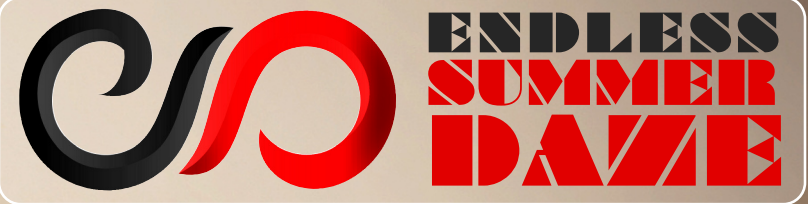
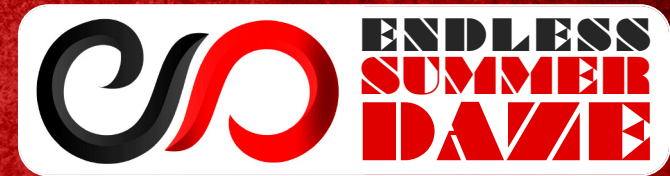




*Cory Martin
presents*







..... THE CONCEPT // “LEATHER & LOVE”

Introducing Endless SummerDaze, a series of “Pop-Up EDM” events around Los Angeles that focuses on the affluent fan. Four hundred of the top celebrities, entrepreneurs, innovators, consumers, influencers, and models alike convene for a one day extravaganza to experience some of the world’s greatest DJ’s performing in an “underground” secret location.

Our LEATHER & LOVE event on Valentine’s Day, is the day to night party before the Grammy’s so we will integrate both with a Grammy Nominated DJ and sexy models dancing in lingerie. We will begin the event at 1232 Sunset Plaza Drive with L.A.’s top influencers, then shuttle everyone to Le Jardin, one of L.A.’s hottest and sexiest night clubs where we will have 2500 guests. Throughout the day we will hear music from DJ Morten, DJ Ammo and one of 2015’s Grammy Nominated DJ’s all while you experience the breathtaking visions of producer and designer, Cory Martin.

Please see link below for our last Endless SummerDaze event which took place on a 160’ yacht.

www.EndlessSummerDaze.com



THE LOCATION 1

PRIVATE ESTATE

1232 Sunset Plaza Drive, Los Angeles CA 90069

\$23,980,000

8 bedrooms

9 bathrooms

3 levels

47,916 sq ft

Built 2013

Pool

Gym

Movie room

VIDEO - <https://www.youtube.com/watch?v=2wHEezAsW28>

THE PINNACLE LIST ARTICLE - <http://www.thepinnaclelist.com/property/luxury-residence-1232-sunset-plaza-drive-los-angeles-ca/>





THE LOCATION 2

LE JARDIN

An exclusive destination for hollywood's crème de la crème. The new outdoor lounge will transport the charm and romanticism of southern france to Los Angeles serving as an unforgettable hideaway for A-list celebrities, socialites, and tastemakers.

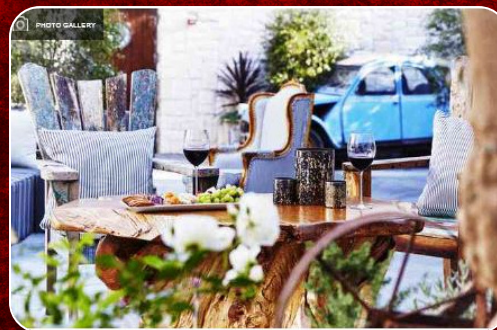
<http://lejardin.la>

1430 N. Cahuenga Blvd, Los Angeles CA 90028

LA TIMES ARTICLE - <http://www.latimes.com/food/dailydish/la-dd-le-jardin-hollywood-20150601-story.html>

LA GUESTLIST ARTICLE - <http://laguestlist.com/le-jardin-brings-that-little-je-ne-sais-quoi-flare-to-our-los-angeles-nightlife-at-its-private-opening-w-a-dj-set-by-sam-ronson/>

