



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 producing 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

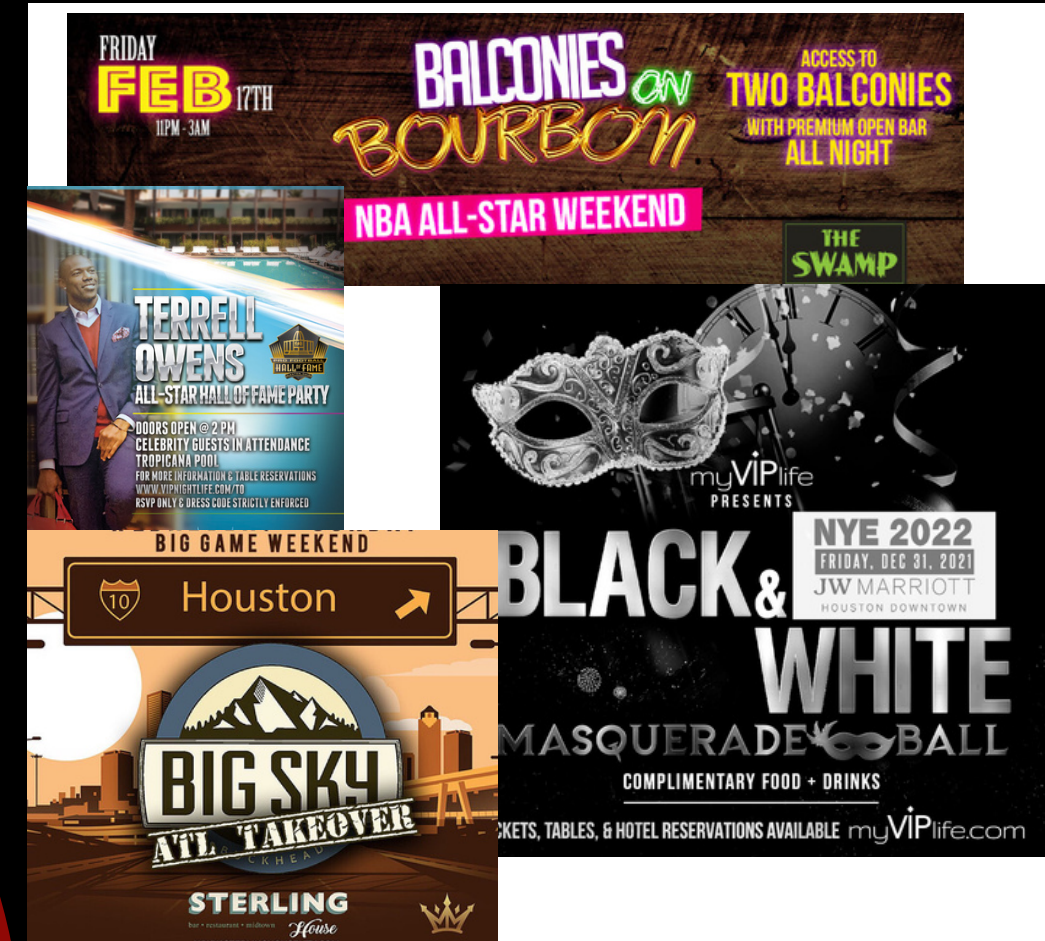


# My VIP Life Event Brands

New Year's Eve Events



**BLACK & WHITE**  
MASQUERADE BALL



National Rosé Day

myVIPlife

ROOFTOP  
*Rosé Day*



Pool Parties  
Beach + Boat + Yacht

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 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

**Phillip McDaniel**  
Can't lie best party in the city I really hate covid

**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

**Bryan Reed**  
28m · 🌐

This was one of the BEST NYE celebrations ever!!  
🍷👑💎🥰🍷🍷



**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

**HOUSTON**  
HOTEL MAGAZINE  
THE DEFINITIVE GUIDE TO HOUSTON

LATEST ISSUE  
HOUSTON  
Suffers

Past Issues »

LETTER FROM OUR PRESIDENT

Walk Down Memory Lane  
Pandemic Pounds Got you Down?  
Fall Fashion in the Time of COVID  
Your Luxury Staycation Weekend Plans  
For Houstonians, By Houstonians — The Beat Goes On.

A LETTER FROM OUR PRESIDENT

Published on November 13, 2019 — in Things To Do — by Houston Hotel Magazine

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

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!

It's the social distancing summer of 2020 in Houston, and that begs the question — how do you safely beat the heat? This season, we're re-highlighting some of our favorite things to do in town, from visiting the best hotel pools, and close-by Galveston beach to indulging in local



LIVE  
**FOX 26**  
10:02 48°  
**COCO DOMINGUEZ**  
**HOTEL DEREK**



## IN HOUSTON: JULY 4TH ROOFTOP PARTY



**STUDIO B**



**DOWNTOWN**



**HUNDREDS RING IN THE NEW YEAR AT HOUSTON'S HOTEL DEREK**  
abc 13

### 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).

myVIPlife

3:18 93°



# 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*

*"great working with you all!"*

*- W. Valdez*

*JW Marriott Houston Downtown*

*"... commend you on your constant commitment to making sure the events ran smoothly"*

*- R. Dacus*

*Hotel Derek - Aimbridge Hospitality*



# CONTACT US

General Information

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