



myVIPlife  
HOSPITALITY

The logo features the text "myVIPlife" in a white, lowercase, sans-serif font. The "VIP" portion is significantly larger and bolder than "my" and "life". Above the top of the letter "I" in "VIP" is a small, white, diamond-shaped icon with a double-line border. Below "myVIPlife" is the word "HOSPITALITY" in a smaller, white, uppercase, serif font. The entire logo is centered on a dark red background.

# ABOUT US

My VIP Life Hospitality specializes in luxury hotel events across North America with a unique approach to lifestyle branded events. From beginning to end, our events allow guests to feel like a VIP while we anticipate their every need. Our in house team independently markets and produces progressively lavish events. Everyone reads about the VIP lifestyle and we strive to give our guests the opportunity to experience the high life in real life.

# Core 3 Approach



## HOSPITALITY

EXPECTING THE NEEDS OF OUR GUESTS BEFORE THEY ASK FOR IT



## MARKETING

STRATEGICALLY TARGETING DIVERSE AUDIENCES



## EVENTS

BRAND ORIENTED EVENTS THAT FEEL LIKE A PARTY

# The My VIP Life Customer Is ...



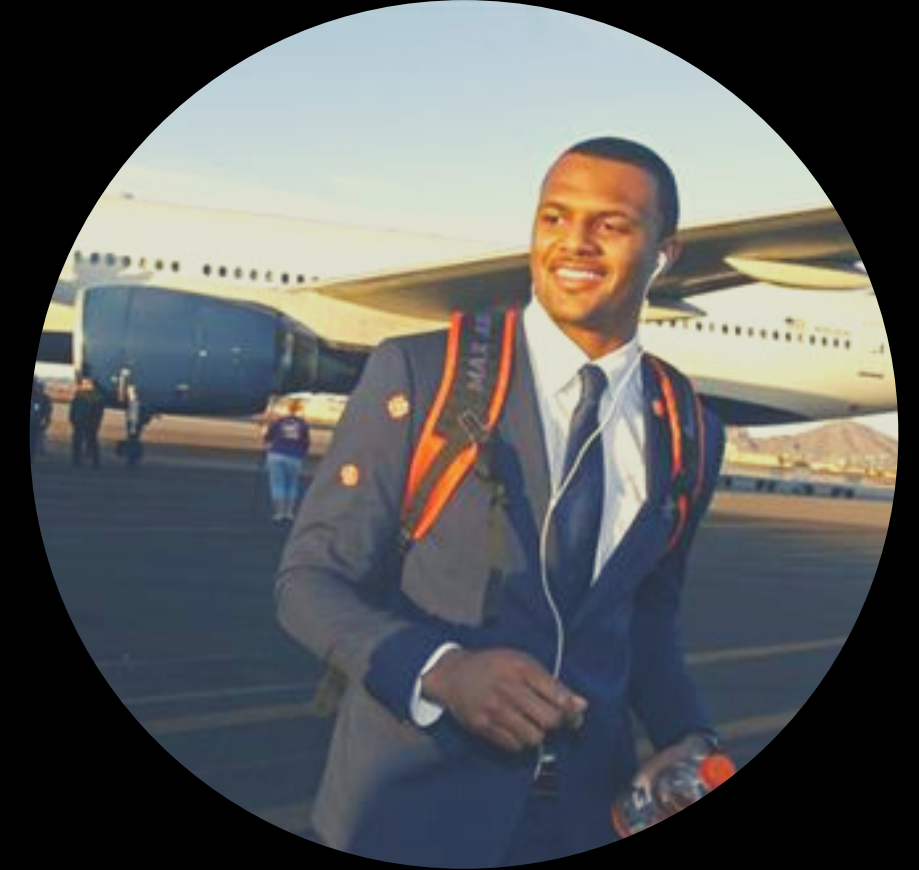
**WORKING  
PROFESSIONAL**

CAREER-FOCUSED INDIVIDUAL  
USUALLY AGED 35 TO 44



**INFLUENTIAL  
TASTEMAKER**

DISCERNINGLY TRENDY  
INFLUENCERS



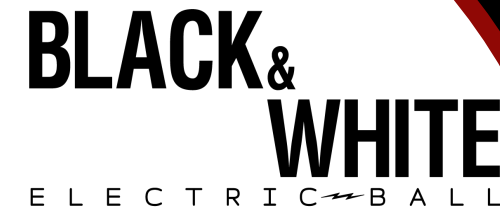
**CITY DWELLING  
TOURIST**

TRAVELING INDIVIDUALS THAT  
FREQUENT MAJOR CITIES



# My VIP Life Event Brands

New Year's Eve Events



myVIPlife

myPOOLparties



Pool Parties  
Beach + Boat + Yacht



New Orleans & Mardi Gras Events

myVIPlife



# EVENT SERVICES

From corporate affairs to holiday events, our full-service events team can handle every detail. We work with stunning event venues and exceptional culinary partners to provide guests with a memorable experience from beginning to end.