HAUTE LIVING ARTICLE - <http://hauteliving.com/2015/06/le-jardin/574733/>



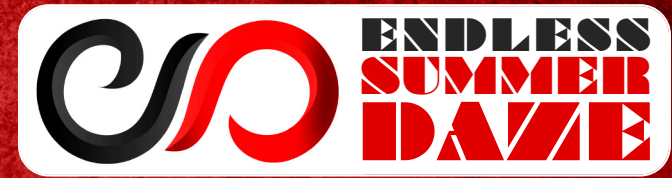


OUR AUDIENCE

- Top 1% of Young & Rich Hollywood
- Luxury Consumers
- Music Visionaries & Creators
- Influencers & Tastemakers
- National Social Media



Nick Jonas, Hilary Duff, Jennifer Lawrence, Taylor Lautner, Emma Watson, Rihanna, Taylor Swift, Lady Gaga, Mary Kate & Ashley Olsen, Olivia Wilde, Megan Amram, Oliver Bogner, Bing Chen, Dave Franco, Stephanie Herman, Michael B. Jordan, Zac Efron, Anna Kendrick, Taylor Schilling, August Getty, Selena Gomez, Evan Spiegel, Nathan Blecharczyk, Jack Dorsey, Paris Hilton, Tom Poleman, Liz Miller, Jason Bentley, Emma Ratajkowski, Alexander L Jung, Dave Rene, Emma Stone, Sam Smith, and Justin Bieber



THE VISIONARY // CORY MARTIN & CME



With a keen eye for detail and design, Principal and Creative Director of CME, Cory Martin has crafted an event design and production company unlike any other, bringing precision, sophistication, and beauty to each and every one of CME's events.

Producing over 2,500 events throughout NY and LA, Cory has established himself as the go to event planner for the world's top luxury and fashion brands. Clients like Bentley, Gucci, Porsche, Equinox and Christian Dior, to name a few, rely on Cory and his team to flawlessly create impactful brand to consumer experiences.

An experienced veteran in the event production and catering arena, Cory's portfolio includes: former Food & Wine Editor for *Beverly Hills Magazine*, current Event Chair for the Children's Institute Inc. and Founder of CME and Extropy Lifestyles.

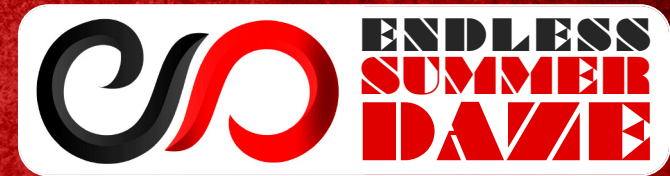
Combining his passion for design, event marketing and technology, Cory Martin will be expanding his portfolio of companies in 2015 with the launch of Extropy Lifestyles – an experiential marketing agency serving the Fortune 500 technology sector. Extropy Lifestyles will craft the perfect blend of technology and lifestyle through integrated marketing, branding solutions, strategic partnerships, event marketing, impressionable consumer experiences, and sponsorship integration.

THE VISIONARY // CORY MARTIN



CORY MARTIN EVENTS PRESS





CORY MARTIN EVENTS PRESS

Us WEEKLY

HOME NEWS PHOTOS VIDEOS STYLE BEAUTY

TRENDING: ROYAL BABY DWTS KIMYE BACHELORETTE SUBSCRIBE

Solar Perfected

THE OSCARS

TOP STORIES

- Jon Gosselin Seeks Full Custody of Daughter Hannah, 11
- Human Barbie Responds to Haters After Spring Photo Shoot – See the Pics
- Blake Lively, Ryan Reynolds Share First Photo of Baby James!
- EXCLUSIVE: She Dropped the L-Word! Katie Holmes, Jamie Foxx's Romance Heats Up
- Seeing Double! Kim Zolciak, Daughter Could Be Twins in This Selfie

JUST \$1 AN ISSUE

Oscars 2015: 5 Last-Minute Party Planning Tips, Including Themes, Dress Code, Cocktails, and More!

ENTERTAINMENT FEB. 20, 2015 AT 8:40PM BY STEPHANIE WEBBER

Share Like 35 Tweet Print

Event designer Cory Martin tells *Us Weekly* how to throw the perfect last-minute Oscars party — get started with these 5 tips, including themes, cocktail recipes, and more!

