

**Los Angeles**

March 9, 2024

**Cannes**

June 18, 2024

**Paris**

July 23, 2024

**The 11th Annual**

**GOLD**

**MEETS**

*Golden*

**2024(K)**

**Gold Meets Golden is Going Global!**

A Series of 3 events to celebrate the upcoming year of  
Sports and Entertainment in Hollywood and France

[www.goldmeetsgolden.com](http://www.goldmeetsgolden.com) | [info@goldmeetsgolden.com](mailto:info@goldmeetsgolden.com)

# Gold Meets Golden 2024(K) Series

Los Angeles | Cannes | Paris

Celebrate in (20)24-Karat Golden Style



## PART ONE

**March 9, 2024**

Hollywood Awards Season



WHAT

Our 11th Annual Tradition hosted by the Top Names in Hollywood & Sport



WHERE

NEW Location: The Residence de France Consulate, Beverly Hills, CA

American AND European sports figures and celebrities say "BONJOUR in 2024" to create a "Good Luck" Send-Off to the athletes and para-athletes heading to France, with a special Parisian-themed event.



## PART TWO

**June 18th, 2024**

Cannes, France



WHAT

A Celebration of the Olympic Torch Relay during Cannes Lions, in the context of the world's largest Creative Advertising Conference



WHERE

TBA

We will help welcome the official Paris 2024 Olympic Torch relay as It makes Its way through the famous Cannes Croisette, carried by several notable world-wide celebrities and athletes. Featuring a special Runway Show highlighting the history of Olympic/Paralympic Fashion



## PART THREE

**Week of July 21st, 2024**

Paris, France during Olympics



WHAT

A Gathering of Hollywood Celebrities and Legend Athletes in Celebration of the Games in France



WHERE

Team USA Celebration House in Paris

Celebrities attending the Games will have a chance to mix & mingle with athletes of various Generations as they Commemorate the return of the first Live Summer Games since 2016.



# GOLD MEETS Golden 2024(K)

**Gold Meets Golden** is a star-studded events platform that brings together Hollywood entertainers, professional athletes, and decorated Olympians and Paralympians to generate support and awareness for sports related causes.

The main event takes place during Hollywood's prestigious Awards Season, with ancillary other moments held through the year in anticipation of the upcoming Year in Sports.



# PAST TALENT & ATHLETES

FOR 11 YEARS GMG HAS HOSTED  
A WHO'S WHO OF THE TOP STARS  
IN HOLLYWOOD

WELCOMING ATHLETES, OLYMPIANS,  
AND PARALYMPIANS FROM ALMOST ALL  
SPORTING DISCIPLINES

Nicole Kidman  
Keith Urban  
Hugh Jackman  
Hunter Doochan  
Jessica Chastain  
Octavia Spencer  
Chrissy Metz  
Matt Bomer  
Kerry Washington  
Topher Grace  
Amy Adams  
Cynthia Erivo  
Ryan Murphy  
Billy Porter  
Nick Jonas  
Allison Janney  
Ricky Martin  
Kaitlyn Dever  
Joe Alwyn  
Mark Ronson  
Naomi Watts

Gillian Anderson  
Naomi Campbell  
Jon Bon Jovi  
Chris Hemsworth  
Chris Evans  
Sofia Vergara  
Matthew McConaughey  
Sarah Paulson  
Rami Malek  
MJ Rodriguez  
Beanie Feldstein  
Stacy Keibler  
Gina Rodriguez  
Maria Shriver  
Katie Holmes  
Hayden Panettiere  
Seth Meyers  
Brianna Howey  
Lance Bass  
Taron Egerton  
Ben Platt  
Jenna Dewan

