
splendor
by IMPACT
COLLECTIVE
VIP Experiences
CUSTOMIZED
IMMERSIVE
ELEVATED EVENTS

splendor by IMPACT COLLECTIVE

PARTNER WITH IMPACT

UNRIVALED ACCESS. UNFORGETTABLE VALUE.

Don't just place a logo on a banner—co-create an extraordinary cultural moment. By partnering with **IMPACT Collective** for Splendor events, your brand gains **direct access to top-tier global artists** and an **ultra-exclusive audience** in high-impact, immersive environments.

Align your brand with once-in-a-lifetime experiences that drive real business growth.

WHY SPONSOR & PARTNER WITH IMPACT

- **UNMATCHED BRAND VISIBILITY:** Stand out in premium, high-touch settings designed to capture attention and elevate brand perception.
- **DIRECT HIGH-VALUE ENGAGEMENT:** Connect authentically with decision-makers, ultra-high-net-worth guests, and key industry influencers.
- **IMMERSIVE BRAND INTEGRATION:** Seamlessly embed your products, stories, or services into interactive artist encounters and bespoke event environments.
- **AMPLIFIED MEDIA & CONTENT:** Leverage professional photo, video, and digital coverage to extend your partnership's reach long after the curtain falls.

UNIQUE SPONSORSHIP OPPORTUNITIES

- **EXCLUSIVE VIP & ARTIST LOUNGES:** Host high-value clients in curated, private back-of-house or pre-show environments.
- **INTERACTIVE ACTIVATION ZONES:** Engage guests through custom, immersive brand experiences built directly into the event flow.
- **BESPOKE PRODUCT SHOWCASES:** Put your brand at the center of attention during key event moments and luxury receptions.

HOW WE COLLABORATE

- **ALIGN GOALS:** We tailor sponsorship packages around your specific ROI, brand positioning, and audience targets.
- **CO-CREATE THE EXPERIENCE:** We integrate your brand seamlessly into the music, atmosphere, and guest touchpoints.
- **FLAWLESS EXECUTION:** IMPACT Collective manages all production, artist relations, and hospitality so you can focus on building relationships.
- **MEASURE & EXTEND IMPACT:** Post-event reporting and high-grade content deliverables ensure maximum long-term value.





LET'S CREATE SOMETHING EXTRAORDINARY TOGETHER

SPLENDOR EXPERIENCE CONCEPTS

CO-CREATED PARTNER OPPORTUNITIES

Explore how your brand can seamlessly integrate into these once-in-a-lifetime, artist-driven events powered by IMPACT Collective

TRAVEL & RETREAT EXPERIENCES

Caribbean Cruise & Fan Games

The Experience: Island-hopping adventure, performances, fan games.
Sponsorship Value: Presenting sponsor, custom deck takeovers.



Sunset City Sightseeing Cruise

The Experience: Scenic cruise, VIP reception, acoustic set.
Sponsorship Value: Title sponsor VIP deck, lounge branding.

Destination Luxury Retreats

The Experience: High-end coastal/vineyard getaways.
Sponsorship Value: Host wine tastings, luxury branding.

EXCLUSIVE ACCESS & PERFORMANCE CONCEPTS



Private Soundcheck & Fine Dining

The Experience: Acoustic show, multi-course dinner.
Sponsorship Value: Co-branded dining host, gifting.

Silent Disco Soundchecks

The Experience: Wear headphones to listen to raw monitor mix rehearsal.
Sponsorship Value: Audio hardware/tech branding.

Studio Jam Sessions



The Experience: Collaborate in a world-class recording studio.
Sponsorship Value: High-visibility gear/tech placement.

IMMERSIVE & INTERACTIVE ACTIVATIONS

Pop-Up & Speakeasy Takeovers

The Experience: Secret artist venues, surprise sets.
Sponsorship Value: Exclusive venue takeover, cocktails.