Credit: Kevin Maize/PF&M/News.com

Because picking out the best dressed with friends is half the fun! The 87th Annual Academy Awards is just around the corner, but there's still time to plan a last-minute bash before the red carpet kicks off on Feb. 22. So don't fret, and get started now: Event designer and [entertaining expert](#) Cory Martin tells *Us Weekly* his best planning tips to follow, including the most clever party themes, cocktails to sip, and activities that'll keep your guests

CIRCA®

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SPEAK WITH AN EXPERT FREE & INSURED SHIPPING

< ALL BLOG POSTS

EXQUISITE EXPERTS: CORY MARTIN EVENTS

At CIRCA, we value beauty in all of its forms, from delicate flowers to dazzling pieces of jewelry, and we appreciate the beautiful memories that life's journey creates for us every day.

For our "Exquisite Experts" series we spoke with Cory Martin. Cory creates memories for his clients by bringing sophistication and

ca CALIFORNIA HOME+DESIGN

PORCELANOSA®
TILE / KITCHEN / BATH / HARDWOOD

INSPIRATION TOURS PRODUCTS TRENDING DESTI

Cory Martin Sets The Spring Table Using Oscar de la Renta Home's New Collection

By California Home... / 04/24/15 at 8:18 am / Comments

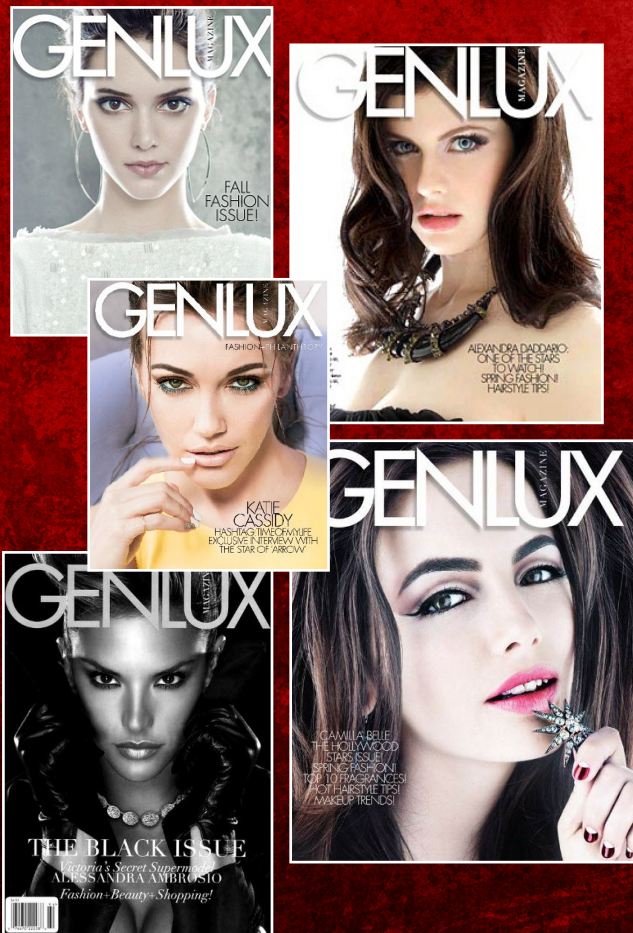
Photo above of Cory Martin courtesy of Alexandre Jaras. All photos below courtesy of Oscar de la Renta Home.

By: Cory Martin

Every summer I have the privilege of producing Mediterranean themed events for my private clients. It gives me the opportunity to work with such beautiful colors, try delicious food, and sample some amazing drinks. I always start with my favorite color, sky blue. From there I will add sea green and warm terracotta. You can also mix and match various lavenders and yellows depending on the look you are trying to create. Using Oscar de la Renta Home's new collection, this is how I would set the spring table.



