



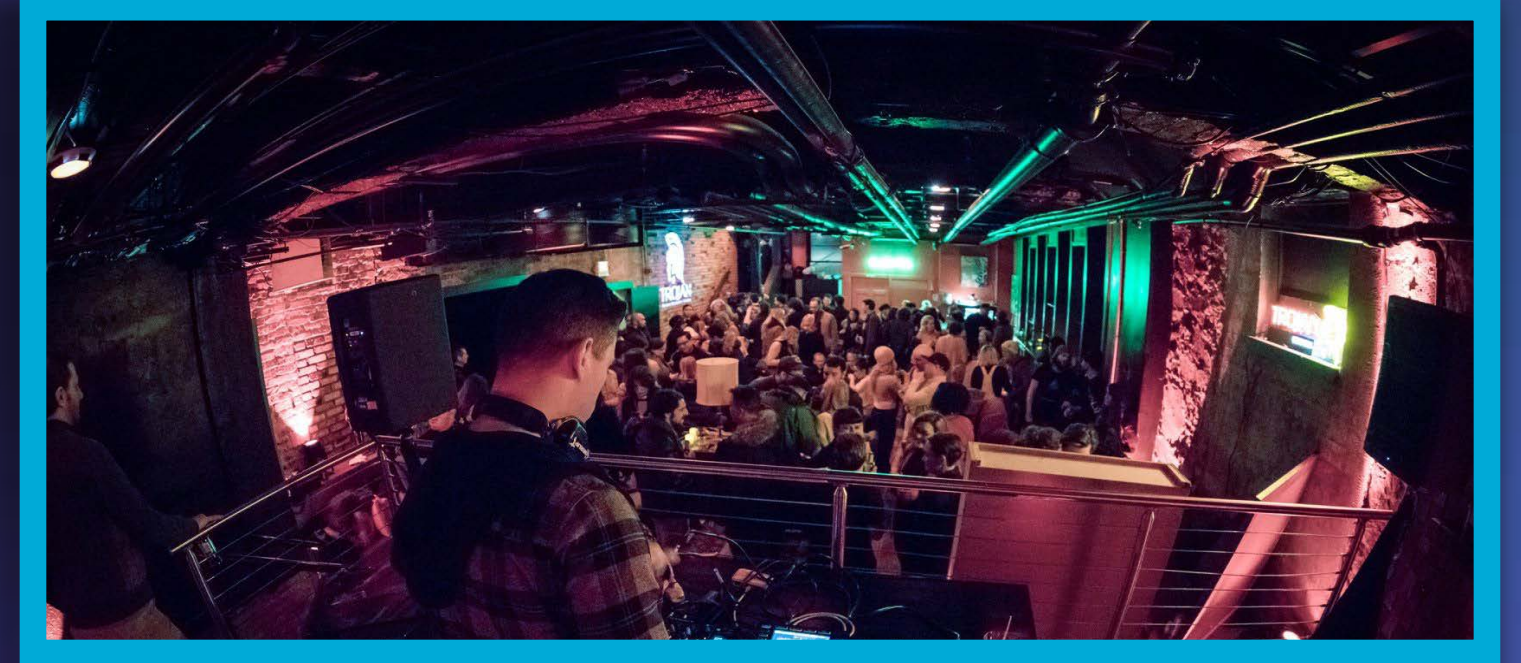
THE ELEVATE LOUNGE

AUSTIN, TEXAS
MARCH 11 - 15, 2022

PRODUCED BY IMAGINE EVENTS

CONTEXT:

- For nearly 20 years, **Imagine Events** has produced activations during **SXSW Film Festival**. In 2022, we'll host unprecedented technology experiences + cutting-edge wellness innovations
- Our brands create technologies that combine ancient wisdom & modern innovation
- We gather thought leaders, tastemakers & entertainers crafting the next-gen human experience
- **Elevate Lounge** is located at the Speakeasy 412 Congress Ave D, Austin, TX 78701, a very central, high-profile location
- **Elevate Lounge** provides full-service, multi-day opportunities for industry interaction with proven results
- Fully-staffed hospitality + studio & event space with immersive technological, culinary & entertainment options

