



TAO GROUP  
HOSPITALITY

# BIG GAME WEEKEND

*Los Angeles* / 2022



# EVENT OVERVIEW

Tao Group Hospitality, global leaders in entertainment, brings back its legendary Big Game party to Los Angeles, California for a weekend of dining, nightlife, and opportunities for private events and viewing parties over the biggest weekend in football.

## Star Studded Audience

Previous celebrity guests have included: Mark Cuban, Diddy, Bon Jovi, Jason Witten, Jason Garrett, Jonathan Cheban, Guy Fieri, Victor Cruz, James Connor, Devonta Freeman, Mitch Trubisky, Travis Kelce, Charles Woodson, Donovan Carter, David Diehl, Jeffrey Dean Morgan, Clay Harvison, Reggie Bush, Danny Amendola, Josh Norman, Keith Smith, and Roddy White.

## World-Class DJs & Live Performances

Previous performances have included: Travis Scott, DJ Khaled, Kaskade, Jamie Foxx, Lil Jon, Meek Mill, G-Eazy, Afrojack, Swae Lee, DJ Spade, Da Baby, DJ Carnage, Chantel Jeffries, Jermaine Dupri, Sheck Wes, Lil Wayne, Mase, & DJ Diesel (Shaq).








## LOS ANGELES VENUE OVERVIEW








### TAO Asian Bistro

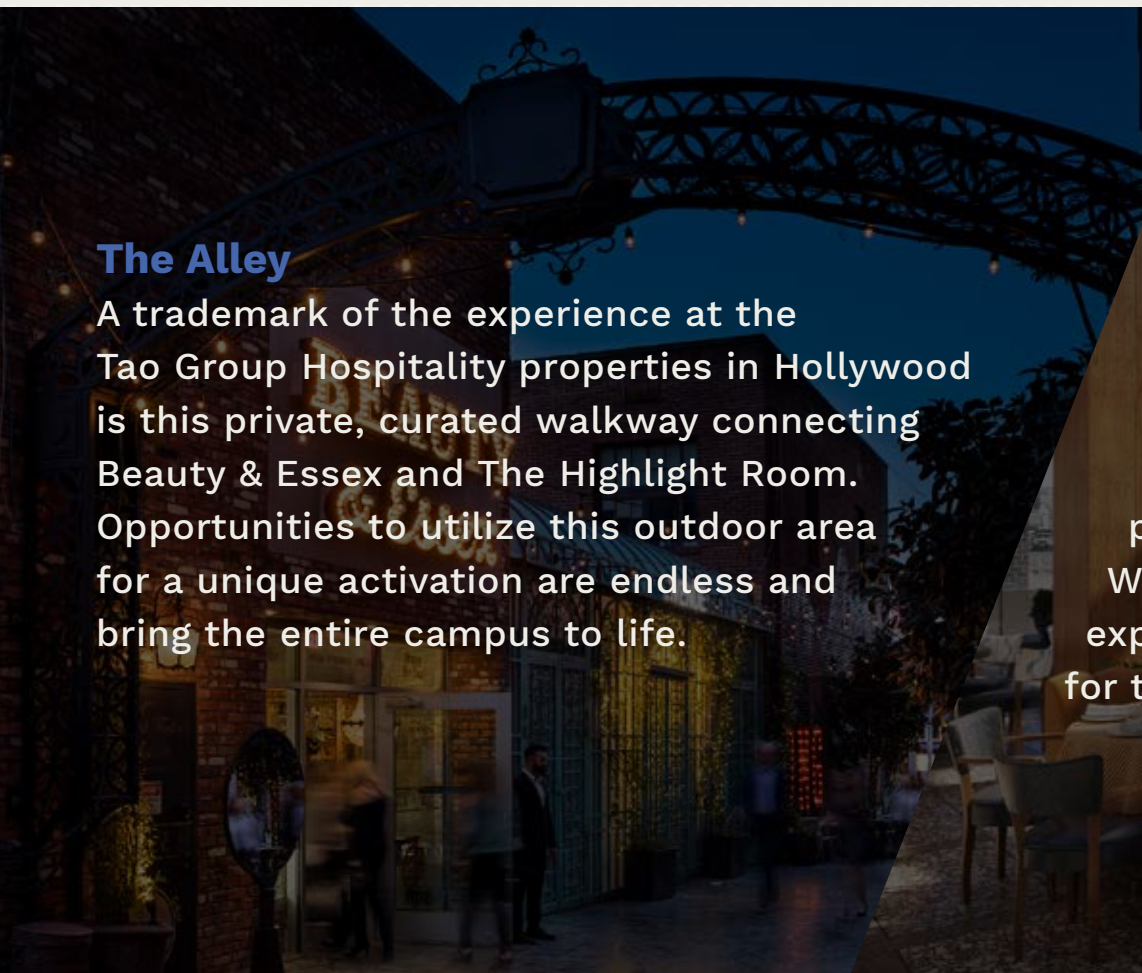
TAO Los Angeles is one of six locations Tao Group Hospitality currently operates of the brand, with the original established in 2001 in New York City. The dramatic two level space takes shape by combining raw and industrial elements with rich Asian artifacts and details. Two grand staircases lead to a spacious main dining area where guests are treated to a pan-Asian menu of specialties from China, Japan and Thailand.



