)
Participation in "editor choice" gift bags for possible feature
Name on press release



PLATINUM (w/branding & exclusivity): \$15,000

Exclusivity in one category
Lead-off in media and press release communications
Name & logo on Lounge step & repeat red carpet press wall
Name & logo on invitations
Access for up to 8 company reps
Free access to professional photographers & photos
(2) 6 foot tables to display your product
First preference for location of your space
Participation in "editor choice" gift bags for possible feature
Inclusion in event gift bags



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FOR GIFT BAG SPONSORS

Provide: product for 75 gift bags if participating in all bags. If doing nominees only 30 gifts are required. We allow 1 item per bag. There is a restriction of 12" x 12". Please contact us if you exceed this. We may be able to allow exceptions. Items can include products, services, gift certificates, travel vouchers, etc which represent brands, products and services you would like to promote. You are welcome to place your products in boxes or a simple bag (such as organza etc) if you choose and you may include a business card or contact info as well. All gift bag products must be sent complete. You must attach any printed materials you are including to the products or within a bag with the products.

Provide: 3 products for Editor Choice Bags. The editor choice basket is given out to various editors of magazines for possible review for future features and giveaways.

Gift Bag Photo: gift bag sponsors will receive a professional photo of the gift bag and contents. Only one product is used in the photo per company. This eliminates excessive product in the photo which would lessen visibility for our sponsors. Any products in shiny/reflective packaging such as plastic must be sent to Secret Room Events 29500 Heathercliff Rd Ste 297 Malibu, CA 90265 and Sept 5th - Sept 12th

Post media/press coverage policy: SRE International Inc is not responsible for searching for, alerting or forwarding any press/media related matter such as articles, write ups, video footage, etc. It is the responsibility of the company or company's publicist to search and recover this information. However, we are happy to pass along anything we find to our sponsors.

FOR IN PERSON SPONSORS FOR IN PERSON SPONSORS

General event information : Set up is 11am-5pm and break down is from 5-6pm on September 16th 2021. .

Gifting: Provide 250 gifts: for targeted celebrities, nominees, stylists, media and related press & attendees. These can include your company's products, services, gift certificates, travel vouchers, etc. which represent brands, products and services you would like to promote during this event. These products must be on site by 9am on September 16th 2021.

Travel resorts and high end item sponsors: Travel resorts and high end item sponsors: minimum gifting requirements are waived. High end jewelry sponsors may loan out pieces. SRE International Inc is not responsible for items not returned. It is the responsibility of the sponsor company to make legal arrangements to secure loan outs.

Provide: 3 products for Editor Choice Bags: the editor choice basket is given out to various editors of magazines for possible review for future features and giveaways. Product must be received by September 1st 2021 to Secret Room Events 29500 Heathercliff Rd Ste 297 Malibu, CA 90265.

Beverage sponsors: Corkage fees are the responsibility of the vendor and proof of insurance must be provided.

Shipment of products: All gifting products for the day of event, design elements, pop up banners etc. must be brought to the event location the day of or shipped to your designated hotel. Any shipments sent to SRE International Inc will be returned. SRE International Inc is not responsible for lost or damaged boxes, shipment not received, damaged or stolen product etc.

Storage box fees: The hotel charges a storage fee for each box received. Box fees are \$5 per box. Fees will be collected prior to the event no later than September 1st 2021. Sponsors must send SRE exact box count. Boxes will not be accepted unless paid for. Boxes must arrive no earlier than 4 days prior to event date. NO PALLETS ARE ALLOWED PERIOD. Please contact SRE International Inc if you have a shipping request such as a large display case. All boxes must be clearly marked with your company name, Secret Room Events name and number each box.

Set up/design: Your company will design, ship and set-up displays and fixtures and or display kiosks for use in the Red Carpet Luxury Lounge. This equipment and material should arrive on-site between 9:00 am-10:00 am.

Break down: By 6pm on September 16th 2021 your company will have disassembled and removed all of its displays, kiosks or fixtures and will have removed any remaining company merchandise from the premises of the building location of the Red Carpet Retreat..

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FOR IN PERSON SPONSORS (continued):

Gold w/branding or Platinum sponsors: please provide a logo (EPS or JPEG) for the Step and Repeat wall.

Misc Fees: Your company is responsible for all expenses related to its participation in the Red Carpet Retreat as well as shipping, travel and on-site expenses related to your company. An additional clean up fee will apply if your company reps leave their space without disposing of trash/boxes.

Celebrity/Media guest list/requests: SRE International, inc will coordinate and develop the celebrity and media guest lists and provide for the appropriate transmittal of invitations. Your company will receive a complete list of invitees the day of the event. There are no guarantees on who will show up at an event.

Photographers: SRE International Inc will make arrangements for still photographs by professional house photographers. There is an additional \$400 fee to utilize this service (fees are waived for Gold w branding & Platinum sponsors). Photographs can be used in media relations, press releases, web sites and social media. Photographs cannot be used as a celebrity endorsement in paid advertisements. Personal cameras are also allowed. If you would like to hire your own photographer contact Getty Images for rates -323-202-4101 or ladesk@wireimage.com

Follow up: After the event SRE International Inc provide your company with a copy of the press release.

