

| gifting |
services



*We are effective....
...because we are Listening*

The premiere celebrity gifting service
for companies that mean business.

Presented by Atlantic Publicity

to **YOU** and your publicity **goals**
to celebrities and their experiences
to publicists and press about gifting

| gifting |
services



The Win-Win-Win Situation

YOU

Get pictures of celebs with Your corporate logo, or name on press wall

Get pictures of celebs with Your products/services , and You

Get celebs to use your products / services

CELEBS

Get to use and learn about the latest and greatest products and services

Get to be seen with the latest and greatest

Publicity and visibility with the best of the best

PUBLICISTS/PRESS

Get to send their celebs to the best gifting suits with the best products and services

Get to make their celebs happy by respecting their time

Get quality photos of celebs with quality products



The Old Way

(typical high-end gifting suite)

Suite:

A party arranged at a mansion or hotel with dozens of tables full of products. There is a disk jockey playing music and a catered food for all the guests. At the entrance there is a single press wall with dozens of logos from all of the companies present at the suite plus a few that didn't attend but just paid to add their logo. It's basically a party.

Your Marketing Goals	What you actually get
YOU WANT: Pictures of several celebs with Your logo on the press wall and/or with Your services or products	YOU ACTUALLY GET: Pictures of 2 celebs with dozens of other logos (likely the celeb will not be pictured by your logo)
Gifts of valuable gift bags only to celebs, notorieties and notable people	Gift bags going to 2 celebs and nearly 200 people who may not bring you any particular results.
Documentation on past, present and future work for celebs to maximize your public relations results.	This old way of gifting is not personalized. Our gifting services is a personalized attention grabber with a high-end show.



The New Way

(Our high-end gifting suite)

Suite:

A private studio only for celebrities. A unique press wall for each of the sponsor companies. A private gifting host who walks each celebrity through a series of press walls for each company while taking photos and explaining the products. Celebs are guided through the suite and leave with valuable gift bags containing the hottest products on the market. These companies receive pictures, bios and quotes from celebrities which are professionally prepared by the gifting hosts after each event.

Your Marketing Goals	What you actually get
YOU WANT: Pictures of several celebs with Your logo on the press wall and You or Your products	YOU ACTUALLY GET: Pictures of several celebs with Your logo on the press wall and You or Your products
Gifting of valuable gift bags only to celebs and notable people	Gifting of valuable gift bags only to celebs and notable people
Documentation on past, present and future work for celebs to maximize your public relations results.	Documentation on past, present and future work for celebs to maximize your public relations results on a high-end show.





Getting Started

- Subscription Includes:

- *Custom press wall featuring Your logo only
- *Five gifting suites (over approximately 6 months if subscribed for all)
- *Data sheet on each person photographed at the suite showing film credits, etc. for your records
- *Pictures from the events
- *Quotes when given and /or asked for from the celebs or publicists documented by our gifting hosts. Adrienne, Your host, will be back stage with You to answer any questions from celebs or the media.
- *We make photos available to the press so You don't have to worry about it.





Subscriber Benefits

- The Dancing with the Stars will be held during the Finale Show on November 24th, 2009 at CBS Beverly Hills Studios in Los Angeles:

- *Each Subscriber receives a custom press wall featuring only Subscriber's logo or name and Dancing with the Stars logo.

- *Minimum of two photos per celebrity. (Photo with celebrity with product and /or Subscriber in front of press wall and photo of celebrity in front of press wall without product, which allows Subscriber to use photos for variety of products under their corporate banner.)

- *Data sheet on each person photographed at the suite showing film credits, etc. for Your records.





Subscriber Benefits

- The Dancing with the Stars will be held during the Finale Show on November 24th, 2009 at CBS Beverly Hills Studios in Los Angeles:
 - * Pictures from the event. Wire Image, Getty Photographers, our in house photographer and media outlets approved by Dancing with the Stars.
 - * Quotes when given by celebrities and publicists during media interviews.
 - * Press Follow-Up. We make photos available to media outlets. Adrienne will feature Subscriber in the Beverly Hills Times Magazine when so elected.