### Beauty & Essex

Since debuting in New York City in 2010, Chef Chris Santos and Tao Group Hospitality have brought their unique style of innovative, communal share plates and stylish design to life with Beauty & Essex. The Hollywood outpost features several distinct dining rooms including two open-air patios that offer a year round experience you can only find in Los Angeles.

## LOS ANGELES VENUE OVERVIEW



### The Alley

A trademark of the experience at the Tao Group Hospitality properties in Hollywood is this private, curated walkway connecting Beauty & Essex and The Highlight Room. Opportunities to utilize this outdoor area for a unique activation are endless and bring the entire campus to life.



### LAVO Ristorante

In early 2022, Tao Group Hospitality will introduce our Italian eatery, LAVO Ristorante, to the famed Sunset Strip in West Hollywood. LAVO Ristorante is a re-imagination of its sister properties, designed for a lighter and brighter West Coast flagship, and an elevated dining experience featuring a retractable roof suitable for the flawless weather Los Angeles is known for.



### The Highlight Room

At the apex of the Dream Hollywood is Tao Group Hospitality's newest dining and nightlife concept, The Highlight Room. The luxe rooftop terrace features pool, grill and lounge spaces set high above Hollywood with priceless views including the famed Hollywood sign.



# PARTNERSHIP OPPORTUNITIES

## One Night Takeover

Your brand takes center stage during the biggest weekend in sports.

- Designation: Entitlement Partner of one (1) night of Tao Group Hospitality Big Game Weekend (Thursday, Friday or Saturday)
- Category Exclusivity
- Brand Integration Into Venue (i.e. exterior/interior signage, gobos, etc.) For One (1) Night
- Prominent Logo Inclusion in Digital Step & Repeat Rotation One (1) Night
- Brand Inclusion in All PR/Marketing Collateral Promoting Event
- Opportunity For Branded Photo Moment Onsite For One (1) Night\*
- Opportunity For Custom Branded Experiences Onsite For One (1) Night\*
- Inclusion in Social/Digital Media Promotion/Coverage
- Opportunity For Gifting/Product Sampling/Product Integration\*
- Two (2) Vip Tables For One (1) Night
- Fifty (50) General Admission Tickets For One (1) Night
- Brand Specific Photo/Video Recap

\*At Partner's Expense

## Big Game Viewing Party

Host the ultimate Big Game watch party at one of Tao Group Hospitality's venues in Los Angeles

- Designation: Presenting Partner of Big Game Weekend Viewing Party (Sunday)
- Turnkey Event Featuring Premium F&B, Event Production and Talent Curated by Tao Group Hospitality for 100 Guests
- Brand Inclusion in All PR/Marketing of Event
- Opportunity to Provide Custom Onsite Branded Experience/Activation\*
- Opportunity For Gifting/Sampling/Product Integration\*
- Photo/Video Recap

## Official Partner

- Designation: Official Partner of Tao Group Hospitality Big Game Weekend (3 Nights)
- Brand Inclusion in All PR/Marketing Collateral
- Opportunity For Custom Branded Experiences Onsite\*
- Opportunity For Gifting/Product Sampling/Product Integration\*
- Twenty-Five (25) Tickets Per Night
- Photo/Video Recap

**Private Event Options & Pricing Available by Request**







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For Sponsorship Opportunities Contact  
[BIGGAMEPARTNERSHIPS@TAOGROUP.COM](mailto:BIGGAMEPARTNERSHIPS@TAOGROUP.COM)