

REGARD

MAGAZINE



SOFITEL
HOTELS & RESORTS



STEVE NGUYEN & ASSOCIATES

REGARD

MAGAZINE

Summer Issue RELEASE PARTY

September 15, 2021
Sofitel Los Angeles

7pm Red Carpet
8pm Celebration



Home

msnbc

THE
HUFFING
POST

Real

Design* Sponge

THE DECO

REALSIMPLE

InStyle



Make-up on the page by [VivianHolt.com](#)
and [Jenni Denny](#)
Naked Skin: [Wegmans Ultra Definition Make-up n. 2.0](#)
Eye: [Nars/Paris](#)
24/7: [Gloss On Eye Finish n. 4](#) Direction:
By [Sara Maccari](#)
After-Glow: [Slide On Cheek Tint n. Indecent](#)
Sprengling: [Gloss n. Queens](#) Creativity

La Femme: One Shoulder [Rag & Bone](#) Dress with [Gathered Pleat](#),
\$224 [Lafemme.com](#)
Kinky: [Jovvy Crop Camis](#), \$168 [Kishiyart](#)



Armani: [Dante](#): Two-piece [lululemon](#) dress set,
sleeveless ball gown with curved neckline,
hand-beaded Empire bust line, gathered
midriff with matching beaded waistline and
matching bolero jacket, \$518

Get YOUR BRAND in front of
50 plus media outlets and
sample your product with hot
young Hollywood celebrities
and influencers

REGARD

MAGAZINE

DEMOGRAPHIC AND SOCIAL STATS

Audience: 58% F / 41% M Age: 25-44

Median Income \$72,000 Impressions: 1.5Million per issue Readership: 150K

digital, 75,000 print exclusive Combined Social Media Reach: 153,900

Celebrity Host: 3.6M on Instagram

Sofitel Los Angeles at Beverly Hills

www.sofitel-los-angeles.com

Wynn Resorts holds more Forbes Travel Guide Five-Star Awards than any other independent hotel company in the world. Our resort offers award-winning restaurants, exciting entertainment and nightlife, two award-winning spas, salons and luxury shopping. Our commitment to making every visit a once-in-a-lifetime experience to our guests is what makes us who we are.

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SOFITEL

LOS ANGELES CA



Eva Marcille

Eva Marcille is a fashion model, actress, TV/radio personality, and entrepreneur. She broke onto the scene and into pop culture's heart as the outspoken "Eva The Diva" and winner of the third cycle of the pop culture phenomenon, America's Next Top Model. Eva is married to Atlanta politician and lawyer, Michael Sterling, and is mom to 6-year-old daughter, Marley Rae; 2-year-old son, Michael Jr.; and 1-year-old son Maverick.

Eva literally became a "top model" appearing on covers for Upscale, Brides Noir, Women's Health and Fitness, King, IONA, and Essence magazines. She has also modeled for brands such as Cover Girl, DKNY, Samsung, and Red by Marc Ecko, and has walked the runway for Marc Bouwer, ELLEGirl, Gharani Strok, Deborah Collection, Ed Hardy, and many more. Modeling wasn't enough for the Los Angeles born Eva, so she crossed over into the world of television, film, and music videos. Her film and television credits include Miss Me This Christmas, Smallville, Everybody Hates Chris, The Game, Tyler Perry's House of Payne, The Wedding Album, The Young and the Restless (for which she was nominated for two NAACP Image Awards for Outstanding Actress in a Daytime Drama Series), The Walk, Crossover, I Think I Love My Wife, Nick Cannon Present Wild 'N Out, Born Again Virgin, Sister Code, and Real Husbands of Hollywood. She's also appeared in music videos for Tyrese, Jennifer Lopez, and Jamie Foxx. Eva is also an accomplished TV host having hosted and executive produced BET's My Model Looks Better Than Your Models, BET's RIP THE RUNWAY, Oxygen reality series Girlfriend Confidential, and has been the host of Oxygen's Hair Battle Spectacular, and most recently Dish Nation and The Rickey Smiley Morning Show. She was also a lead cast member of three seasons of Bravo's hit series, The Real Housewives of Atlanta. Eva will next be seen starring in the upcoming Tyler Perry Studios series All the Queen's Men on BET.

In addition to entertainment, Eva is also an entrepreneur and the founder of cEVAD, a beauty company dedicated to natural CBD-based products. The products are made with CBD oils from hemp, and contain no pesticides, herbicides, preservatives, toxins, artificial ingredients, or GMOs.

Follow Eva on Instagram @evamarcille where she has over 4 million followers.

A portrait of Eva Marcille, a Black woman with long, dark brown dreadlocks. She is wearing a white, off-the-shoulder top. The background is a plain, light color. The text "OUR HOST" is overlaid in the bottom left corner of the image.

OUR HOST

BRAND BENEFITS

Connect with Celebrities, Influencers, and media:
Directly seed celebrities and social media influencers and network
with top tier press.

PRESS COVERAGE

Our in house PR team works with national entertainment and lifestyle media outlets to secure a major amount of press coverage for any sponsors and participating brands.

RED CARPET EXPOSURE

Get your logo on the step and repeat for massive exposure with main stream media including Getty, wire image, Radar online, OK! Magazine, Life n Style, National Enquire, US Magazine, ET Online, Access Hollywood and many more.

SOCIAL MEDIA

Participating brands can share the images from our house photographer or images they capture on site to share on their social media channels. A number of influencers will be posting the event live, so if you are displaying on site this is a great way to increase brand awareness, organically.