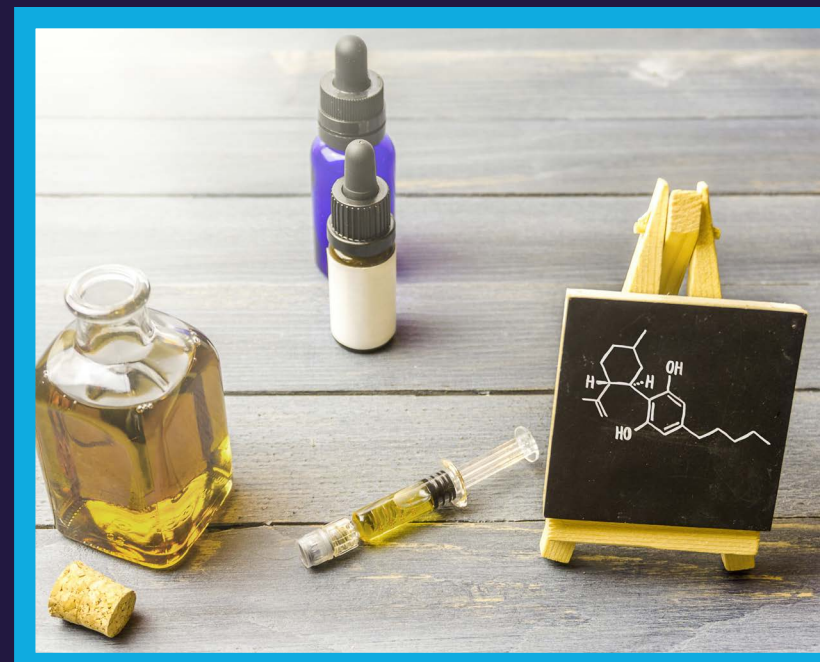


PROGRAM SUMMARY:

The Elevate Lounge hosts multiple program tracks during the Festival.

HEALING TECH LOUNGE

Humanize futurism with a curated set of relevant ancient + modern tech installations: Blockchain, NFTs, AR/VR/XR, IoT, Robotics & green/psych tech/impact technologies



MUST HAVE INVITE: VANGUARDS DINNER

Celebrity & award-winning chefs prepare signature fare for corporate clients, industry guests, film casts, & VIPs



THE FILM PARTIES

Activating red carpet events nightly for top films & corporate festival partners.

- Full production support + AV staging for state-of-the-art experiences
- Experience PR + media team to capture events
- Top DJs + live performances

THE CHANGEMAKER SERIES

A visionary leadership platform of renaissance humans shaping future frontiers in wellness technology, impact investment, film, biohacking, human optimization & performance, decentralization, NFTs, blockchain, AI, metaverse, VR, big data, robotics & more



INVESTOR + STARTUP MEETINGS

Investors and fund managers meet with early-stage companies for 1:1 sit-downs

PANEL AND FIRESIDE CHAT

1:1 and 1:2 conversations with influencers, innovators, entrepreneurs, and investors creating global change

FUND MANAGER MEETINGS

1:1 Pitch Meetings with fund managers and startups in dedicated spaces

VISIONARY PRESENTATIONS

Demos and activations featuring cutting-edge future-tech reshaping the human experience

THE CHANGEMAKERS SERIES

The Elevate Lounge will host the Changemaker Series SXSW 2022 Edition.