OFFICIAL MEDIA PARTNER // GENLUX

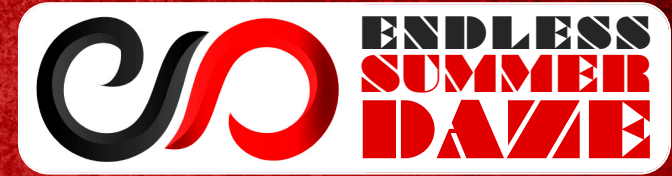


GENLUX is about a new generation. Of those who are passionate about luxury fashion and beauty, and, equally so, about the luxury of giving back and caring for the world. We are located at the corner of fashion and philanthropy in every city, United States of America. Our goal is to bring you the news and information about fashion, charity events, beauty, and the people who create it.

GENLUX is distributed at the season's most upscale events including fashion, music and charity events—plus our **GENLUX** parties.

Exclusive **GENLUX** release events hosted by cover girls such as: Emmy Rossum, Katharine Mcphee, Maria Bello, Rose McGowan, Maria Menounos, Kathy Ireland, Jenna Elfman, Liberty Ross, Kristen Chenoweth, Erika Christensen, + Many More.

- Los Angeles Fashion Events
- Orange County Fashion Events
- Step-Up Women's Network Events
- Rodeo Drive Annual Women's Night Out
- Beverly Hills Women's Club Events
- Rodeo Drive Committee Events



..... OFFICIAL MEDIA PARTNER // GENLUX

GENLUX CIRCULATION

She lives in one of the affluent Los Angeles or Orange County area zip codes: Los Angeles + Orange County (80,000)

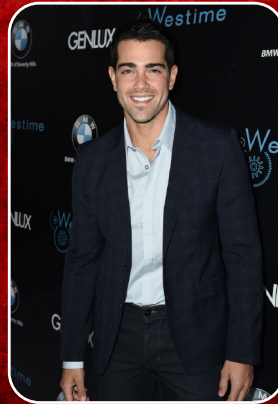
- Home Delivery: 36,700 (Controlled)
- Home Delivery: 12,500 (Subscription)
- Targeted Distribution to Retailers, Spas, Salons, Fitness Clubs, Doctor's offices, Private Jet Terminals: 14,800
- In-Room Hotel and Spa: 5,000
- High-End Newsstand, Barnes and Noble: 8,000
- High-Profile Events: GENLUX is distributed at the season's most notable fashion, entertainment, art, cultural, and charity events. 3,000

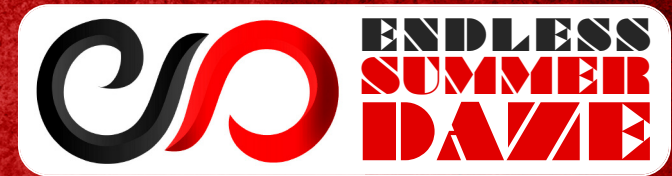
WHO IS THE GENLUX READER?

- 35 to 45 (65%)
- A style maker
- Lives in one of So Cal's high net worth zip codes!
- Average HHI \$325,000
- Average home value : \$1.9 million
- She dines out over 4x each week (39%)
- She shops for fashion beauty, accessories 9x or more each month (56%)
- She travels on business or pleasure 6x per year (64%)

GENLUX EVENTS

Genlux is renowned for hosting the most exclusive, and exciting events, appealing to celebrities, VIPs, influencers and tastemakers alike.





2015 GRAMMY NOMINATED DJ

MAIN EVENT DJ – 2015 NOMINATION

(will not be announced till December)