# EVENT HIGHLIGHTS

Pom Poms & Spirit Sticks - Aqua Lounge (Daytona Beach, FL)

NCAA Peach Bowl - Georgia Dome (Atlanta, GA)

New Year's Eve - Flip Flops (Atlanta, GA)

Super Bowl 51 - Sterling House (Houston, TX)

Balconies On Bourbon (New Orleans, LA)

Halloween Masquerade - Hotel Derek (Houston, TX)

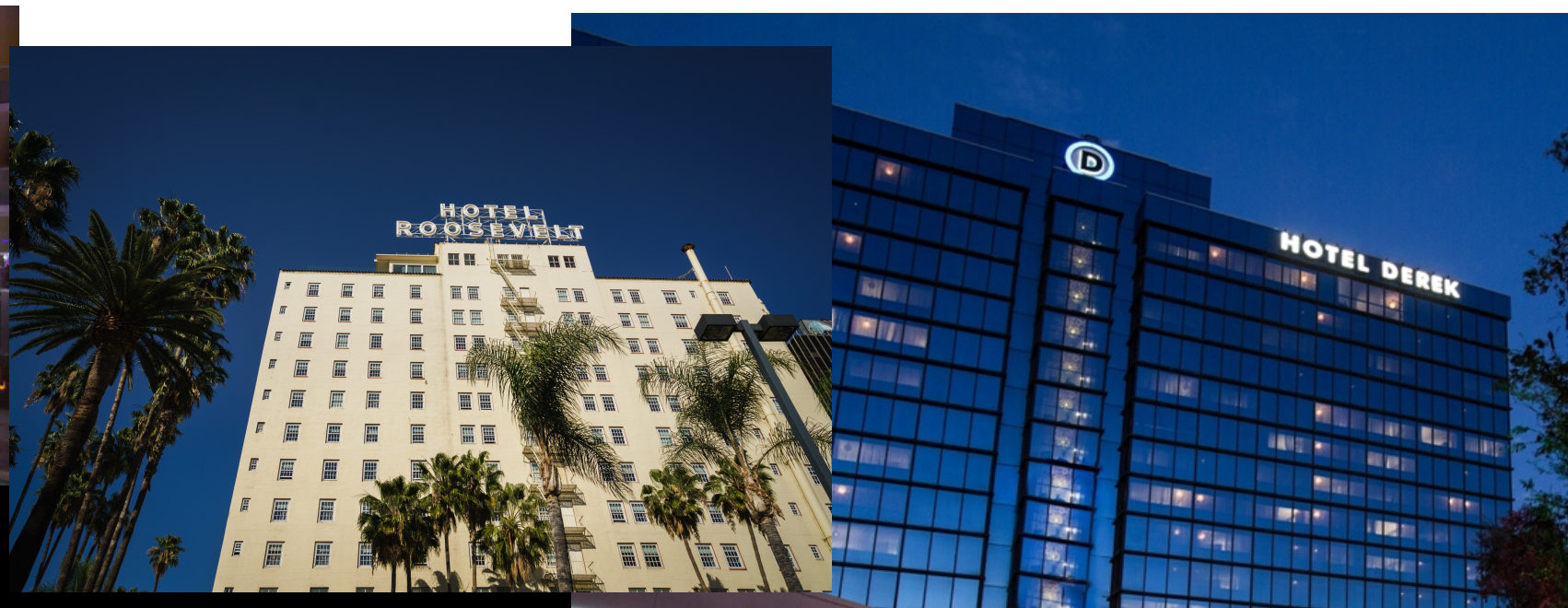
New Year's Eve - OMNI Hotel (Austin, TX)

New Year's Eve - The Stoneleigh (Dallas, TX)

Terrell Owens NFL Hall of Fame - Roosevelt (Hollywood, CA)

NBA All-Star - W Hotel (Hollywood, CA)

Black & White Electric Ball - Hotel Derek (Houston, TX)





# EVENT REVIEWS



Annette wrote a review Jan 6

42 contributions • 5 helpful votes



## NYE Celebration

"Beautiful hotel with nice accommodations. Stayed the evening of December 31st and attended the Black/White Ball for the New Year! Had a great time. Staff was very friendly. Only negative thing is that there was no real restaurant to sit down and dine at. There was a nice bar with bar tables and the food was good."

[Read more](#)

**Date of stay:** January 2020



atxrealestatediva wrote a review Jan 6

North Houston, Texas • 1 contribution



## Beautiful hotel

"Hubby and I stayed on NYE, Upon our arrival we were greeted with a glass of wine, check in was quick and easy. The bellhop took care of our luggage and was very friendly. Loved everything about this hotel."

[Read more](#)

Review collected in partnership with this hotel

**Date of stay:** December 2019



Nitsa Itsasecret recommends My VIP Life.