ON-SET SAFETY: STOP THE BLEED TRAUMA + FIREARM SAFETY TRAINING



- Studios, producers & directors have a responsibility to all staff that works below the line to empower their set with preparedness through training education
- Our Civilian First Responder onset training demo democratizes medical training utilizing state-of-the-art, hyper-realistic mannequin models for trauma scenarios
- We bring customized, accessible high-level Special Forces trauma response training to prepare your set staff for trauma
- Personalized training by Kenny Robertson of Wex Training
 - Served 22 years, U.S. Army Green Beret in 5th Special Forces Group (A)
 - Tours in Iraq, Afghanistan, Syria, and Lebanon
 - Director of the TCCC & PFC program at the Joint Special Operations Medical Training Center
 - Trained 100s of Green Beret & Navy SEAL medics

UNITED WE STAND: RISE TOGETHER WITH VOICES FOR ALL

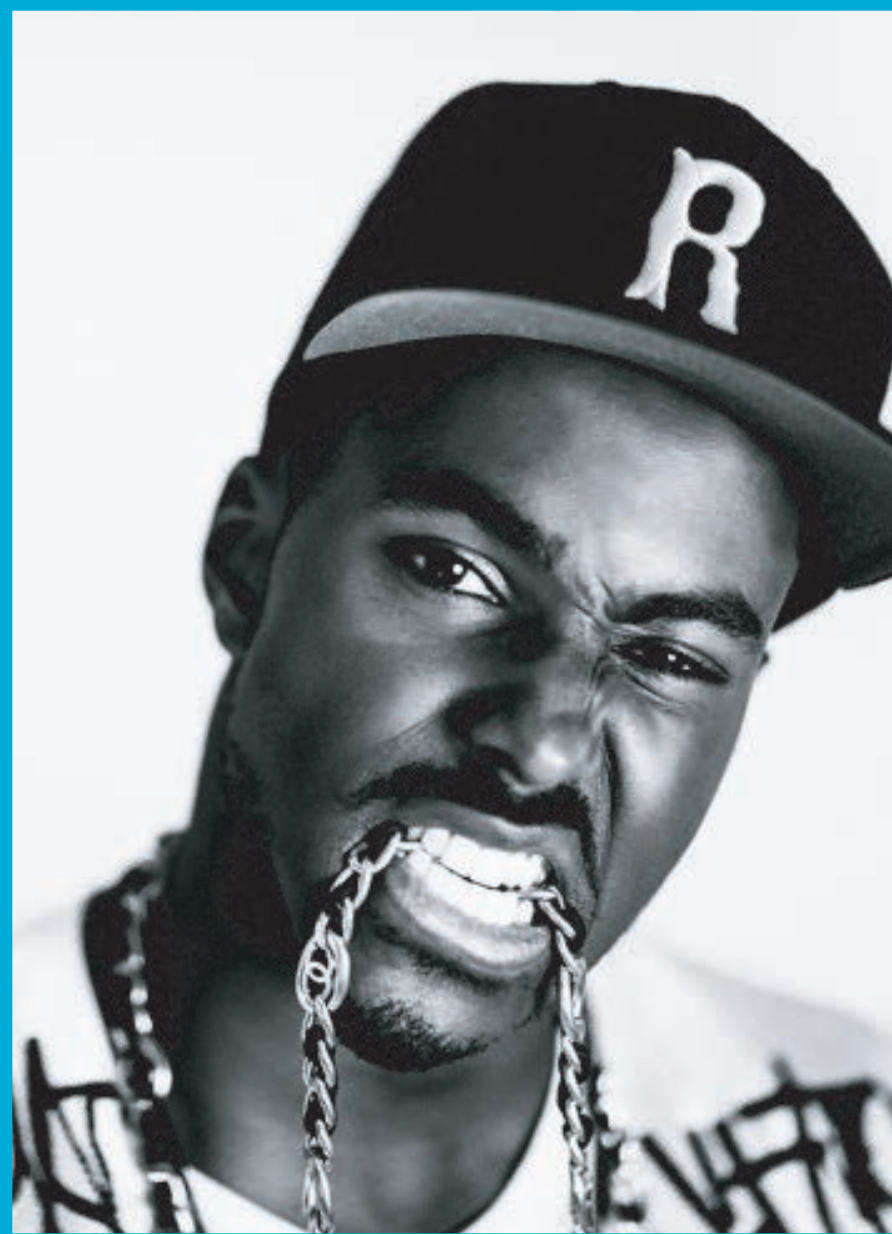
- Free & Equal Elections to host United We Stand in partnership with the Independent National Union at the Elevate Lounge in order to put democracy first and give everyone a voice
- This program will bring forth captivating panel discussions with top thought leaders accompanied by open forums and then rounded out with live performing artists, cocktail hour and night entertainment.
- United We Stand Tour: An annual nationwide tour uniting the younger generations with musicians, artists, and thought leaders to encourage local civics participation and inspire people to run for office.
- Live-streamed at freeandequal.org