Best Dance/Electronic Album

2014 Examples:



Syro,
Aphex Twin



While 1,
Deadmau5



Damage Control,
Mat Zo



Do It Again,
Röyksopp & Robyn



Nabuma Rubberband,
Little Dragon

**MORTEN**

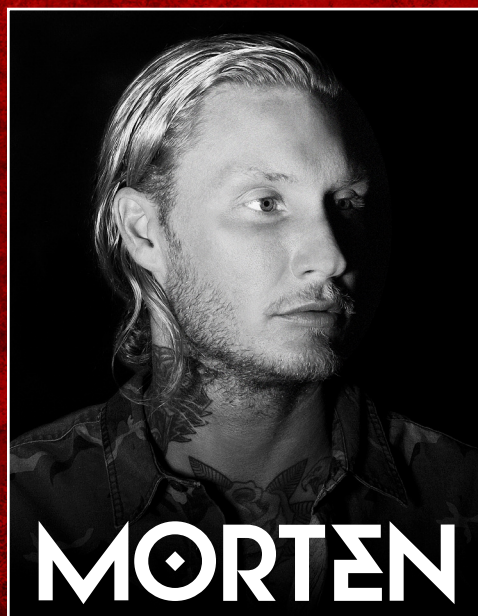
40.3k followers



17.5k followers



198,439 likes



The words “Superstar” and “DJ” are synonymous with the name MORTEN in his native Denmark, having already risen to the pinnacle of the Danish electronic music scene over the better part of a decade. 2015 is slated to be a breakout year for the young star, this time in North America. With headline performances at prolific venues such as XS Las Vegas, Marquee New York, and Create LA in the night club circuit – And Life in color, Something Wicked, Sunset Music Festival, in the festival circuit. Lastly MORTEN closed out the year on the main stage of Life In Color Miami. This coming year will see MORTEN continuing to grace the Main Stage of the biggest festivals nationwide.

His arsenal of fresh productions that stay true to his roots is sure to solidify him as one of the most exciting imports in an otherwise generic and over saturated industry. Supported and sought after by the most accomplished artists in “EDM” today – Avicii, David Guetta, Axwell, Showtek, Carnage, Kryder, to name but a few, MORTEN is not only a phenomenon in his beloved Denmark, but now in the eyes and ears of the most respected players across the globe.

HEADLINING SHOWS

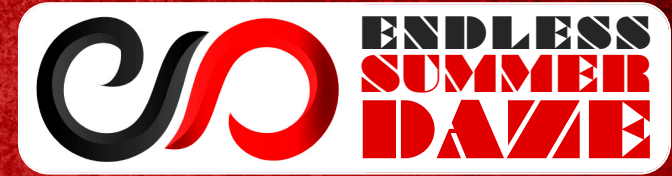
Marquee, NYC
XS, Las Vegas
Liv, Miami
Lavo, NYC
Create, LA
Pacha, NYC
Distortion Festival, CPH

MAINSTAGE PERFORMANCE

Something Wicked, Houston
Sun City Music Festival, El Paso
Sunset Music Festival
Tampa Distortion Festival, CPH
Life In Color Festival, Miami

NOTABLE VIDEOS

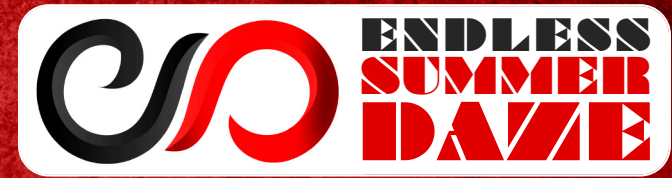
Look Closer [PRMD]
Perfect Dive [ULTRA]
#whoismorten episode 1
#whoismorten episode 2
#whoismorten episode 3



DJ AMMO



In 2009, DJ Ammo toured with the Black Eyed Peas in the World Tour. In 2010, DJ Ammo produced multiple tracks for the Black Eyed Peas including the chart-topping singles "The Time (Dirty Bit)" "Don't Stop the Party" and "Just Can't Get Enough. Since then he has produced and remixed high-profile tracks for everyone from Nicki Minaj Sean Paul, Lil' Jon to LMFAO, Peaches and Dragonette. At the same time, he started dropping tracks of his own. His edgy approach to EDM encompassed a sexy rave power, while delicately infusing pop palatability which he displays at festivals around the world including electric Daisy Carnival. In 2013, DJ Ammo produced 2 songs on the new will.i.am album including the smash single **THAT POWER** featuring Justin Bieber.



MAIN EVENT SPECS

Introducing Endless SummerDaze's next pop-up EDM event, Leather & Love on Valentine's Day, the eve of the Grammy's. This day to night, multi-location event will host some of the worlds' top DJ's, celebrities, entrepreneurs, and influencers to experience this one-time only private event in Los Angeles.

