

SPONSORSHIP DECK



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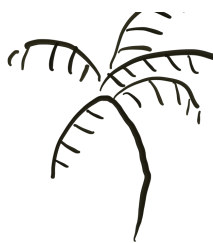
# SUNSET

2024



## MONACO

Le Méridien Beach Plaza  
22 Avenue Princesse Grace



# Our story

SUNSET emerged in 2013 from a desire to unveil Monaco's hidden depths, where natural beauty thrives, genuine connections flourish, and epic tunes fill the air. While attracting the jet-set, it also beckons to music lovers seeking SUNSET's light-hearted ethos and shared values. SUNSET extends an open invitation to embrace your true self, free from judgment.

A sanctuary where  
you can unwind,  
fully immersed in  
the present  
moment.



SUN. SEA  
& MAGIC



2  
4



DURING THE

# GRAND PRIX

SUNSET takes place during the iconic Grand-Prix events. The electric energy and sophisticated VIP crowds and celebrities that flock to the GP from around the world, make this high-end niche event the ultimate jet set destination of the year.

# Join us for this epic edition

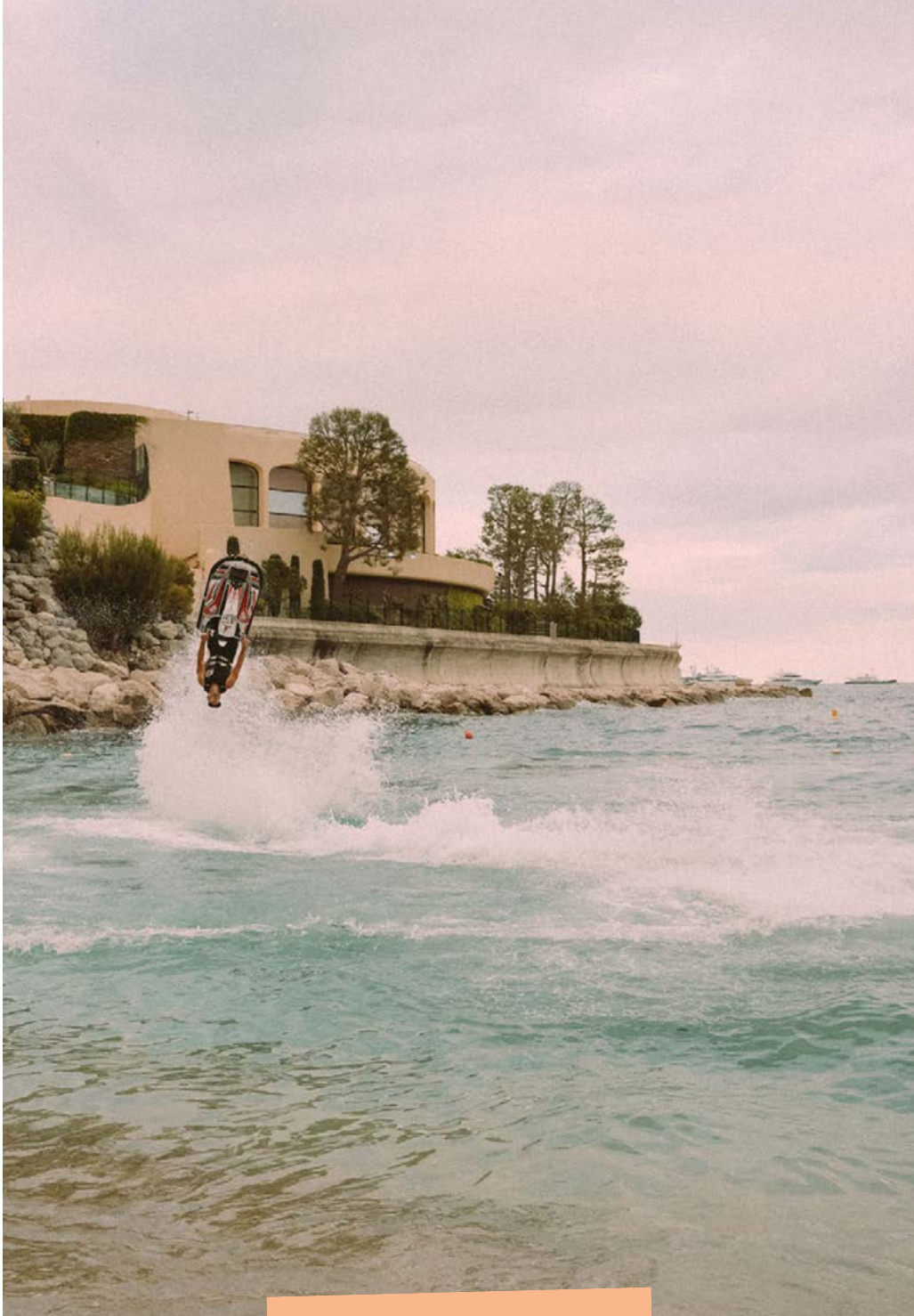
Join us for the incredible atmosphere, laid back vibes and great music that are sure to leave you coming back for more.



