

THE LUXURY ESCAPE

During the 2018 Film Festivals

January 21 & 22, 2018 • St. Regis Deer Valley • Park City, Utah



RAND
LUXURY

RANDLuxury.com



ST REGIS
DEER VALLEY

Overview

RAND Luxury's 5th annual luxury event during the 2018 Film Festivals will be taking place once again at the St. Regis, Deer Valley's most prestigious address!

Your Brand's Activation

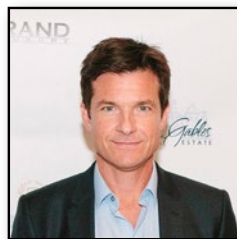
As one of the limited Sponsors showcasing during this two day affair, you will receive exposure to entertainment executives, producers, directors, actors, editors, film investors, distributors & exclusively invited VIP guests.

Key press outlets such as Variety, The Los Angeles & New York Times, The Hollywood Reporter, GQ, Wall St. Journal, E Online, WWD have also joined us. Our 2017 sponsors received over 4.7 Billion Media Impressions!

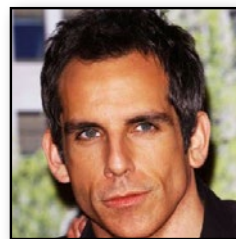
Past Event Participants



Jerry Seinfeld



Jason Bateman



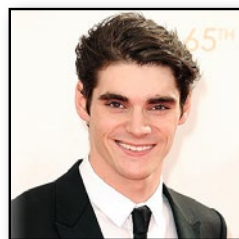
Ben Stiller



Christopher Walken



Kevin Bacon



RJ Mitte



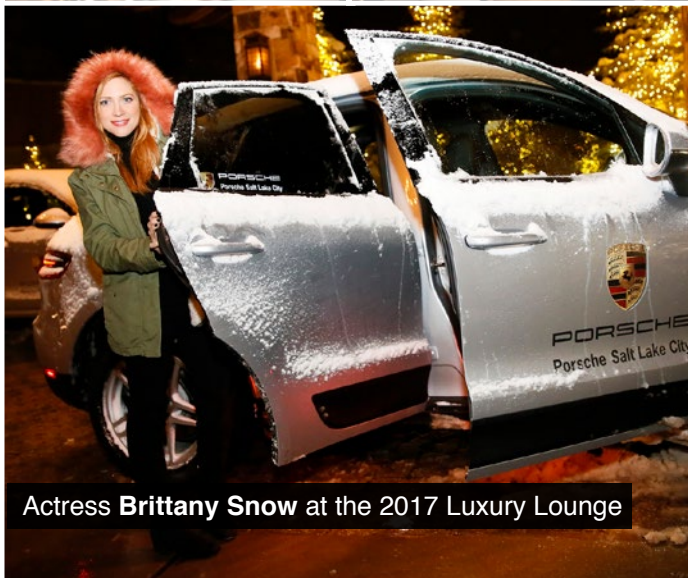
Adrian Grenier



Brittany Snow

The Details

The Luxury Escape at the St. Regis Deer Valley plays host to three industry receptions over the course of two days during the Sundance Film Festival. Each invitation-only event hosts 150 to 200 special guests who are treated to fine cocktails & hors d'oeuvres. Brand categories include: Automotive, Private Aviation, Timepieces, Jewelry, Electronics, Cigars, Beauty, Spirits & more.



Sponsorship Benefits

- **Engagement:** Meet powerful entertainment executives, award-winning producers, actors, film investors, directors & affluent guests of the St. Regis
- **The Perfect Venue:** Your brand will be showcased within the most exclusive destination during Sundance: The St. Regis Deer Valley
- **Category Exclusivity:** Your brand will be exclusive within its industry at The Luxury Escape
- **Brand Integration:** Your brand's logo shall be displayed on each event's Official Invitation and Red Carpet's Step & Repeat
- **Confidential Guest List:** Your brand will receive the proprietary guest list from each reception
- **Media Sharing:** We will provide your brand with an unrestricted license to all official photography & videography for lasting and maximum social media impact
- **Your Private Invitations:** We will create customized invitations with your logo for you to invite 8 of your very best clients (Each invitation admits two guests)
- **Event Logistics:** All details will be coordinated prior to your arrival with our team handling all set-up & breakdown activities

Our Past Luxury Escape Sponsors

SONY



GIORGIO ARMANI



Gulfstream



COHIBA



WIDER
NEVER ENOUGH



Press Outreach

The New York Times


THE WORLD'S NEWS LEADER

YAHOO!

THE WALL STREET JOURNAL





Robb Report
MANAGING FOR THE LUXURY LIFESTYLE







Los Angeles Times



WWD





Life Style





DUJOUR

VANITY FAIR





InStyle



HAUTE LIVING



DEPARTURES
MAGAZINE

examiner.com

Press Coverage - 4.7+ Billion Impressions

Los Angeles Times

"House of Luxury Takes Extravagance to New Heights.

Brand awareness, brand exposure and the right audience"

The New York Times

*"Over two days, the guests sipped \$500 Vérité Wine
and were able to test Rolls-Royce's"*

Summary

RAND Luxury shall coordinate, produce and manage “The Luxury Escape” at the St. Regis during the Sundance Film Festival. With more than 1,100 events produced since 1993, our experience speaks for itself. The RAND team will ensure that your brand receives intimate interaction with a targeted entertainment audience along with press and media coverage. We invite you to join us at one of the most important entertainment industry events in the nation.



Miss USA **Olivia Jordan** at the 2016 Luxury Lounge



Actor **Jason Bateman** at the 2016 Luxury Lounge



Step 1: Company Information

Name of Company _____

Address _____

City _____ State _____ Zip _____

Telephone _____ Fax _____ Website _____

Company Point of Contact(s) _____

Emergency Contact _____ Email _____

Step 2: Brand Participation

Please describe the products & services you plan to showcase _____

The Luxury Escape participation fee _____

Step 3: Payment Information

Total Price _____

Authorized Signature _____

Print Name _____

Title _____ Date _____

RAND Luxury is not responsible for lost or damaged products or displays during the event, set up or break down. All participants must carry their own liability insurance. All shipping (pre & post event) and storage must be arranged with the St. Regis, which will be at the company's expense. Refunds can only be made with 30 days written advance notice of the event. Invoices 30 days past due are subject to 2.5% monthly late fee.

Please complete for credit card payment

Address _____

City, State, Zip _____

Credit Card Number:

Expiration Date _____

Check One Mastercard Visa AmEx

Name on Card _____

Authorized Signature _____