Date: February 14, 2016

Location 1: Private Estate

1232 Sunset Plaza Drive

Doors Open: 2pm

Shuttles Begin: 8:30pm

Event Ends: 9pm

Location 2: Le Jardin

1430 N. Cahuenga Blvd

Doors Open: 9pm

Event Ends: 2am

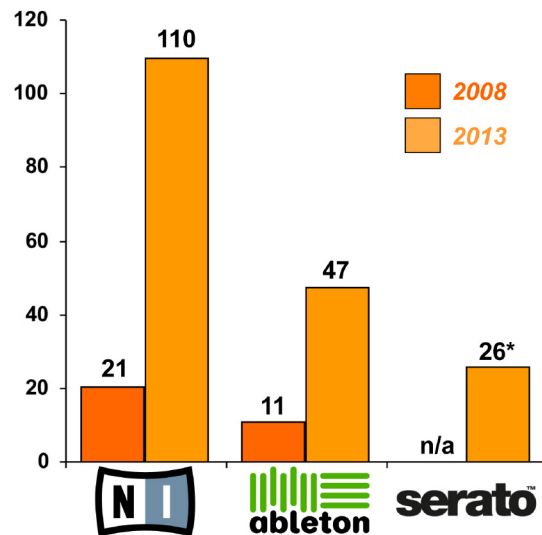
FEATURING

- Open Bars
- Open Buffets
- 4 DJ's (1 2016 Grammy nominated)
- VIP Lounges
- Photo Booths
- Integrated Cutting Edge Technology
- Over 200 Top Models
- Step and Repeat

BENEFITS OF SPONSORSHIP

Companies providing software and hardware for DJs & artists have experienced huge growth

Annual Turnover by Company (\$m)



- Leading manufacturers of DJ & music production software have seen huge revenue growth over the past 5 years
- Both Native Instruments & Ableton have more than trebled their turnover
- Pioneer has also cited 'DJ equipment' as one of the key drivers of its recent financial growth across all key markets (excluding Japan)
- Over the coming 12 months, Pioneer expects significant growth from the sector, especially in Europe

Source: FT, New Zealand International Business Awards, Pioneer; Note: * estimate based on range

IMS Business Report 2014 by KevinWatson.net

BENEFITS OF EDM SPONSORSHIP

Three Reasons Marketing Now Pays Attention To EDM and Its Fans

1. Rapidly Growing Sales

Where there's money, there's opportunity. The International Music Summit Business Report 2013, released in May, revealed that EDM, as a global industry, is **now worth \$4.5 billion annually**.



grow for the first time in five years.

Although a small amount (just \$750 million) comes from direct brand sponsorship and products, like DJ-endorsed software and equipment to Avicii's partnership with Ralph Lauren, music sales in the U.S. and U.K. truly show just how popular the genre is.

Specifically, the report points out, the EDM grew three times the rate as any other mainstream genre in 2012, primarily fueled by digital sales. In the U.K., on the other hand, album sales from top producers like Calvin Harris and David Guetta made EDM

2. It's Where the Millennials Are

It's rather apparent that advertisers don't really understand Millennials, or the group of people dubbed Generation Y that have been entering the workforce since the mid-'00s or now face long-term unemployment or underemployment. If a brand can't sell high-priced items to a large demographic with varying or minimal purchasing power and if adding **hipsters to a commercial** makes viewers just roll their eyes, going after EDM seems like the next-best thing.



Why, considering the myriad of genres in the U.S. with more visibility and better record sales? For one snapshot, a recent MTV Insights survey shows that **62 percent of Millennials** listen to EDM and 89 percent acknowledge the genre's visibility.

But even with lesser purchasing power than the Boomers and even Gen X, Millennials have **created this hyper-connected world**

through social media, one in which the DJs and producers themselves are actively involved in.

3. DJs Get Involved and Give Back

Throughout all this, producers (or their ghost producers) might as well be considered kings of content marketing – a lame buzzword, yes, but it's a significant aspect toward engagement. "Content," in this case, is the number of tracks and tweets a producer puts out, thus holding fans' attention spans.

In discussing Social Media Week panel "I Know The DJ: How Social Media Has Fueled the Explosive Growth of EDM in America," Eugene Farber talks about how producers continue to remain ahead with the latest technologies and regularly, at least through Soundcloud and official releases, put out new music. This approach keeps fans engaged, preventing them from moving onto something else.



fans to consume.