Nadia Comaneci  
Carl Lewis  
Greg Louganis  
Simone Biles  
Janet Evans  
Jackie Joyner-Kersey  
Michael Johnson  
Ian Thorpe  
Tom Daley  
Metta World Peace  
Gus Kenworthy  
Billie Jean King  
Mallory Weggemann  
Maia & Alex Shibutani  
Jordan Chiles  
Chloe Kim  
Edwin Moses  
Michelle Kwan  
Ezra Frech  
Apolo Anton Ohno  
Mary Lou Retton

Kerri Walsh Jennings  
Mark Spitz  
Ashton Eaton  
Terrell Owens  
Adam Rippon  
Gabby Douglas  
Meryl Davis  
Nastia Liukin  
Ibtihaj Mohammed  
Laurie Hernandez  
Jordyn Wieber  
Missy Franklin  
Alix Klineman  
April Ross  
Willie Gault  
Gracie Gold  
Sasha Cohen  
Jake Dalton  
Al Joyner  
Dan Jansen  
Misty May-Treanor



## OUR BENEFICIARY

**Gold Meets Golden** is proud to benefit Angel City Sports. An organization that provides equipment, coaching, and training for aspiring young paralympic athletes as well as supporting their dreams through music, art, higher education and career opportunities.



**NEW FOR 2024(K)**

Presenting the  
**MIDAS TORCH AWARD**

Gold Meets Golden and Angel City Sports are proud to debut the new MIDAS TORCH Award, which will be presented to individuals, families and businesses who have used their Golden Touch to make a lasting impact on both the Hollywood and Sporting industries.

The Inaugural Awards will be presented in both Los Angeles & France at the 2024 events. Sponsors will have a chance to brand with a category of Award, and present their trophy to the celebrity or athlete recipient.

**2024(K) HONOREES**

**GEORGE CLOONEY**

Heart of Gold Directing  
"Boys in The Boat"

**ANNETTE BENING &  
DIANA NYAD**

Gold-Medal Portrayal  
"Nyad"

**NICOLE KIDMAN &  
NADIA COMANECI**

Gold Foundation Award

**ARNOLD SCHWARZENEGGER**

King Midas Award

**SERENA WILLIAMS & ALEXIS OHANIAN**

Dual Industry Impact Award

**CHRISTINA APPELEGATE**

Golden Visibility Award

**GABRIELLE UNION &**

**DWAYNE WADE**

Golden Family Award

**JOHN WILLIAMS**

Musical Midas Award

**GEENA DAVIS**

Golden Bridge Award

**ISSA RAE**

Inspired by Gold Award

**NATALIE PORTMAN, UZO ADUBA**

**EVA LONGORIA, JENNIFER GARNER**

**MIA HAMM and JESSICA CHASTAIN**

Angel City FC Soccer Team Owners

Gold Dedication Award

**EZRA FRECH**

Feu d'Or (Flame of Gold) Award





NEW FOR 2024(K)

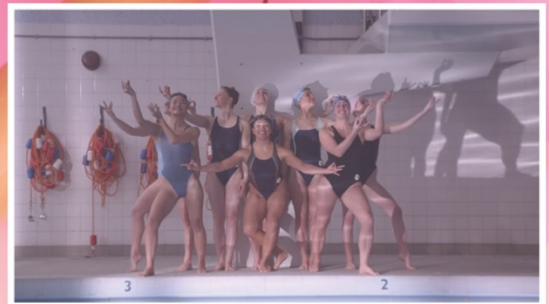
# PINK MEETS GOLDEN

Artistic Swimming Performance

Gold Meets Golden 2024 will feature one of the greatest synchronized swimming groups Aquabatix (former Olympians known for Adele's music videos and many film appearances) to perform a medley of awards-contending songs from the "Barbie" film soundtrack, and joined by some of the athletes of Angel City Sports.

In collaboration with Grammy and Oscar Award-Winning Producer Mark Ronson and popular Olympic Gold Medalist Tom Daley as "Ken", brands can get it on this musical showcase that is sure to make a splash at the event and on mass broadcast and social media.