Founder of Free & Equal, Christina Tobin & Robert F. Kennedy Jr.

AFTER HOURS PARTIES

As we have done every year, the Elevate Lounge will host some of the most high profile and popular after parties at the entire Festival featuring some of the hottest DJs defining the modern nightlife scene. Some of our past premium DJs have been...



DJ RUCKUS



PAUL OAKENFOLD



APPLE DE AP



DIPLO

VENUE

The lounge will be centrally located at the heart of the SXSW festival at the iconic “Speakeasy” venue:
412 Congress Ave D, Austin, TX 78701

9,000+ SF

4 SEPARATE ROOMS

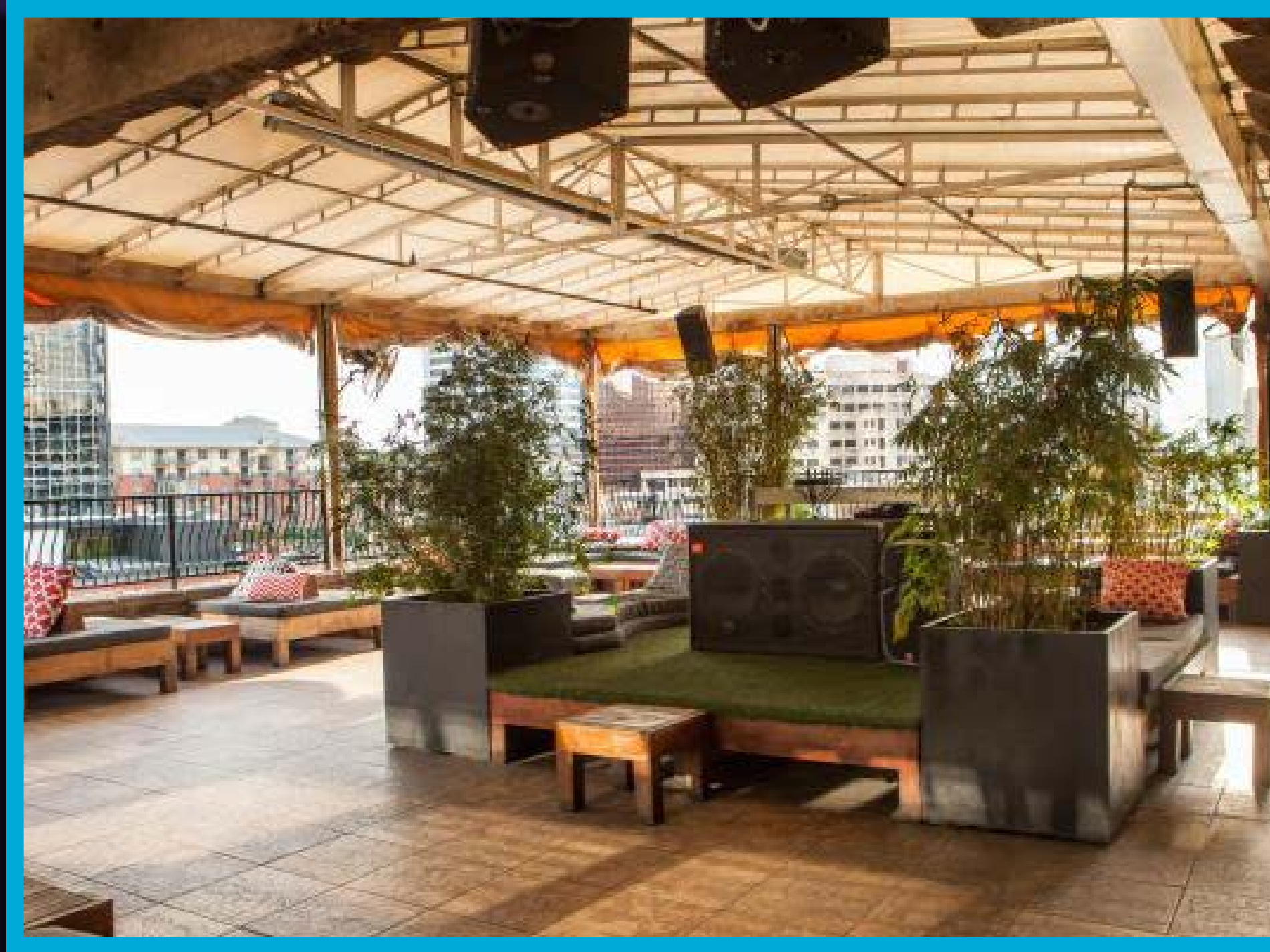
ROOFTOP LOUNGE

SKYLINE VIEW



VENUE

Additional images of the “Speakeasy” in Austin, TX



SPONSORSHIP

Imagine Events curates bespoke event activations for our brands. Contact Amanda Pool to design your custom options for SXSW 2022

HEALING TECH LOUNGE

Your brand featured among a curated set of relevant ancient + modern tech installations: Blockchain, NFTs, AR/VR/XR, IoT, Robotics & green/psych/impact technologies



BRUNCH & PANEL SPONSOR

Host a one-of-a-kind brunch experience featuring panel discussions



PRIVATE DINNER SERIES SPONSOR

Present a private dinner experience featuring celebrity & award-winning chefs preparing signature dinners for corporate clients, casts, & VIPs



SPONSORSHIP

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FILM SCREENING & COCKTAIL EVENT

Sponsor red carpet event activations nightly for top films

- Full production support + AV & staging for state-of-the-art experience
- Experienced PR + media team to capture events



AFTER HOURS DJ EVENTS

Celebrate the inspiring paradigms of ancient wisdom + modern tech through dance, music & revelry



