



# ***SPONSORSHIP DECK***

*APRIL 25, 2026*  
*LOS ANGELES, CALIFORNIA*

**An Exclusive Music Festival  
Experience for YPO Members**



**Get ready to crank up the desert-festival vibes, minus the crowds of strangers. The inaugural YPOFEST is our private, Coachella style takeover of an iconic L.A. landmark, packed with:**

### **LIVE BANDS & DJ'S**

Two stages, national headliners, surprise sets

### **GOURMET BITES**

LA's top food trucks and interactive tastings from some of the cities top chefs

### **CRAFT COCKTAIL BARS**

Spirit partnerships & bespoke mixology

### **IMMERSIVE POP-UPS**

Tech , art activations, wellness domes, experiential activities

### **VIP EXPERIENCE**

Invite-only pre-lunch for 100 CEOs, backstage passes





# EVENT SNAPSHOT



## DATE

April 25, 2026 | 4 PM–12 AM



## VENUE

Private buy-out of an iconic  
Hollywood landmark (TBA)



## FORMAT

Outdoor music festival +  
immersive pop-ups + VIP lounges



## VIBE

Coachella energy, luxury execution,  
under the Hollywood stars



## ATTENDANCE

1,500+ YPO members & spouses  
(750+ global CEOs)





# AUDIENCE PROFILE

**CEO'S, FOUNDERS, AND  
PRESIDENTS**

Exclusively for YPO members  
and their spouses

**US 250 - 400M**

Avg. company revenue

**GREATER THAN \$30 M  
NET WORTH**

70 % travel with  
spouse/partner; 45 % UHNW

**DECISION-MAKERS**

for capital allocation,  
partnerships, and luxury  
spend





# AUDIENCE PROFILE

## OFFICAL CHAPTER PARTNERS



YPO

| Beverly Hills Chapter



YPO

| Santa Monica Bay Chapter



YPO

| Century City Chapter



YPO

| Pasadena Chapter



YPO

| Malibu Chapter



YPO

| Golden West Gold Chapter

Tickets will soon be open to YPO members worldwide.



# WHY PARTNER WITH YPOFEST?

*One Night. Endless Opportunities*

## **ONE-NIGHT ACCESS**

to 1,500+ high-value leaders in a relaxed setting

## **SCARCITY**

first-ever YPO music festival with limited partner slots

## **PRIVACY-FIRST DATA**

dwell-time heat maps, sentiment surveys, opt-in leads

## **HIGH-IMPACT CONTENT**

photo/video rights, on-stage brand moments

## **POST-EVENT ROI**

Post-event ROI report to quantify engagement & brand lift

## **GIVE BACK**

All proceeds will be donated to build a new home in Altadena





# **HELP US BUILD A HOUSE!**

*One Night. Endless Opportunities*

## **REBUILDING ALTADENA, TOGETHER**

YPOFEST is a not-for-profit event with a purpose beyond the party.

This year, we're proud to announce a philanthropic initiative at the heart of the festival: to raise enough proceeds to fully fund the rebuild of a home for a family displaced by the Eaton Canyon Fire in Altadena, California.

Through a partnership with San Gabriel Valley Habitat for Humanity, your sponsorship can help transform one family's life — turning ashes into opportunity.

One festival. One cause. One home.

Every dollar of net proceeds from YPOFEST goes back into the community. This is more than just an event — it's a movement of impact-driven leaders showing what's possible when we come together.



# SPONSORSHIP LEVELS

Tier	Investment	Key Benefits
Presenting Partner	\$250K	Exclusive naming rights, all-access
Platinum Partner	\$100K	Stage naming, backstage, video branding
Gold Partner	\$75K	Futuristic tent, polling, lead capture
Supporting Partner	\$25K	On-site branding, festival access
In-Kind Sponsor	-	Cocktail bars, branded merch, analytics





# PRESENTING PARTNER

**\$250K**

## FESTIVAL BENEFITS

- “Presented by [Brand Name]” on all promotional assets
- Custom 40'x40' prime activation footprint
- On-stage speaking opportunity or branded video segment
- Logo on stage screens, wristbands, step-and-repeats, app, and signage
- Co-branded VIP entrance or major festival element (e.g., “Brand Lounge,” shuttle, etc.)
- First right of renewal for 2027

## HOSPITALITY

- 20 VIP tickets
- Dedicated VIP cabana or luxury trailer
- Private concierge for brand team

## MEDIA + PROMOTION

- Dedicated e-blast to all attendees
- Full-page ad in printed/digital program
- Brand mention in all press releases & recaps





# PLATINUM PARTNER

**\$100K**

## FESTIVAL BENEFITS

- 20'x20' premium activation space
- Logo on website, app, signage, and select merch
- Inclusion in sponsor reel and digital screens
- Optional panel/experience co-hosting opportunity

## HOSPITALITY

- 10 VIP tickets
- Reserved lounge seating
- Priority parking or access

## MEDIA + PROMOTION

- Half-page ad in program
- Social media mention

# GOLD PARTNER

**\$75K**

## FESTIVAL BENEFITS

- 10'x10' activation or sampling space
- Logo on website and on-site signage
- Inclusion in group sponsor signage near entry

## HOSPITALITY

- 6 VIP tickets
- Shared sponsor lounge access

## MEDIA + PROMOTION

- Logo in sponsor thank-you page
- Mention in select social media stories



# SUPPORTING PARTNER

**\$25K**

## FESTIVAL BENEFITS

- Logo placement on website and signage
- Mention on stage sponsor slides and closing thank-you

## HOSPITALITY

- 4 VIP tickets

## MEDIA + PROMOTION

- Logo in sponsor thank-you page

# IN-KIND PARTNER

## FESTIVAL BENEFITS

- Logo placement
- 2 VIP tickets
- Custom visibility opportunity



# DATA & INSIGHT DELIVERABLES



*Foot-fall counts &  
demographic snapshots*



**Social sentiment analysis  
(event hashtag monitoring)**



**Post-event ROI dashboard  
& raw asset folder  
(photo/video)**







# **LET'S BUILD SOMETHING ICONIC TOGETHER**

SCHEDULE A 20-MINUTE STRATEGY CALL

**MATT DE MIGLIO**

CEO & Founder, MPD Events, YPOFEST 2026



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All sponsorship benefits are customizable. MPD Events is committed to a privacy-first, results-focused partnership approach aligned with YPO guidelines.