



myVIPlife  
HOSPITALITY

The logo features the text "myVIPlife" in a white, sans-serif font. The word "my" is in a lowercase script-like font, while "VIP" is in a bold, uppercase sans-serif font, and "life" is in a lowercase script-like font. A small, white, diamond-shaped icon is positioned above the "V". Below "myVIPlife", the word "HOSPITALITY" is written in a smaller, white, uppercase sans-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.



myVIPlife



# 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

# OUR TARGET GUEST



WORKING  
PROFESSIONAL

CAREER-FOCUSED INDIVIDUAL  
USUALLY AGED 28 TO 44



INFLUENTIAL  
TASTEMAKER

DISCERNINGLY TRENDY  
INFLUENCERS



CITY DWELLING  
TOURIST

TRAVELING INDIVIDUALS THAT  
FREQUENT MAJOR CITIES



# OUR EVENT BRANDS

New Year's Eve



**BLACK & WHITE**  
MASQUERADE BALL

myVIPlife

**HALLOWEEN  
ROOFTOP  
PARTY**

ROOFTOP

*Rosé Day*



Halloween

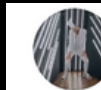
Summer



**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!



**Bryan Reed**

28m ·

This was one of the BEST NYE celebrations ever!!



**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."

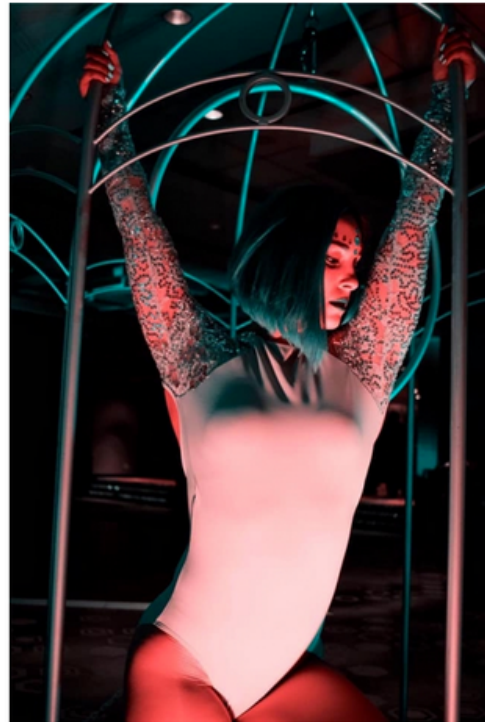
myVIPlife



# MEDIA

## HOUSTON HOTEL MAGAZINE

THE DEFINITIVE GUIDE TO HOUSTON



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



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

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

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



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



### 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, complementary 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](https://myVIPLife.com).

### IN HOUSTON: JULY 4TH ROOFTOP PARTY



STUDIO B



DOWNTOWN

myVIPlife



3:18 93°

myVIPlife



# CORPORATE BRAND SUPPORT

Our full-service events team can handle every detail from pre-production to post-production on your behalf. We work with stunning event venues and exceptional culinary partners to provide guests with a memorable brand experience.





# PARTNERSHIPS + BRAND SUPPORT

Past and Present

*"... NEVER been able to do this without your team"*

*- Y. Carrizales*

*Audacy Regional Sales Promotions Director*

*"So much fun... and looking forward to next year."*

*- C. Niederschulte*

*C. Baldwin by Hilton General Manager*

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

*- D. King*

*W Hollywood Banquet Supervisor*

*"great working with you all!"*

*- W. Valdez*

*JW Marriott Houston Downtown Catering*

CURIO  
COLLECTION  
by Hilton™

W  
HOTELS

  
JW MARRIOTT®

Le MERIDIEN

OMNI®  HOTELS  
& RESORTS



TRUE RELIGION  




# CONTACT US

General Information

[info@myVIPlife.com](mailto:info@myVIPlife.com)

+1 323-VIP(847)-8881

myVIPlife.com