THE CHANGEMAKER SERIES

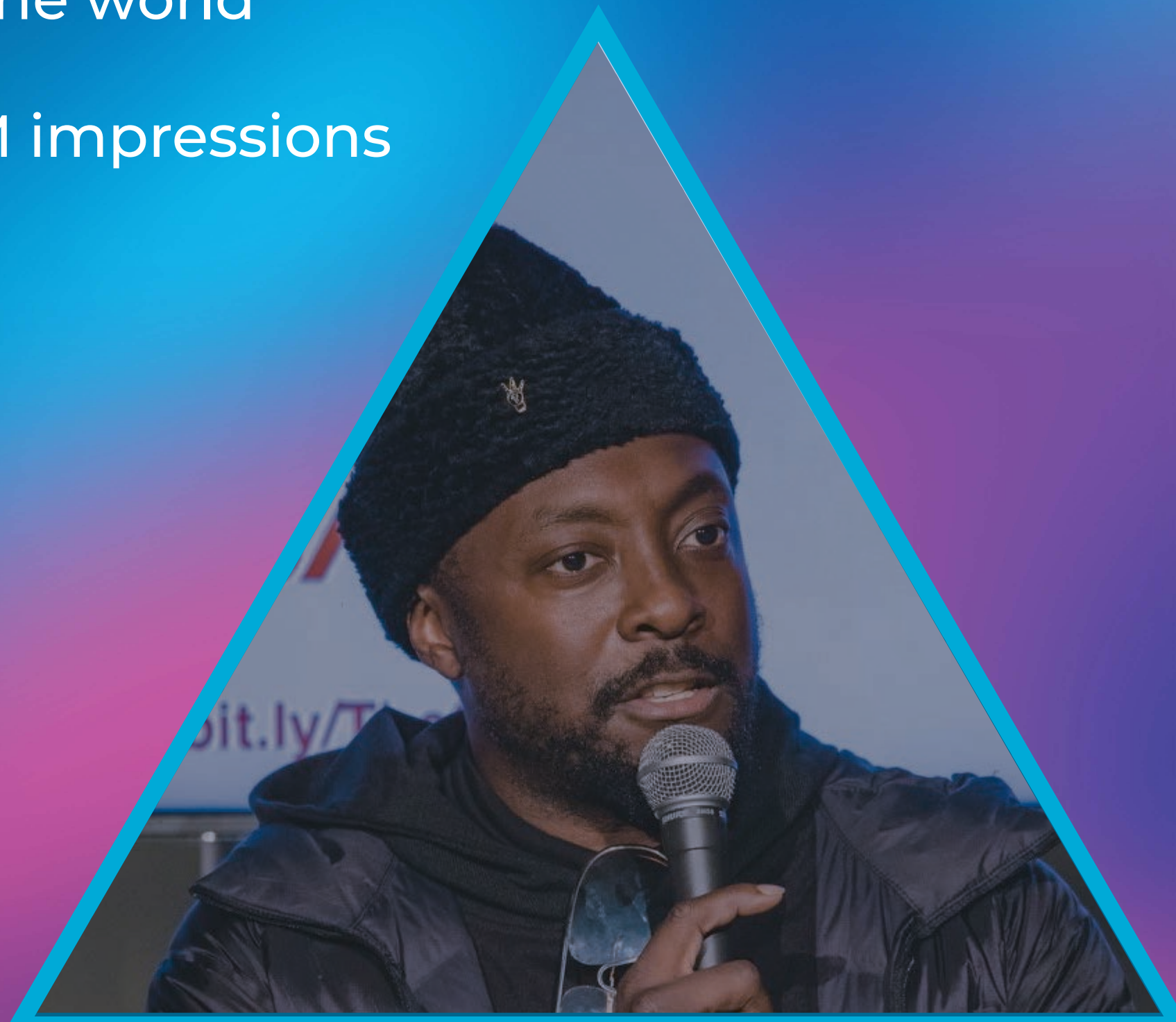
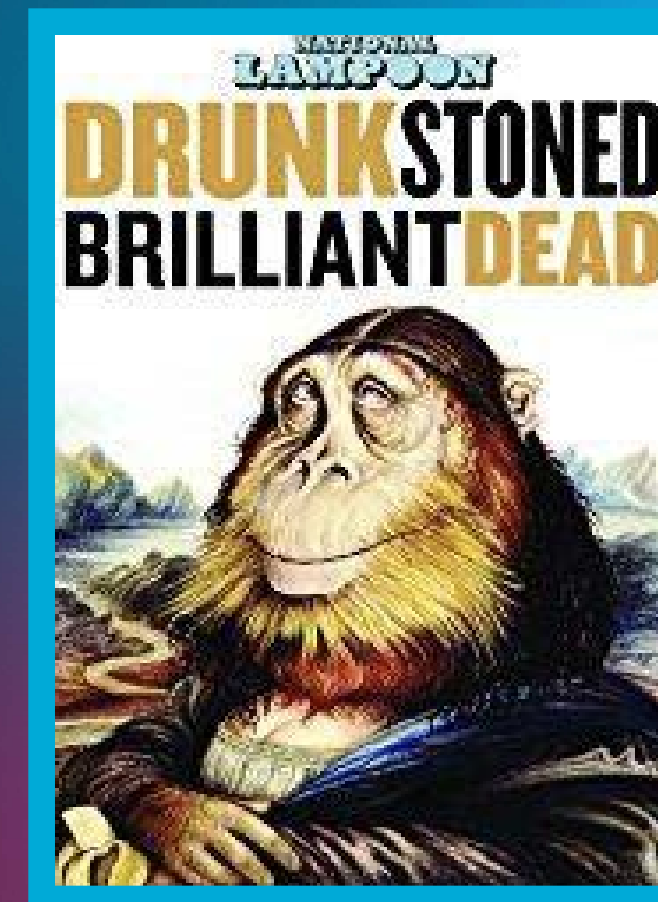
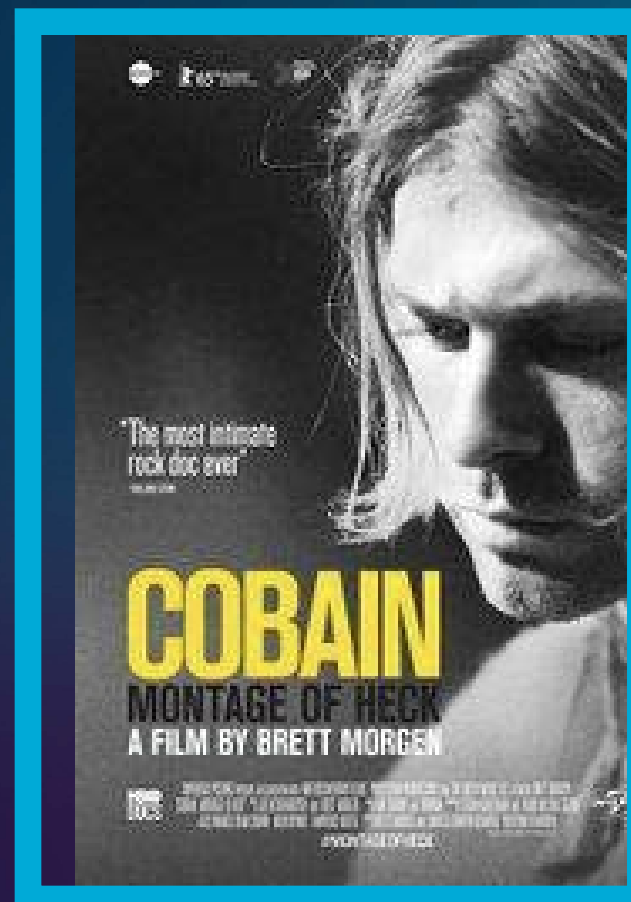
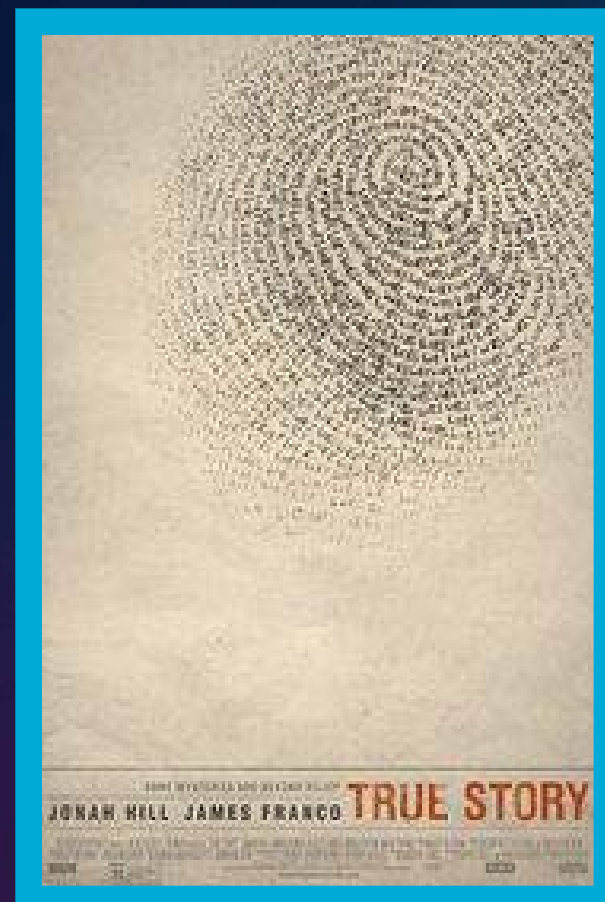
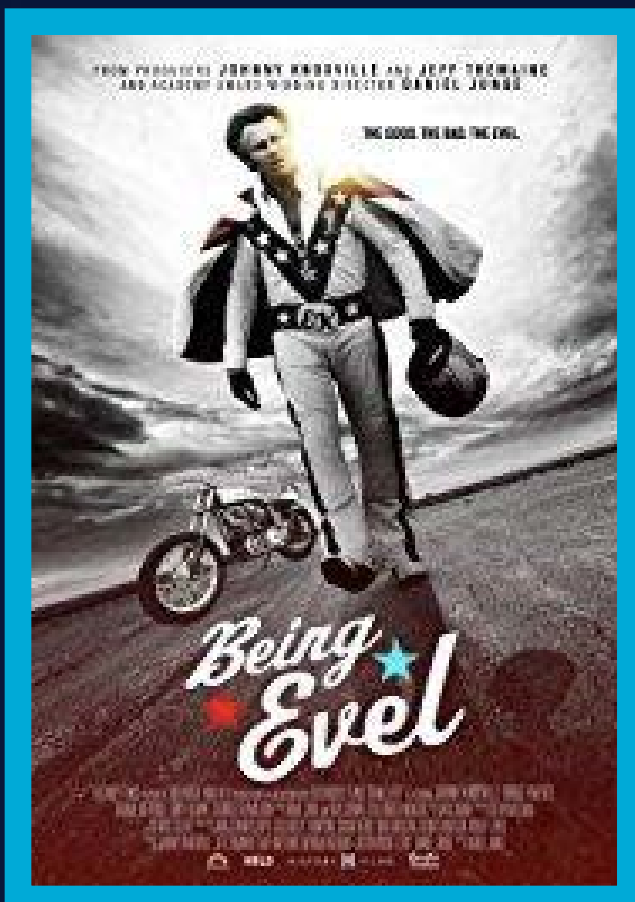
A global thought leadership platform exploring the future frontiers in wellness technology, impact investment, film, biohacking, human optimization & performance, decentralization, NFTs, blockchain, AI, metaverse, VR, big data, robotics & more



OUR HISTORY

Our experienced team of internationally recognized producers have created events and interactive experiences at film festivals across the board

- Actors, writers & directors who have won 85 Oscars, 72 BAFTAs, 50 Emmys and 115 Golden Globes
- The premiere of films which have gone on to win 37 Oscars (3 Best picture), 29 BAFTA's and 15 Globes
- Over 30 live concerts including performances by Ice Cube, Warren G, Martina McBride, the Meat Puppets, Dierks Bentley, Snoop Dogg and Will.I.Am
- Our events have hosted over 10,000+ influencers and VIPs over the years including Brad Pitt, Spike Lee, Idris Alba, Black Eyed Peas, Imagine Dragons, Sandra Bullock and Paul Oakenfold
- Celebrity Chefs and culinary partners from the top kitchens around the world
- Our events have been featured in 300+ media outlets with over 900M impressions from Forbes to Variety



PREVIOUS SPONSORS OF OUR SXSW ACTIVATIONS



PLEASE CONTACT

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