Opportunities include underwater and drone filming technology, floatable and poolside logos, fashion pieces for the swimmers, and much more- please inquire for more custom ideas.





# MEDIA IMPACT

Gold Meets Golden garners media coverage from the top Entertainment & Sports outlets in the world, including multiple mentions and images of participating Partners & Sponsors.

**650+**  
MEDIA OUTLETS

**2.3 BILLION+**  
MEDIA IMPRESSIONS

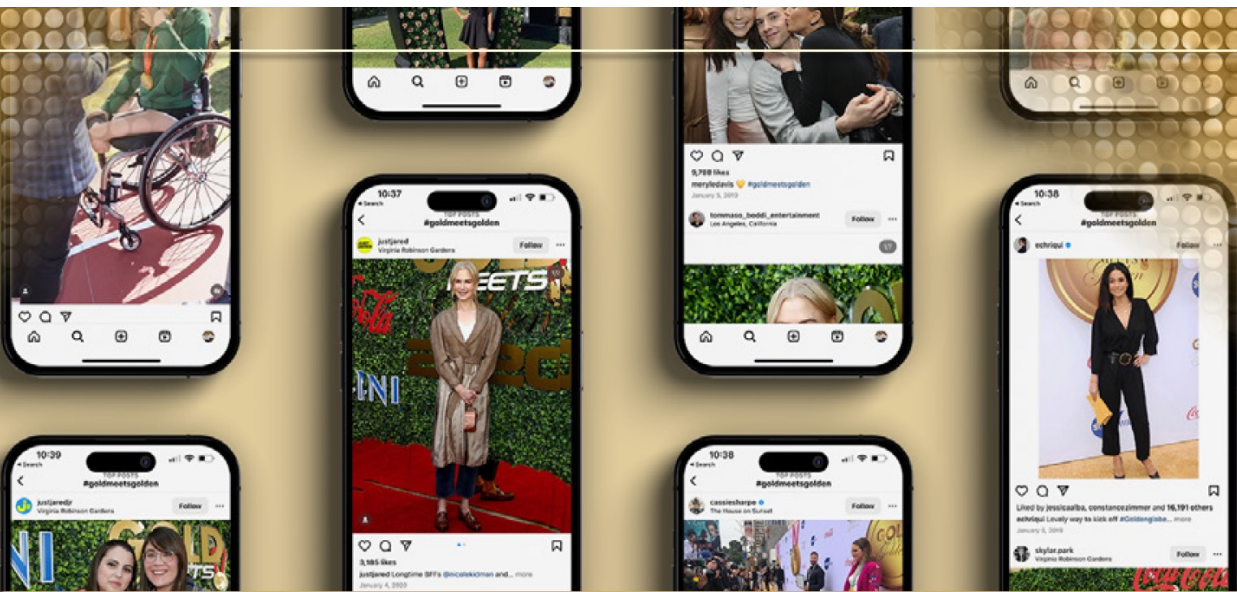
Daily Mail VOGUE CNN Sports Illustrated ESPN

POPSUGAR. US ET access hollywood Los Angeles Times

USA TODAY People IHUFFPOSTI THE HOLLYWOOD REPORTER







# SOCIAL REACH

Gold Meets Golden has garnered hundreds of millions social media impressions, including organic social posts from some of the biggest names of Hollywood and Sport.

Celebrities and athletes are excited to share their GMG experience and fans engage with what their heroes want to share.