PAST EVENTS

Our last event was a major decade milestone as REGARD Magazine's 10 Year Anniversary Celebrating Women in Film + Television Presented by Heloise-Lloris Champagne & My Green Network (MyGN). Hosted by Cover Girls Lauren Marano and Dawn-Lyen Gardner.



AOL 

ET

GOOD MORNING LALAND

OK! ^{USA}

Us ^{WEEKLY}

WireIMAGE®

HUFFPOST

maximo tv

THE WRAP
Covering Hollywood

gettyimages

msn 

 Hollywood Life
by Bonnie Fuller

CELEBUZZ!

Daily Mail.com

EXTRA

RADAR ^{ONLINE}

ACCESS HOLLYWOOD 

PRESS



Star Sightings

“Queen Sugar’s Dawn-Lyen Gardner and Saving Zoe’s Laura Marano hung out at REGARD Magazine’s 10-Year Anniversary Celebrating Women in Film + Television, **which was sponsored by Héloïse Lloris Champagne** and My Green Network, at Sofitel Los Angeles at Beverly Hills on Feb. 20.”



Feb 2020 Fresh Pix



Farrah Abraham attended Regard Magazine’s 10-Year Anniversary Celebrating Women in Film + Television, presented by **Héloïse Lloris Champagne** and **My Green Network (MyGN)** at the Sofitel Los Angeles at Beverly Hills.



Star Sightings: February 2020



Laura Marano & Dawn-Lyen Gardner Saving Zoe’s Laura Marano & Queen Sugar’s Dawn-Lyen Gardner at REGARD Magazine’s 10 Year Anniversary Celebrating Women in Film + Television Presented by Héloïse Lloris Champagne and **My Green Network**



Farrah Abraham Teen Mom’s Farrah Abraham attends REGARD Magazine’s 10 Year Anniversary Celebrating Women in Film + Television Presented by Héloïse Lloris Champagne and **My Green Network (MyGN)**



Regard Magazine 10th Anniversary



On February 20th, Regard Magazine celebrated their 10 year anniversary at the Sofitel Los Angeles in Beverly Hills. Different talent from all over walked the red carpet and wowed everyone with their flare and smiles. REGARD Magazine partnered with Sofitel to blend Hollywood glamour and REGARD regal elegance with the luxurious ambience of an iconic urban resort. Celebrities sipped on France’s best 22 year old vintage champagne in stunning 24-karat gold bottles from Héloïse Lloris and left with VIP gift boxes of **Bela’s Formula CBD** sweets from **My Green Network (MyGN)**.



Hottest Celebrity Pics This Week



Nicky Whelan spotted alongside Regard Magazine owners **Valerie Noble** and **Dimitry Loiseau** the REGARD MAGAZINE 10th anniversary celebration at the Sofitel Los Angeles at Beverly Hills on Feb. 20. Guests sipped on Héloïse-Lloris Champagne 24karat Gold champagne and went home with gift bags from **My Green Network** filled with **Bela’s Formula hand-crafted CBD infused chocolates**, Global Transfiguration eco-friendly tees, Kettle One product and Sofitel vouchers.

ACTIVATION PACKAGES

Co-Presenting Brand Sponsor- \$100,000 (ONLY TWO BRANDS ALLOWED)

- Co-branded event and naming rights, "REGARD Magazine Summer Issue Release Party Presented by YOUR BRAND"
- Logo on Step and repeat
- Brand mentions & brand highlighted in all media coverage
- Prominent co-branded event signage for photo ops
- Dominate logo on VIP and media invites as well as press releases/ media alerts
- 20 company reps and/or total guests allowed on site, 4 allowed to walk the carpet for media interviews
- Creative activation experience on site to display or gift product
- Logo inclusion on all official event images printed on site
- Guaranteed media coverage
- Pictures and meet & greet with attending celebrities
- Gift bag inclusion for product sampling or marketing material (75 bags), branded gift bag opportunity
- Inclusion in REGARD Magazine online event recap and round up
- 1 x Advertorial on brand story or a profile feature interview & spread for CEO (6 Pages) in REGARD Magazine
- 1 two page ad in REGARD Magazine
- Live DJ shout out during event
- Guaranteed social media posts on REGARD social handles



ACTIVATION PACKAGES

Gold Package - \$50,000 (exclusive in each category)

- Brand mentions & brand highlighted in media coverage, logo on VIP and media invites as well as press releases/ media alerts
- 5 company reps and/or total guests allowed on site, 2 allowed to walk the carpet for media interviews
- Inclusion in media coverage
- Gift bag inclusion for product sampling or marketing material (option to have branded gift bags be your brand, for an additional cost)
- Inclusion in REGARD Magazine online event recap and round up
- One 1 page ad in REGARD Magazine
- Guaranteed social media posts on REGARD social handles



ACTIVATION PACKAGES

Silver Package - \$25,000

- **Brand mentions & brand highlighted in media coverage, logo on VIP and media invites as well as press releases/ media alerts**
- **5 company reps and/or total guests allowed on site, 2 allowed to walk the carpet for media interviews**
- **Inclusion in media coverage**
- **Gift bag inclusion for product sampling or marketing material (option to have branded gift bags be your brand, for an additional cost)**
- **Inclusion in REGARD Magazine online event recap and round up**
- **One 1 page ad in REGARD Magazine**
- **Guaranteed social media posts on REGARD social handles**



ACTIVATION PACKAGES

Bronze Package - \$1000

- **Get your marketing material and product in the hands of celebrities and social media influencers**
- **75 full size products**
- **Inclusion in REGARD Magazine online event recap and round up**
- **Thank you listing in post press release media mentions (your website will be included in the post press release)**
- **Social media posts on REGARD social handles**

GIFT BAGS



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