Interactive Album Listening Parties

The Experience: Multi-sensory album listening with artist commentary.
Sponsorship Value: Title audio/tech partnership.

VR/AR Backstage & Masterclasses

The Experience: Virtual reality backstage access, songwriter/artist-led masterclasses on creativity.

COMMUNITY, GAMING & ADVENTURE



Golden Ticket Scavenger Hunts

The Experience: City-wide, gamified search for hidden pop-ups.
Sponsorship Value: Checkpoint locations, branded grand prize.

Artist Give-Back & Community Days

The Experience: Artists, fans, sponsors unite for community projects.
Sponsorship Value: CSR leadership, storytelling.



IMPACT Collective — Extraordinary artists. Immersive partnerships. Lasting impact.

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Stats that make an IMPACT!

2,500
EVENTS PRODUCED



1,000
FIVE-STAR REVIEWS



35
INDUSTRY AWARDS



29
YEARS IN BUSINESS



$9M
EVENTS SOLD



6
VENUES MANAGED



'IMPACT's impact'

Private Event Sales: Sold $9 million in social & corporate event business.

Freedom Fest: Produced a 25,000-person festival in Washington, DC featuring national acts.

Live8 Concert: Served as a U.S. Delegate for Bono's ONE Campaign.

G8 Summit: Represented the ONE Campaign in Edinburg, Scotland.

Meant 2 Live Foundation: Raised more than $2 million to support impoverished youth in DC and Africa.

HFStival: SEV opened for 311, Blink-182 and the Red Hot Chili Peppers, attended by approximately 100,000 fans.

The Roots: Produced festival in 1997 with 5,000 attendees, featuring Jimmy Fallon's current Tonight Show band.

American Music Awards: Managed backstage celebrity gifting operations.

Oscars: Managed backstage celebrity gifting operations and VIP Parties.

Artist Development: Signed a Washington, DC band in partnership with Jimmy Iovine and Geffen Records.

Shamrock Fest: Co-managed a 15,000-person festival in Washington, DC featuring regional acts.

Live Nation / The Bayou: Served as a grassroots music club promoter at The Bayou where U2 played their 2nd U.S. gig

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DURAN DURAN

VIP Manager: Alan Stewart



“I have had the pleasure of knowing and working with Eddie for over 28 years. I have found him to be extremely detail-oriented, conscientious, and able to deliver on difficult promises. His business acumen aside, he has become a trusted friend over the years. I recommend him without reservation.”

COLLABORATIONS





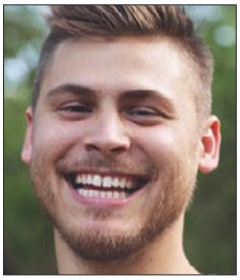
































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CASE STUDY:

LEON BRIDGES



UBS Financial Services | Client Appreciation Event

- **Client:** UBS Financial Services
- **Date:** December 14, 2018
- **Venue:** Union Stage, Washington, DC
- **Event:** Exclusive client appreciation experience
- **Attendance:** 150 top UBS brokers + highest-producing clients
- **Client Portfolio:** Guests representing up to **$200M in investments**
- **Special Guest: Leon Bridges**, Grammy-nominated R&B artist



IMPACT Collective Scope

- Managed **100% of event logistics**
- Sourced and coordinated venue, technical production, hospitality, catering and furniture
- Coordinated directly with **Leon Bridges' technical team**
- Managed event team, security, load-in/load-out and soundcheck
- Coordinated green room and VIP food & beverage
- Supported all VIP and guest-of-honor needs



CLIENT BENEFIT:

- Took the logistical burden off **UBS**, allowing their team to focus on **high-net-worth clients and relationship building**
- Served as the central point of coordination across all event partners
- Delivered a seamless, high-touch experience for UBS's top brokers and clients
- **Successful VIP client appreciation event and memorable experience for UBS**

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CASE STUDY:

TOBY KEITH



Private Toby Keith Concert | Union Stage

- **Date:** October 2018
- **Venue:** Union Stage, Washington, DC
- **Event:** Private VIP concert featuring **Grammy Award Winner Toby Keith**
- **Attendance:** 400 VIP guests
- **Scope:** Venue, sound, lighting, production & hospitality



IMPACT Collective Scope

- Managed **100% of event logistics**
- Sourced and coordinated venue, sound, lighting and production
- Coordinated directly with **Toby Keith's technical team**
- Managed security, load-in/load-out and soundcheck
- Coordinated catering, furniture and event support
- Managed green room and VIP food & beverage
- Oversaw all event partners and on-site execution



CLIENT BENEFIT:

- **Removed the logistical burden from the host**
- Provided one central team to manage vendors, production and event operations
- Allowed the host to focus on **VIP guests and the overall experience**
- Delivered a seamless, successful private concert experience

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CASE STUDY:

CHEF JOSE ANDRES



Dine-N-Dash benefiting World Central Kitchen

- **Event Overview:** An annual high-energy culinary block party and restaurant crawl across Washington, DC., hosted by Chef José Andrés to raise vital funds for WCK.
- **Location & Hub:** Hosted at key landmark destinations such as The District Wharf as well as premier dining neighborhoods like Penn Quarter and 14th Street.
- **All-Access Culinary Tasting:** Ticketed attendees received wristbands and event maps granting them walk-through access to sample endless small plates and craft cocktails across dozens of top local restaurants and food trucks.
- **Wallet-Free Experience:** Guests enjoyed seamless, all-inclusive tastings without paying on-site or waiting in standard payment lines.
- **VIP & Celebrity Touchpoints:** Premium ticket holders received exclusive perks, including an intimate pre-reception with Chef Andrés and celebrity guests, access to VIP-only venues such as barmini, and an exclusive after-party.





MISSION & SOCIAL IMPACT:

100% of event proceeds directly impacted emergency food relief and humanitarian aid missions worldwide.

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CASE STUDY:

CCM

Through incredible partnerships with CCM radio stations and concert promoters, IMPACT has collaborated with globally recognized artists to provide nonprofit partners with unforgettable VIP experiences, including exclusive backstage access for underpriviledged youth.



































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CASE STUDY:

AMERICAN IDOL FINALIST



Village at Leesburg | Summer Block Party

- **Date:** July 17, 2010
- **Location:** Village at Leesburg, Loudoun County, VA
- **Attendance: 2,500** — vs. 500 projected
- **Purpose:** Launch event and family-focused community celebration
- **Beneficiary:** Loudoun Habitat for Humanity

IMPACT Collective Scope

- Produced the center's **inaugural summer block party**
- Secured **American Idol finalist Elliott Yamin** as the featured performer
- Led grassroots and strategic event marketing
- Coordinated vendors and event partners
- Created a family-friendly shopping and entertainment experience





BENEFITS TO CUSTOMER:

- **Full-service event support**: Concept through day-of execution
- Integrated **event marketing, promotions and production**
- Created digital and print marketing materials to expand event reach
- Leveraged IMPACT's network to secure **Elliott Yamin** and local community leaders
- Added high-profile entertainment and community engagement to the event

RESULTS:

- Attendance exceeded expectations by **400%**
- Generated significant awareness and traffic for the new shopping center
- Successfully connected the event with a **local charitable cause**

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CASE STUDY:

DR. JILL BIDEN & MAYOR MURIEL





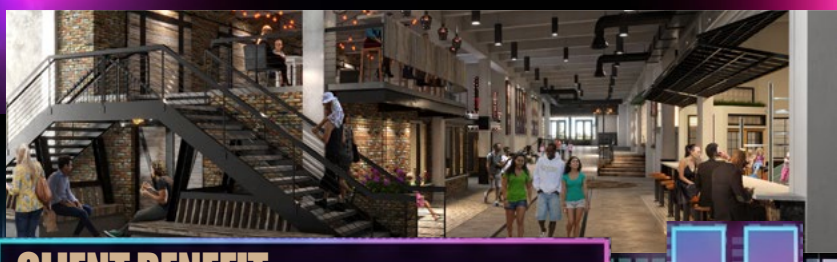


Capital Turnaround | Venue Launch, Sales & Event Management

- **Client:** Capital Turnaround
- **Property:** 100,000 sq. ft. historic car barn converted into an event venue
- **Duration:** 2019–2022
- **Scope:** Marketing, sales, venue launch & event management
- **Events:** 100 weddings, corporate events, conferences & fundraisers

IMPACT Collective Results

- Produced venue launch with **25 top DC vendor partners**
- Hosted **450+ key event industry professionals and thought leaders**
- Supported events attended by **Dr. Jill Biden** and **DC Mayor Muriel Bowser**
- Generated approximately **$500K in event business during the COVID-19 pandemic**
- Secured clients including **NBC4, Chick-fil-A and The Atlantic**



CLIENT BENEFIT:

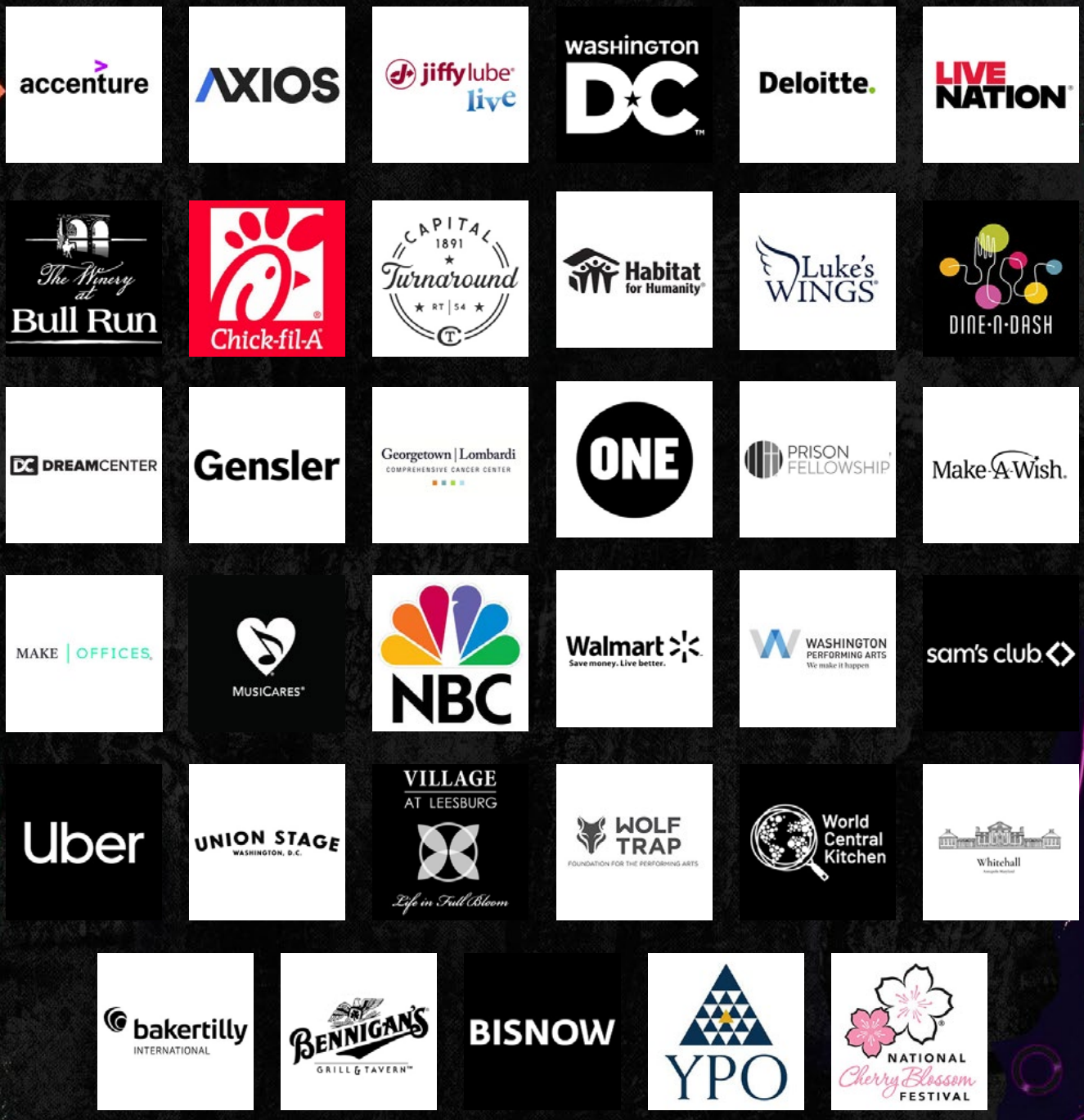
- Established the venue's sales and vendor foundation
- Built relationships across weddings, corporate events and non-profit fundraisers
- Generated significant revenue during a period when many venues were forced to close

