



## OFFICIAL TALENT GIFT BAGS

### OPPORTUNITY

For the 63rd **GRAMMY Awards**®, Distinctive Assets will once again be creating the **Official Presenter & Performer Gift Bags**. This year, we will celebrate Music's Biggest Night™ with fabulous gifts from companies that embrace Diversity, Equity & Inclusion and give back to their communities and the world at large. All media opportunities will lead with and highlight this important initiative.

### GRAMMYS LIVE TELECAST DATE

January 31, 2021

### GIFT QUANTITY

**140** (includes 25 Press Samples)

### BRAND OPPORTUNITIES & FEES

<b>\$3,500 *</b>	<b>Gift Bag – Standard Inclusion</b> (per product category) *discount available if gift value exceeds \$100
<b>\$5,000</b>	<b>Gift Bag – Featured Inclusion</b> (max of 5) Top-of-mind sponsor consideration in interviews, more prominent placement on gift bag display and featured section of press release.
<b>\$10,000</b>	<b>Gift Bag – Platinum Sponsor</b> (only 1) Top sponsor position in all interviews, most prominent placement on gift bag display and special expanded accommodation on press release.
<b>\$20,000</b>	<b>Gift Bag – Presenting Sponsor</b> (only 1) “Presented by” naming rights, company logo featured on primary gift vessel, first sponsor mention in press release, priority in all media outreach/interviews and most prominent position on gift display.

## PARTIAL TALENT LIST FROM RECENT YEARS

AEROSMITH  
ARIANA GRANDE  
BRUNO MARS  
CAMILA CABELLO  
CARDI B  
COMMON  
CYNDI LAUPER

GWEN STEFANI  
JAMES CORDEN  
JAMIE FOXX  
JENNIFER HUDSON  
JOHN LEGEND  
JOHNNY DEPP  
JUSTIN BIEBER

KESHA  
KHALID  
LIL NAS X  
LIONEL RICHIE  
LITTLE BIG TOWN  
LL COOL J  
MARY J. BLIGE

MILEY CYRUS  
NICKI MINAJ  
POST MALONE  
RIHANNA  
STING  
USHER  
ZENDAYA

## BENEFITS

- Brand association with major recording artists and the preeminent global music event drives media exposure
- Direct product delivery to GRAMMY® talent
- This is the **ONLY** official GRAMMY talent gifting
- Valuable social media content
- Category exclusivity
- Potential press exposure; past coverage secured by DA includes ABC/Good Morning America, The Today Show, ET, USA Today, Access Hollywood, Us Weekly, KTLA, Forbes, InStyle and more
- Post-show recap includes final talent list and media clippings

## DESCRIPTION

**The GRAMMY Awards** telecast is consistently one of the highest-rated and most-watched specials on television.

The Recording Academy® represents the voices of performers, songwriters and music professionals and celebrates their artistic excellence through the GRAMMY Awards — music's highest achievement.

[www.grammy.com](http://www.grammy.com)