# With breathtaking performances

Immerse yourself in the contagious energy of the atmosphere, as world-class DJs ignite the scene with pulsating beats, complemented by captivating dance performances and mesmerising light displays.





MEET OUR

# LEADERSHIP TEAM

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| THOMAS PEETERS  
Co-founder

Founder of a multi-family office CLS, Thomas Peeters is your best Monaco insider with more than 20 years of experience in entertainment and event management industry.



| CEDRIC HOUDROUGE  
Co-Founder

President of Positive Retail and GM of Mercure International Group.

With a passion for electronic music, marketing and fashion. Cedric always wanted to create an event to the height of his aspiration, that's how SUNSET started.



TAILORED SPONSORSHIP

A RARE OPPORTUNITY TO SPONSOR  
A NICHE HIGH-END STAR-STudded EVENT

# Sponsorship Opportunities

MARKETING  
TO AN ELITE  
CROWD



# With a global reach...



10 000

PARTICIPANTS IN 3 DAYS



6 M  
REACH



11 M  
IMPRESSIONS



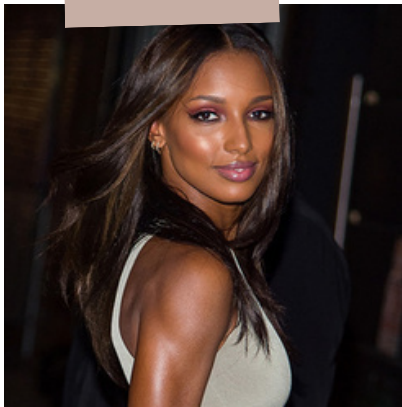
100 000+  
NEWSLETTER REACH

SPOTTED

# BRAND PARTNERSHIP

SUNSET is known to attract A-list celebrities and internationally renowned sport stars. Here are just some of the famous faces that joined the party: Justin Bieber, Bob Sinclar, Jason Derulo, Bella Hadid, Sofia Richie, Max Verstappen, Nico Rosberg, Pierre Gasly, Matteo Berrettini, Lando Norris, Jasmin Tookes, Adrien Brody, Nico Hulkenberg, Jenson Button, Villas Boas, Daniel Ricciardo, Charles Leclerc and many others...





# Sponsorship opportunities



Sunset will work with brands to create turnkey bespoke activations that meet their marketing objectives; including but not limited to:

- DEDICATED BRANDED AREAS WITH HOSPITALITY FOR VIPS AND TOP BRAND MANAGEMENT PRODUCT DISPLAYS
- STRATEGICALLY PLACED LOGO INCLUSION
- EXCLUSIVE PRINT AND DIGITAL COMMUNICATIONS STRATEGY
- GIFTING OPTIONS
- VENUE RENTAL FOR BRAND COCKTAILS / PRODUCT
- LAUNCHES

*Partnership package examples are detailed in the following pages*





NON-EXCLUSIVITY

# PRODUCT PARTNERSHIP

- Brand listing and logo inclusion in the drinks menu
- Visible product display at bars and on tables
- Social media strategy to highlight partnership
- Additional gifting option to top tables at the event
- Event hospitality

**PRICE ON DEMAND**



EXCLUSIVITY WITHIN INDUSTRY

# BRAND PARTNERSHIP

- Brand listing and logo inclusion in the drinks menu (if applicable)
- Option to create welcome drink for clients or other brand promo gift to all clients
- Logo inclusion inside the event in key locations
- Highly visible product display at bars and on tables
- Social media strategy to highlight partnership
- Additional gifting option to top tables at the event
- Event hospitality

**PRICE ON DEMAND**



EXCLUSIVITY WITHIN INDUSTRY & TOP PARTNER

# TITLE PARTNERSHIP

- Logo inclusion outside and inside the event in key locations (entrance, drinks / food menu, digital screens)
- Highly visible product display at bars and on tables
- Exclusive onsite brand activation space\*
- Social & print media strategy to highlight partnership
- Inclusion in press releases
- Logo inclusion on website and all digital communications
- Additional gifting option to top tables at the event
- Dedicated branded hospitality area at the event

\*Additional production cost

**PRICE ON DEMAND**



OUR RECENT

# PARTNERS



BECOME A PART  
OF OUR STORY...



Get in touch

CHRISTOPHER GALLAS

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LEAVE YOUR NAME  
AND YOUR NUMBER...