## #GOLDMEETSGOLDEN

SEE FULL SOCIAL RESULTS AND DATA AT [WWW.GOLDMEETSGOLDEN.COM](http://WWW.GOLDMEETSGOLDEN.COM)



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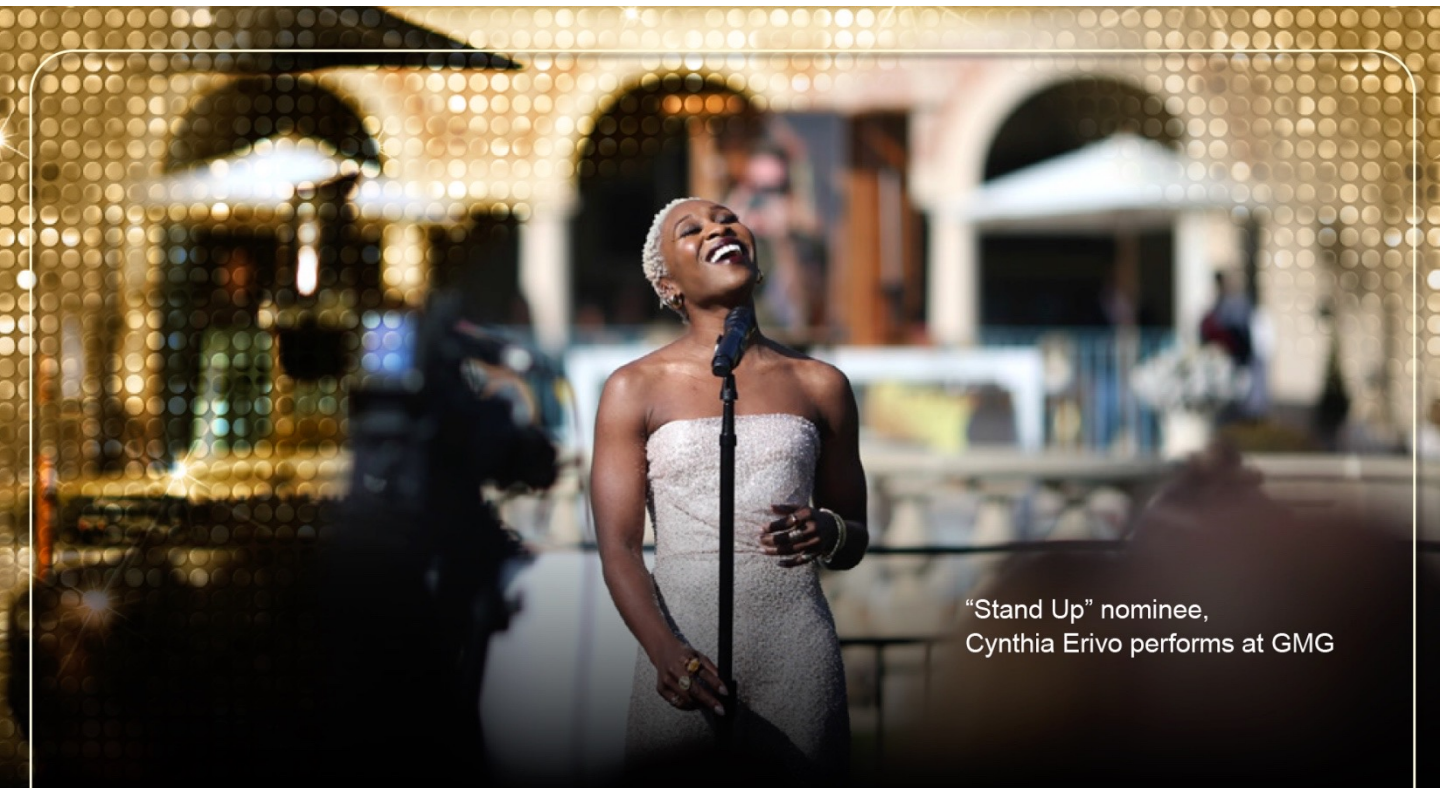
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“Stand Up” nominee,  
Cynthia Erivo performs at GMG

## MUSICAL PERFORMANCES

A great tradition of **Gold Meets Golden** is an exclusive live vocal performance of one of the Awards-nominated original songs.

For the first time ever these performances will be streamed, opening up this special musical experience to fans around the world.



