



2017 Hollywood Awards Gifting Program

February 2017 marks the height of Awards Season in Hollywood. Traditionally Hollywood award nominees receive “swag gift bags” as part of the nominee experience. For the past 15 years, Madison & Mulholland has participated in creating these coveted gift bags during Hollywood’s biggest month. And in 2017, (their 16th year) they are bringing fabulous products and items from our Hollywood Swag Gift Bags directly to A-list nominees, A-list Hollywood women and to the consumer at The Grove one of L.A.’s most popular shopping malls!

Details:

16th Annual Awards Season Gift Bag

Rate: \$2500 – Deadline Feb 10

Quantity of Products Required: 50 (you will need to include 1 sample for photography)

- Bags will be gifted to 15 A-list Oscar/Golden Globe –women winners and nominees. (list of recipients are based on nominations and if they agree to be gifted)
- Bags will be gifted to 35 members of the media through Madison & Mulholland’s professional PR team ([for examples of our 2016 Award Season Gift Bag Media Recap click link](#))
- Guaranteed media giveaways/coverage (InTouch, Life &Style, Star, OK!, Closer, etc).

Gifting Program FAQ’s:

Q: How do I know the celebrities will get the products?

A: Each celebrity gift bag will be delivered to the celebrity’s team by our dedicated drivers, we then require a signature from the person accepting the gift bag.

Q: Will the person accepting the gift bag give it to the celebrity?

A: Yes. After 15 years, they know better! They wouldn’t risk their job for a gift bag.

Q. What if my product isn’t that expensive, will I get the same coverage?

A: The higher the price tag of the item, the more coverage it will get. That’s a fact. So we work with journalists to make sure everyone gets covered!

Q. Can I tell people that these “nominees” got our gifts?

A: Yes, when we tell you that it has been done. Be careful that you don’t imply these celebrities are endorsing your product, or you can wind up on the wrong side of a cranky agent.

