



# The Celebrity Source Benjamin Restaurant Group

Project Overview  
June, 2018 – October, 2019



# Numbers At-A-Glance

- Project Dates: June, 2018 – October, 2019
- Number of Proposed Celebrities: 2037
- Number of Approved Celebrities: 1022
- Number of Celebrity Reps Contacted: ~3500
- Number of Times Each Celebrity/Rep Contacted: ~3-10
- Number of Entertainment Companies/Venues Pursued: 500+
- Number of Booked Celebrities: 36
- Number of Estimated Consumers Reached: 73,025,205

(ESTIMATED - BASED ON POSTING SOCIAL MEDIA FOLLOWERS AND PRESS CIRCULATION NUMBERS)



# Project Overview – Scope of Work

- Program Objective: The Celebrity Source to secure approved “media-worthy” celebrities to take advantage of complimentary dining in one of the Benjamin Restaurant Group locations (Benjamin Steakhouse, Benjamin Prime, The Sea Fire Grill) – in hopes that the celebrity visit could be used by The Door to pitch to media outlets for publicity purposes.
- Pursued by The Celebrity Source
  - Celebrities, publicists, managers, agents, personal assistants
  - Entertainment companies/entities: TV networks, talk shows, “Saturday Night Live,” talent agencies, management agencies, PR agencies, and beyond
  - High-Profile Events including New York Fashion Week, New York Comic-Con, VMA Awards, Tribeca Film/TV Festivals, GMA Summer Concert Series, Governor’s Ball, concert performances, film premieres, etc.
  - Event Venues : Madison Square Garden, Radio City Music Hall, Beacon Theater, Webster Hall, Highline Ballroom, Irving Plaza, Playstation Theater, Hammerstein Ballroom, 92<sup>nd</sup> Street Y, Gramercy Theatre, etc.



# Project Overview - Strategic Plan & Conditions

- Strategic Plan

- Research and propose celebrities with high profiles, legendary names or buzz-worthy projects
- Reach out to each celebrity multiple times (3-10x) and to multiple reps (1-3 per celebrity) - and directly where possible
- Pursue celebrity upon BRG/The Door approval, the weeks and days leading up to their NY visits, and then ongoing tracking of their schedule to see when may be conducive to invite them again

- Conditions & Challenges

- Many celebrities don't want the publicity, or need/want the comped meal – particularly the A-List caliber BRG/The Door prefer and which generate press interest
- Celebrities have unpredictable schedules – Cancel at the last minute, bigger priorities come along
- Many celebrities have a larger “entourage” they travel with or want to dine with (ex: tour managers, bandmates, local friends/family, etc.) so the 2-person dining offer doesn't entice them



# Celebrity Selection & Outreach Process

## Celebrity Research

- Daily Task
- Research New and Returning Celebrities (~100/week)
- Research all of the celebrity credits, social following, and current buzz-worthy projects



## Proposed Celebrity Patrons

- Submit to BRG Weekly/Mondays (~20-40/week)
- BRG/The Door approves celebrities for outreach
- Compile all key contacts, draft pitches



## Celebrity Outreach

- All newly and past approved celebrities are pursued 3-10 times ongoing over time
- Outreach is to celebrities directly, publicists, managers, agents, personal assistants, etc.



## Celebrity Bookings

- Confirm and coordinate celebrity bookings with BRG & The Door
- Track Social Media Postings, and post-dining feedback by Celebrity