Hugh Jackman intros  
Keala Settle’s “This is Me”

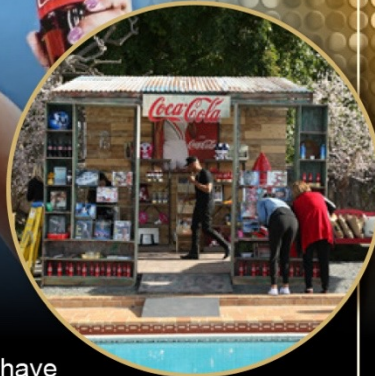


Mark Ronson intros  
Billy Porter’s performance of  
“Shallow”



**Coca-Cola**

As a presenting partner through the years, Coca-Cola brands have achieved a massive impact with multiple activations including branded bar stations, Olympic Torch hallway, and signable memorabilia to demonstrate their long partnership with Hollywood and Sport.



# PARTNER ACTIVATIONS

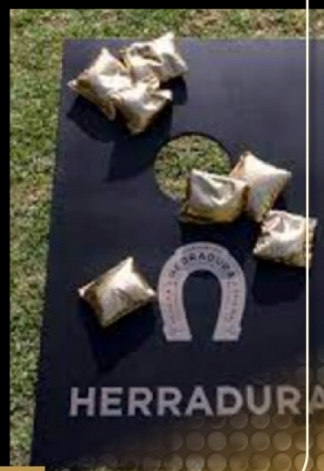


TEQUILA  
**HERRADURA**

Guests enjoyed a signature welcome drink upon arrival, branded lawn games, and a photo moment with Herradura Tequila.



Celebrities signed a Gold BMW 8 series for charity, received car service to and from the event and posed for photos in a team USA BMW bobsled.





VIP Panelists helped educate attendees on brand messaging.

As the leading partner for the Paralympic Games, **Ottobock** was able to do an emotional party takeover with a custom interactive running track, where future Paralympic heroes were able to demo their cutting edge prosthetic technology.

## PARTNER ACTIVATIONS



GMG partnered with one of the COVID vaccine breaking scientists who has developed a groundbreaking line of health and beauty products custom-tailored to every individual based on genetic matching. Who better to start with than the world's top elite athletes?



Lifesize version of the classic **Wheaties** "Athlete on a Box" campaign, with a display of former athletes on the boxes who were in party attendance.





**P&G**

Celebrities and athletes echoed the brands iconic “Thank You, Mom” campaign through a singable wall and custom video station, saying how they couldn’t have achieved their dreams without Mom.




**UNITED**

As the official airline partner, United Airlines flew in athletes for the awards weekend and showcased their new LAX Private Suite program.



the **POINTS GUY**

Created a travel themed room for celebrity photo ops and gifting custom gold luggage tag and passport covers. The founder surprised the charity with a check presentation doubling the funds raised from the event.




VINEYARDS & WINERY

Built a giant sparkling cuvee tower and brought out their vineyard tasting room chef to curate the menu for the event.



**L'ORÉAL MATRIX**

Created a styling lounge for Olympians to prep for the Globes with a brand celebrity stylist, resulting in a mass media pickup “how to get the GMG look”.




TONAL demonstrated their state-of-art new fitness walls, perfectly designed to be accessible for both athletes and para-athletes.

**CASE STUDIES AVAILABLE UPON REQUEST**

[www.goldmeetsgolden.com](http://www.goldmeetsgolden.com) | [info@goldmeetsgolden.com](mailto:info@goldmeetsgolden.com)



# GIFT BAGS

Gold Meets Golden attendees receive one of the most Golden gift bags of Award Season. Its contents and giftees are covered by top media outlets, including nationally-broadcasted sweepstakes for fans to win one of the their own. This year gift bags with sponsored items will also be auctioned off online to raise additional funds for Angel City Sports.

SEE FULL MEDIA RESULTS AND DATA AT  
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