Just how much content do EDM artists generate? Beatport.com reports that **22,000 songs per week** come out through its platform alone. Consider the myriad of previews, unofficial remixes, and unfinished tracks out regularly on Soundcloud, and when you look at the big picture, producers put out an immense amount of content for

read the full article at:

<http://www.crossfadr.com/2013/10/02/three-reasons-marketing-now-pays-attention-to-edm-and-its-fans/>

CREATIVE BRANDING OPTIONS



Guests will receive a branded *flashband* as they arrive at the venue with preloaded event and sponsorship content. Throughout the following week we will upload the live sets, photos, and videos from the event for the guests to download through a website embedded in the *flashband*. Guests will also have the opportunity to buy custom merchandise on the website.

On our branded “Digital Tower” strategically placed at the venue, guests will be able to “plug in” their *flashband* and interact with sponsorship content and view “live” photos taken at the venue.



CREATIVE BRANDING OPTIONS



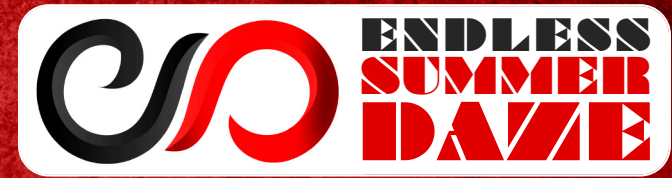
Private hashtag photo booth to resemble a DJ booth with branded equipment. Photo's will immediately linked to guest's social media accounts. Photos can also be uploaded to their *flashbands*.



Endless SummerDaze YouTube channel for edited event video. Video will also premiere on the performing DJ's channel.



Branded handheld fans



DELIVERABLES

TITLE SPONSOR - \$150,000:

(1 available)

Company name in event title (i.e. Powered by, Presents, Brought to you by, etc...)

at 1231 Sunset Plaza Drive private event and at Le Jardin's after party

Logo on Step and Repeat at Le Jardin's after party

Large company gobo at 1231 Sunset Plaza Drive private event and at Le Jardin's after party

5 live social media postings from top social media influencers (minimum 5 million)

VIP lounge for 10 guests at 1231 Sunset Plaza Drive private event and at Le Jardin's after party

Full page ad in Genlux Magazine

Post event coverage in Genlux Magazine Company logo on evite (if confirmed by January 15, 2016)

Company logo in flyer (if confirmed by January 15, 2016)

Company logo on all photo booth printed pictures

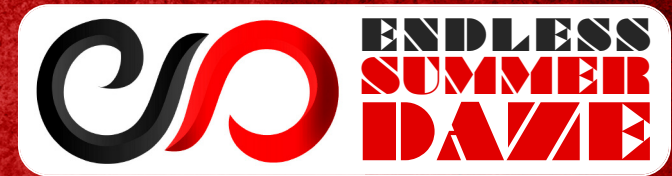
Company logo on photo booth

Company logo on USB bracelets

Company logo on digital information towers Company logo on www.EndlessSummerDaze.com website

Product on all VIP lounge tables and bars

All Deliverables are customizable based on sponsor's needs



DELIVERABLES

SECOND TIER - \$75,000+

(2 available)

Company gobo at 1231 Sunset Plaza Drive private event and at Le Jardin's after party

Logo on Step and Repeat at Le Jardin's after party

3 live social media postings from top social media influencers (minimum 3 million)

VIP lounge for 10 guests at 1231 Sunset Plaza Drive private event and at Le Jardin's after party

Half page ad in Genlux Magazine

Post event coverage in Genlux Magazine Company logo on evite (if confirmed by January 15, 2016)

Company logo in flyer (if confirmed by January 15, 2016)

Company logo on all photo booth printed pictures

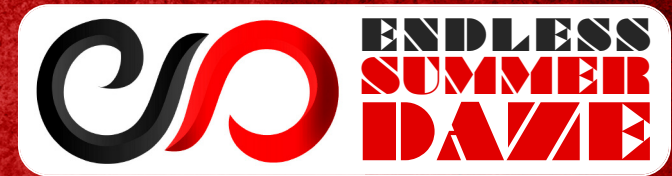
Company logo on photo booth

Company logo on USB bracelets

Company logo on digital information towers Company logo on www.EndlessSummerDaze.com website

