

Case Study

2009 BET Awards Giveable Gift Lounge

Host: BET Networks & GBK Productions

2009 Nominee for an Event Style Award by BizBash Magazine



Purpose:

To creatively brand participating sponsors in a luxurious environment, thank and honor the performers involved with the awards show, and most of all - find a new way to give back to charity and allow typical event expenses that we incur for a one time event (rented supplies and décor) have a lasting and meaningful purpose. We created a luxury loft/home type setting to showcase our sponsors' lifestyle products that doubled as a charitable donation. Each area of the space represented a room of a home, and all furniture and décor was donated to LAMP Community to help furnish their housing units for the homeless. The bar became the "kitchen" with a working refrigerator, oven, and countertops/shelves to display the sponsored liquor; fashion comprised the "Master Bedroom" where a beautiful wardrobe was built to display designer shirts; the "Living Room" became the gaming lounge, where guests were invited to try out the new game DJ Hero, etc. **Literally everything from the reusable interlocking wood flooring to the curtains was donated to the charity.**

Target Audience:

LAMP Community (a non-profit that provides furnished homes for the homeless), lifestyle product sponsors and the BET Awards VIP's.

Intended Results:

The intended result for this event was to help charity on a whole new level and create not only a sustainable event theme, but to turn necessary event costs into a donation. The charity not only received positive attention to their cause, they also received close to \$14,000 worth of furniture, wood flooring, and other necessary items to furnish a home; ALL which would have typically been used for a one time event.



Guest Reaction to the Event:

BET executives were delighted to have such a creative and beautiful environment for their event that also gave back in a bigger way. The sponsors were impressed at how well the theme fit their needs (showcasing their lifestyle products). And finally, the charity was pleased to have not only the donation, but the positive attention to their cause and in such a unique way. In fact, they were so pleased that they offered to name a portion (building) of their community after GBK!



wardrobe



bathroom



kitchen



living room



bed room



tyrese



general view



monica