Subscriber Benefits

- The Dancing with the Stars will be held during the Finale Show on November 24th, 2009 at CBS Beverly Hills Studios in Los Angeles:
 - * Dancing with the Stars is operating under strict media guidelines and sets an upscale, elegant standard. Value per gift bag is expected to be \$ 500 or over. In some cases \$ 100 minimum value is accepted.
 - * Total estimated value per gift bags is \$ 15,000. There will be 75 bags.
 - * Unlimited Media Coverage. This is a spill-over from the original media coverage on the show itself. Especially that this show is the finals.





Subscriber Benefits

•The Dancing with the Stars will be held during the Finale Show on November 24th, 2009 at CBS Beverly Hills Studios in Los Angeles:

- * Attendees receiving gift bags: 32 Cast Members :16 Celebrity Dancers and 16 Professional Dancers, 2 Hosts, 3 Judges, Special Celebrity Performer, 9 Producers, 3 Senior Executives, 1 Director, 8 Members of the Jackson Family, 8 Previous Winners are invited to come back, the Celebrity Audience of the evening is expected to be at least 20. Total attendance is: 84. One bag will go to charity.
- * Everyone attending will walk through the gift suite but not everyone receives a bag.
- * All products and services MUST arrive by November 14th. We recommend an earlier arrival for pre- press opportunities.





Further Value Added by Atlantic Publicity

In order to gain the most exposure possible for fractional cost, and extract the most value possible during the Holiday season we offer comprehensive exposure by featuring select clients in the Beverly Hills Times Magazine and/or many other outlets with newsworthy features. Deadline November 10, 2009

<http://atlanticpublicity.biz/electronicpresentation/images/beverlyhillspreskit.pdf>. The feature will profile the client in an intimate editor's portrayal on a double page spread of the special Holiday issue of the Magazine or Magazines. We will also list select clients under the "Best of the Best" section of the Times. The Magazine will also be added to the gift bags at the Golden Globes Gifting Suites, which will further enhance its value.

* Double page portrayal : \$ \$ 9,200

* Best of the Best Listing: \$ 2,900

* Dancing with the Stars Branding: \$ 7, 900





Further Value Added by Atlantic Publicity

Some of our subscribers expect a personal and ongoing relationship with their audience. We send exquisite newsletters to our private email address books to over 15,000 local and 20,000 national and international recipients who are industry leaders, celebrities and CEO-s of the entertainment, health, technology and various consumer industries. We also wire to over 10,000 media outlets world wide once there is a feature on the subscriber in a media outlet, such as the Beverly Hills Times Magazine as presented on the previous page. We also include web presence for ongoing exposure.

* Newsletters, web presence and follow ups: \$ 5,000





Further Value Added by Atlantic Publicity

The Difference Between the Known and the Unknown is Publicity

When You want to set yourself apart from everyone else we can make it happen. Our International team creates wide spread industry recognition through building a high profile public image by publishing your unique story in key multi-media outlets. We create a direct rapport with your audience. The clients of Atlantic Publicity have become recognized leaders in their individual fields through our dedicated personal services and story telling, which combines sophistication, media awareness, and a touch of celebrity.

* We offer various targeted marketing and publicity campaigns.

For more information please visit: www.AtlanticPublicity.com,
www.AtlanticPublisher.com and www.SpotlightNewsMagazine.com



Dancing with the Stars

Gifting Details

- Largest cast ever on the hit show
- Gifting for performers, cast, & celebrity guests
- On-set gifting same day as the grand finale
- 75 cast & celebrity attendees expected
- All sponsors must be approved in advance
- All photos will be available within 24 hours
- National media coverage expected



dancing
with the
stars

OFFICIAL GIFT LOUNGE
Nov 24th 2009

dancing
with the
stars

For More information Contact Atlantic Publicity:

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