CLIENT REVIEW:

"We are beyond grateful for the time and talent invested launching Capital Turnaround, hosting events, and rolling out the red carpet to patrons. Not only has IMPACT laid the foundation for our future, they are shareholders in it. We're indebted to them for their investment and partnership. I recommend Eddie and his company, IMPACT Collective for your event management needs!"

— Pastor Mark Batterson

‘CLIENTS’


accenture
AXIOS
jiffy lube live
WASHINGTON DC
Deloitte.
LIVE NATION
The Winery at Bull Run
Chick-fil-A
CAPITAL 1891 Turnaround RT 54
Habitat for Humanity
Luke's WINGS
DINE-N-DASH
DC DREAMCENTER
Gensler
Georgetown | Lombardi COMPREHENSIVE CANCER CENTER
ONE
PRISON FELLOWSHIP
Make-A-Wish
MAKE | OFFICES
MUSICARES
NBC
Walmart Save money. Live better.
WASHINGTON PERFORMING ARTS We make it happen
sam's club
Uber
UNION STAGE WASHINGTON, D.C.
VILLAGE AT LEESBURG Life in Full Bloom
WOLF TRAP FOUNDATION FOR THE PERFORMING ARTS
World Central Kitchen
Whitehall
bakertilly INTERNATIONAL
BENNIGAN'S GRILL & TAVERN
BISNOW
YPO
NATIONAL Cherry Blossom FESTIVAL

'AWARDS'


REVIEWS
1000
TESTIMONIALS


IATA


CBE
Certified Business
Enterprise Program


the knot
BEST OF
WEDDINGS
HALL OF FAME


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Best of
Weddings
2024


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BEST OF
WEDDINGS
2023


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BEST OF
WEDDINGS
2022


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BEST OF
WEDDINGS
2021


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Best of
Weddings
Hall of Fame


WEDDINGWIRE
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AWARDS®
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'PRESS'

Over the Moon

Annapolis Wedding Blog

Arlington Magazine



A Princess Inspired

Grace Ormonde Platinum Member 2019

Ruffled

Harper's Bazaar

Bridal Guide

Wedding Sparrow

The Venue Report

Wedding Chicks

Grey Likes Weddings

Martha Stewart Weddings

Capital Gazette

The Baltimore Sun

The Connection Newspapers

Style Me Pretty

Patch

Washingtonian

Pelonkey Virtual Event Entertainment


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Ready to create something
UNFORGETTABLE?
Your VIP's deserve
EXTRAORDINARY.
Let's make it happen!
Contact Eddie Fam
events@IMPACTcollective.com