Post media/press coverage policy: SRE International Inc is not responsible for searching for, alerting or forwarding any press/media related matter such as articles, write ups, video footage, etc. We highly suggest you obtain business cards from all press and media at the event to follow up with.

Promo gift bag printers: For fast printing and reasonable rates please visit <http://www.4imprint.com>

Florists: Our recommended florist is Westwood Flower Garden - 310-208-4000

Pop Up Banner Printers: Please contact Joe at: orders@prolabdigital.com or 310.625.4411.

Electrical Outlets: Electrical outlets are available throughout the event. If an extension is needed to run to your table space there will be an additional charge based on AMPs and power cords supplied. Please inquire for further information.

Withdrawing as a sponsor/event date change/cancellation/sponsorship level change: If a sponsor withdraws after having made a partial deposit, that payment is nonrefundable and the remainder payment legally is due. If a sponsor withdraws, is late or does not show at the event after having made a full 100% payment on or before the event date the full payment is non-refundable. If a sponsor may decide to withdraw as a sponsor and has signed the contract but has not made a payment, a full payment legally remains due. If a sponsor is trading services or hotel/travel resort stays in exchange for partial or full sponsorship fees and decides to withdraw as a sponsor, the trade agreed upon remains due. If for any reason this event is canceled you will be moved to our next event or you may receive your full payment back. Unforeseen events such as cancellation of an awards show or actors strike etc has nothing to do with SRE International and does not affect this event nor is it an option to back out as a sponsor due to these circumstances. SRE International Inc is not responsible for travel related costs lost if event is canceled or date is changed. If a sponsor signs on at a certain level of sponsorship and at any given time decides to change the level of sponsorship SRE International Inc has the right to accept or decline sponsorship level changes based on availability. If here is a pandemic of any kind or "act of god" (earthquake, fire, hurricane, COVID etc) causes the event to be canceled all sponsors will be moved to the next event. Refunds are not given in "act of god" situations. Box breakdown/trash requirements/damages: SRE International Inc is not responsible for any damage within your sponsor space.

Box/trash removal: Breakdown and removal of boxes are the responsibility of the sponsors/representatives. Dumpsters are provided on site for disposing of all trash. Trash bags will be provided.

Trademark and copyright laws: Sponsors are not allowed to use Emmy name or statue. These are trademarked and fully protected. The Red Carpet Retreat is not affiliated with the Academy of Television Arts & Science.

Liability: by signing this contract you understand and waive all rights to be able to legally sue SRE, Secret Room Events, SRE International Inc. or its owner Amy Boatwright should any damage or theft to products or property, accidents, accidental death or injuries occur during this event.

Shipment liability: SRE International Inc is not responsible for shipments, products, certificates, displays, etc. that arrive late, are lost or damaged or any products left over or remaining after the event has ended.

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2021 RED CARPET RETREAT CONTRACT

If the foregoing meets with your approval, please join with us in memorializing our agreement. By signing and dating here you agree to participate in the Red Carpet Retreat September 16th 2021 and have read the full contract and proposal (pages 1-5):

Signature _____

Date _____

IN WITNESS WHEREOF, the parties hereto have executed this Agreement as of the date first written above.
CLAUSE: Governing Law; Severability - This Agreement is governed by and is to be construed and enforced in accordance with the laws of the state of California and any action shall be commenced in Los Angeles, California. If any provision or portion of this Agreement shall be determined to be invalid or unenforceable for any reason, in whole or in part, the remaining provisions of this Agreement shall be unaffected thereby and shall remain in full force and effect to the fullest extent permitted by law.

Waiver of Breach - The waiver by Company of any breach of any provision of this Agreement shall not operate or be construed as a waiver of any subsequent breach.

Entire Agreement - This instrument contains the entire agreement and understanding of the parties hereto with respect to the subject matter contained herein, supersedes and cancels all prior agreements and communications of the parties, oral or written, respecting such subject matter. This Agreement may only be changed by an agreement in writing signed by the party against whom enforcement of any waiver, change, modification, extension or discharge is sought.

You will be participating as a _____ sponsor. As agreed, your total fees for participation will be \$_____. 50% of total fees (\$_____) must be paid within 2 weeks upon signing of contract. The balance of fees (\$_____) will be due August 1st 2021. GIFT BAG SPONSORS MUST PAY IN FULL (no deposits).

If you are going to utilize our hired house photographers: there is a \$400 fee you must add to your total sponsorship fees for this service. Please initial here to acknowledge you are accepting the use and fee for our house photographers: _____

If you are shipping from outside the US: all customs fees associated with your shipments must be marked as follows: all customs fees and taxes are the responsibility of sender (you), shipment is not for resale, place a low value (or none) to avoid high customs charges. Please sign here only if you plan to ship from outside the US and that you acknowledge and agree to the above responsibility of all customs fees:

To secure your space: please scan a copy of the last page (contract) to amy@secretroomevents.com. Wet copy of contract & payment must be mailed to: Secret Room Events Red Carpet Style Lounge 29500 Heathercliff Rd. Ste 297 Malibu, CA. 90265

Method of payment: We accept cashiers check, company check, wire transfer, Venmo and Paypal. Please email amy@secretroomevents.com for wire and paypal info. There are additional fees to pay via paypal and wire.

Contact: _____

Company Name (for press release): _____

Tel: _____

Email: _____

Website: _____

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