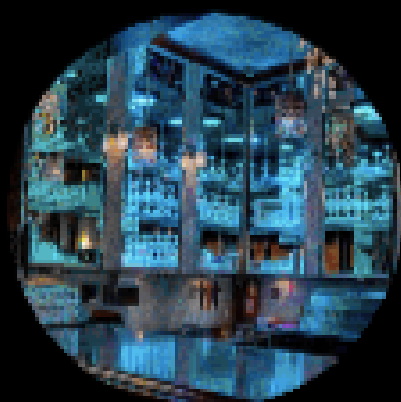


What is CÎROC Studios?

FOCUS VARIANT



CÎROC will make dreams possible for emerging artists by creating a platform that gives access to state-of-the-art facilities, music experts and executives, who will help bring new music to life.



PRESS + DIGITAL STRATEGY

- CÎROC STUDIOS LA MEDIA PREVIEW EVENT AND OPENING CEREMONY
- VIP TASTINGS
- DIGITAL CONTENT SERIES WITH PARTICIPATING ARTISTS
- DIGITAL CONTENT THROUGH INTERACTIVE EVENTS



MOBILE STUDIO

- SOUNDCLOUD / APPLE TO CREATE A PLAYLIST
- USE CONTEST FOR NATIONAL REACH AND VISIBILITY
- RECRUIT EMERGING TALENT



NATIONAL EVENTS 5 TENTPOLES



FLAGSHIP STUDIO

- LAUNCH DURING AMAS WEEKEND
- PARTNER WITH 20+ ARTISTS TO CREATE MUSIC
- HOST 6-8 EVENTS FOR MEDIA AND PRESS
- CREATE OVER 30+ PIECES OF CONTENT

EXPERIENTIAL

- BRING THE CÎROC STUDIOS TO LIFE DURING 7 MARQUEE EVENTS THROUGHOUT THE YEAR
- 7 LOCAL SHOWCASES TO HIGHLIGHT KEY TALENT WITH PARTNER ACCOUNTS
- OVER 70+ CÎROC SAMPLINGS NATIONWIDE

LABEL PARTNERS



SPEAKER VAP

- 24K CASES NATIONWIDE
- INTEGRATION INTO CONTENT
- INFLUENCER DESIGNER FOR PRESS AMPLIFICATION
- 100 GIFT PACKS FOR CELEBRITY OUTREACH AND SOCIAL



THE FOUR ON FOX ACTIVATIONS



Hired to put together a branded viewing party for Sean "Diddy" Combs new tv singing competition called The Four on Fox. We secured waitress staffing, managed brand partnership, provided branded Step-N-Repeat banners, custom cocktail menus, and a branded photo booth experience.



MADE IN AMERICA - CIROC PHILLY



Partnered with Ciroc Vodka to create a VIP lounge experience for The Roc Nation Made in America Festival. Managed bartender staffing, influencers, as well as the the entire content team (photographers, videographers) throughout all 3 days of the festival.



CIROC VS ROAD SHOW SERIES



CIROC[™]
VS

VERY SPECIAL

Hosted the Ciroc VS Roadshow event which treated guests to perfectly timed private tastings every half hour. The intimate sessions gave individuals an opportunity to learn more about the labor of love put into every bottle of Ciroc VS.

Secured venue, waitress / bartender staffing, and overall brand partnership. Everyone had an amazing time and left the event inspired to run out and purchase a bottle to add to their bar collection.



CIROC VS INFLUENCER DINNER



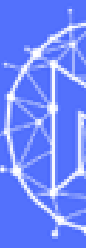
CÎROC[™]
VS

VERY SPECIAL



With the release of the all-new CÎROC VS Brandy, we were tasked with curating an influencer dinner experience in multiple markets. Branded single-serve cocktails were featured for brand amplification and consistency across accounts. Secured waitress staffing with in-venue branding installed to ensure consistency of theme.

KING COMBS MIXTAPE RELEASE PARTY



Influenced by the style and sounds shifted between two decades, Combs presented a fresh new perspective within Hip-Hop and R&B by sampling the single "Touch Me Tease Me," by Case.

Curated a single release party in Houston, TX for the Bad Boy artist with complimentary cocktails, waitress staffing, and brand partnership execution with CIROC.



JAMES HARDEN WEEKEND BRUNCH



Cîroc supported the NBA's MVP James Harden as we hosted his inaugural brunch during #JHtownWeekend, in which he presented his mother, Monja Willis, with a Woman of Empowerment award, honoring her work within the community and her efforts towards female empowerment.



CIROC HUSTLE HAPPY HOUR



Curated the CÎROC Hustle Hour series engaging with consumers by inviting a select list of influencers and executives who set trends and represent the hustle in their markets. We brought together talent and influencers to talk about the way they hustle and how to excel in their respective industries – “Keys to Success.” We celebrate life, celebrate success and raise a toast to those who hustle!

RAP-A-LOT WEEKEND: BRUNCH & DINNER



Hired to curate a weekend for legendary Houston record label Rap-A-Lot Records. We put together an invitation-only dinner with bartending staffing, decor execution, and brand partnerships. Special guests included OT Genesis, A Boogie Wit Da Hoodie, and Money Bagg Yo!



SLIM THUG BOSS LIFE BALL



Collaborated on Slim Thug's 5th Annual Boss Life Ball. Managed brand partnership, bartender staffing, and creative services including photography and videography,



CIROC WOMEN'S EMPOWERMENT BRUNCH



In celebration of Women's History Month, we were tasked with curating an invitation only Ciroc Women's Empowerment Brunch in Houston, TX. Selected 10 individual power players to honor for outstanding work in their fields with a complimentary brunch, plaques, and above all bottomless mimosas!