Product on all VIP lounge tables and bars

All Deliverables are customizable based on sponsor's needs



DELIVERABLES

THIRD TIER - \$50,000:

(3 available)

Logo on Step and Repeat at Le Jardin's after party

2 live social media postings from top social media influencers (minimum 2 million)

VIP lounge for 10 guests at 1231 Sunset Plaza Drive private event and at Le Jardin's after party

Post event coverage in Genlux Magazine Company logo on evite (if confirmed by January 15, 2016)

Company logo in flyer (if confirmed by January 15, 2016)

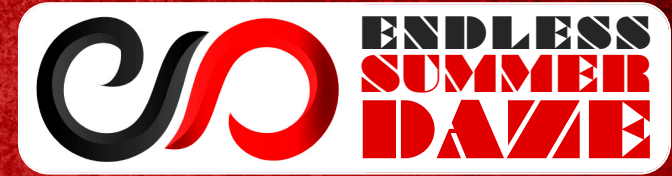
Company logo on photo booth

Company logo on USB bracelets

Company logo on digital information towers Company logo on www.EndlessSummerDaze.com website

Product on all VIP lounge tables and bars

All Deliverables are customizable based on sponsor's needs



DELIVERABLES

FOURTH TIER - \$25,000:

(4 available)

2 live social media postings from top social media influencers (minimum 1 million)

VIP lounge for 10 guests at 1231 Sunset Plaza Drive private event and at Le Jardin's after party

Post event coverage in Genlux Magazine

Company logo on evite (if confirmed by January 15, 2016)

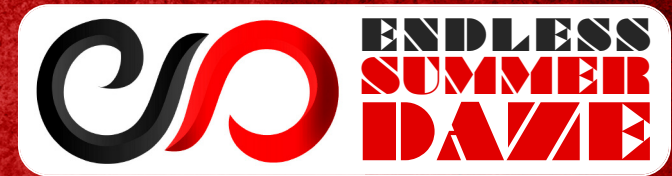
Company logo in flyer (if confirmed by January 15, 2016)

Company logo on digital information towers

Company logo on www.EndlessSummerDaze.com website

Product on all VIP lounge tables and bars

All Deliverables are customizable based on sponsor's needs



2016 CALENDAR

Sunday, February 14 – *Valentine's Day*

1232 Sunset Plaza Drive and Le Jardin
"Leather & Love"

Thursday, March 17 – *St. Patrick's Day*

Hollywood Warehouse
"Lucky Foam Party"

Friday, April 22 – *Earth Day*

Earth Day Saddlebrook Ranch
"Love & Peace Party"

Sunday, May 29 – *Memorial Day*

Private House in Los Angeles
"Red, White & Bae's"

Sunday, June 19 – *Summer Solstice*

Petersen Automotive Museum Rooftop
"Summer Solstice"

Monday, July 4 – *July 4*

Yacht in Marina Del Rey
"Fireworks & Fantasies"

Sunday, September 4 – *Labor Day*

Farm in Los Angeles
"Boots & Buns"

Saturday, October 29 – *Halloween*

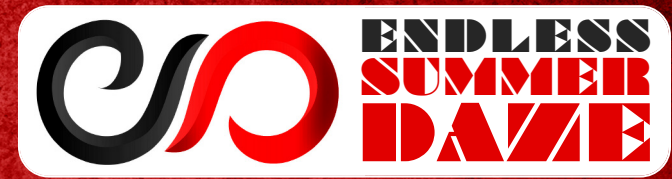
Vibiana Church
"Fallen Angeles"

Thursday, November 17 – *Winter White Party*

Private Residence in Los Angeles
"Frosted Frequency"

Saturday, December 31 – *New Year's Eve*

Cooper Building Top Floor Loft
"Champagne Dreams"



..... **CONTACT**

CORY MARTIN

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C: 323.459.0742

E: cory@corymartinevents.com