December 23, 2019

My VIP Life has everything covered from the minute you enter their event to the second you lay your head down to rest. They've put timeless hours into perfecting a night out. They offer transportation, location, beverages, food, entertainment - even a place to sleep the night of! Why waste countless hours searching through all these other events that don't offer everything you need and more when you can get it all when choosing them? I highly recommend their events for a fun night out!



Kelli Morrison recommends My VIP Life.

December 27, 2019

My husband and I rarely get out but we know this party will be next level and so nice! We can't wait to ring in 2020 at the Fairmont! They even helped us find childcare 🎉💎! Thank you!!



# MEDIA

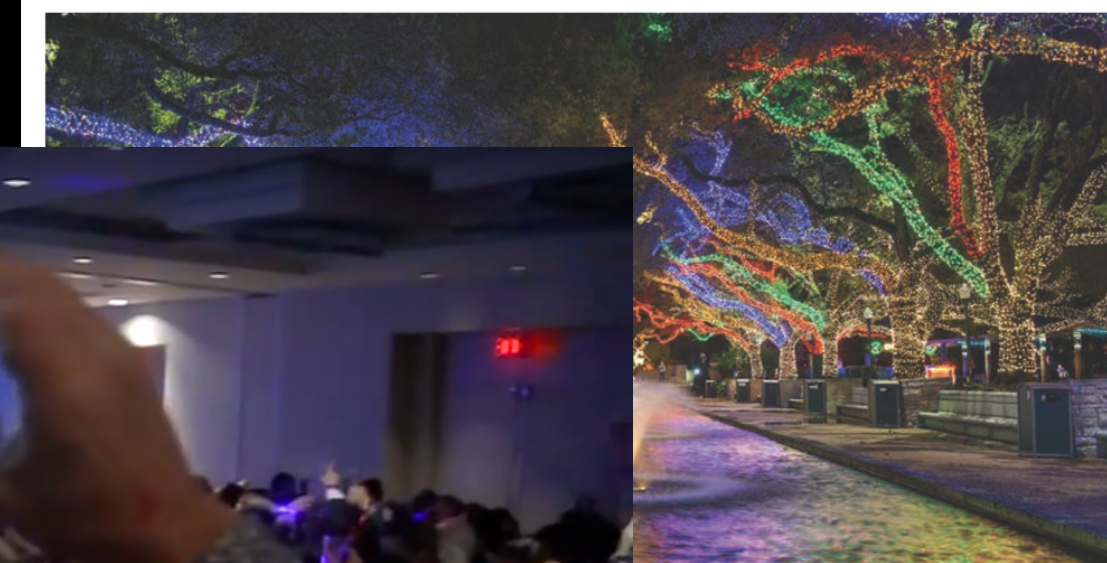


## HOLIDAYS IN HOUSTON

'Tis the Season to Celebrate

**ICE at Discovery Green**  
Discovery Green is an 11.78-acre park in the heart of downtown Houston. Every year during the holiday season, ICE at Discovery Green brings families and couples together to experience the magic of ice skating outdoors. In Houston, we don't let the lack of snow stop us from enjoying timeless winter activities.  
November 15th through February 2nd

**Zoo Lights**  
Every year, the Houston Zoo is decked out with over two million holiday lights, creating the most magical zoo experience you'll ever see. Enjoy hot chocolate, s'mores and more while you spy on the sleeping animals.  
November 23rd through January 12th



## Ring in the New Decade as a VIP at Hotel Derek

Published on November 13, 2019 — in Things To Do — by Emily Lunstroth

It is almost time to say goodbye to 2019 and welcome a new decade and year, 2020! The annual **My VIP Life** Black & White Ball is one of the most lavish New Year's Eve parties in the city, held at Hotel Derek. The progressive evening will include, unique performers, top of the line service, festive party favors, a red carpet entrance and much more!



**Ring in 2020**  
This holiday season, join My VIP Life at their Black & White Electric Ball New Year's Eve party, where guests can ring in the new decade or 2020 at Hotel Derek while simultaneously saving the planet. Your ticket includes unique performers, complimentary cocktails, delicious hor d'oeuvres and exclusive party favors. Plus you'll support My VIP Life in their effort to eliminate waste and preserve our planet. All of the straws at this event are zero emission and will compost in six months. Ticket sales, hotel room reservations and more information can be found at [myVIPLife.com](http://myVIPLife.com).  
December 31st



# PARTNERSHIPS + BRANDS

Past and Present Hotel  
Properties + Corporate Brands

*"I told them how great you were to work with."*

*- D. King*

*W Hollywood Banquet Supervisor*

*"... you are an absolute ROCK STAR in my books."*

*- D. Lauzon*

*Omni Austin Banquet Director*

*"Thank you again for your amazing partnership"*

*- S. Summerall*

*Howard Hughes Hospitality Corporation*



HOTELS

OMNI  HOTELS  
& RESORTS

WESTIN<sup>®</sup>  
HOTELS & RESORTS



HOTEL DEREK

Le MERIDIEN



TRUE RELIGION



ROCKSTAR<sup>®</sup>  
ENERGY DRINK

# CONTACT US

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