# Celebrities Pursued

5 Seconds of Summer	Barry Manilow	BTS	Christina Applegate	Dennis Quaid	FKA Twigs	Hugh Bonneville	Jennifer Lawrence	Jorja Smith
Aaron Tveit	Beanie Feldstein	Calum Worthy	Christy Turlington Burns	Derek Blasberg	Fleetwood Mac	Hugh Grant	Jennifer Connelly	Joseph Gordon-Levitt
Adam Devine	Bella Thorne	Cameron Boyce	Ciara	Derek Hough	Foals	Ian Ziering	Jenny Slate	Josh Henderson
Adam Sandler	Ben Affleck	Camila Alves	Cole Sprouse	Disturbed	Frank Ocean	Idris Elba	Jeremy Piven	Jourdan Dunn
Adam Lambert	Ben Platt	Cara Delevingne	Cole Swindell	Dita Von Teese	Freida Pinto	Ilana Glazer	Jeremy Jordan	Judith Light
Aidy Bryant	Benedict Cumberbatch	Carly Rae Jepsen	Colin Jost	DJ Khaled	French Montana	Interpol	Jerry O'Connell	Julia Schlaepfer
Aisha Tyler	Betsey Johnson	Carol Radziwill	Colin Quinn	DMX	Gabrielle Carteris	Irina Shayk	Jess Glynne	Julia Louis-Dreyfus
Al Pacino	Betty Gilpin	Carol Kane	Colleen Ballinger	Dolly Parton	Garth Brooks	Issa Rae	Jesse Palmer	Julian Edelman
Alessia Cara	Bill Hader	Carole King	Connie Britton	Don Cheadle	Gary Clark Jr.	Itzhak Perlman	Jesse Eisenberg	Julianne Margulies
Alex Borstein	Bill Skarsgard	Cassie	Constance Wu	Donnie Wahlberg	Geoffrey Zakarian	J Balvin	Jessica Alba	Julianne Hough
Alex Trebek	Bill Burr	Catherine Zeta-Jones	Corbin Bleu	Drew Barrymore	George Clooney	Jabrill Peppers	Jessica Chastain	Julie Andrews
Alexander Skarsgard	Billie Lourd	Catherine O'Hara	Cory Booker	Dua Lipa	Gigi Gorgeous	Jada Pinkett-Smith	Jessica Lange	Justin Hartley
Alexandra Ocasio-Cortez	Billie Eilish	CC Sabathia	Craig Ferguson	Dylan McDermott	Gigi Hadid	Jake Busey	Jessie James Decker	Justin Long
Alison Brie	Billy Eichner	Celine Dion	Dakota Fanning	E.J. Johnson	Gina Rodriguez	Jake Gyllenhaal	Joan Smalls	Kaley Cuoco
Allan Leech	Billy Idol	Chadwick Boseman	Dakota Johnson	Edward Norton	Giorgio Armani	Jameela Jamil	Joe Budden	Kareem Abdul-Jabbar
Allison Janney	Billy Ray Cyrus	Chaka Khan	Dan Levy	Elizabeth McGovern	Giuliana Rancic	James Bay	Joe Pesci	Karli Kloss
Alyssa Milano	Billy Bob Thornton	Chance the Rapper	Daniel Jones	Elle Fanning	Glada De Laurentiis	James Corden	Joey Bada\$\$	Karolina Kurkova
Amy Poehler	Blink-182	Charlamagne Tha God	Daniel Dae Kim	Elle King	Golden Tate	James Spader	Joey King	Kate McKinnon
Amy Sedaris	Bob Odenkirk	Charles Barkley	Danielle Brooks	Elle MacPherson	Grace Jones	Jamie Dornan	John Leguizamo	Kate Moss
Ana Gasteyer	Boy George	Charles Melton	DaniLeigh	Ellen Degeneres	Grace Vanderwall	Jamie Oliver	John Mayer	Kate Bosworth
Andi Dorfman	Boyz II Men	Charles Melton	Danny Glover	Ellie Goulding	Greta Van Fleet	Jamie Fox	John Mellencamp	Kate Beckinsale
Anna Farris	Brad Paisley	Charli XCX	Daughtry	Emeril Lagasse	Gucci Mane	Jane Krakowski	John Mulaney	Kate Walsh
Anna Paquin	Brandi Carlile	Charlie Hunnam	Dave Chappelle	Emilia Clarke	Gwendoline Christie	January Jones	John Travolta	Katy Perry
Anne Hathaway	Brandi Glanville	Charlize Theron	Dave Franco	Emilio Estevez	H.E.R (Gabi Wilson)	Jared Leto	Johnny Galecki	Keanu Reeves
Anthony Anderson	Brandon Maxwell	Chelsea Cutler	David Burtka	Emily Ratajkowsk	Hafthor Julius Bjornsson	Jason Bateman	JoJo Siwa	Keira Knightley
Anthony Ramos	Brian May	Cheyenne Jackson	David Oyelowo	Emma Roberts	Hailey Bieber	Jason Sudeikis	Jon Cryer	Keke Palmer
Antoni Porowski	Brian Austin Green	Chris Pratt	David Harbour	Eric Church	Haim	Jason Mewes	Jon Hamm	Aziz Ansari
Ariana Madix	Brian Boitano	Chris Sullivan	David Cross	Erika Jayne	Halley Berry	Jason Priestley	Jon Bon Jovi	Bruce Willis
Ashanti	Brie Larson	Chris Brown	Dax Shepard	Estelle	Hannah Goodwin	Jeff Daniels	Jonas Brothers	Christie Brinkley
Ashton Kutcher	Bring Me the Horizon	Chris Pine	Daymond John	Eugene Levy	Hasan Minhaj	Jenna Fischer	Jonathan Van Ness	Demi Moore
Austin Butler	Brittany Howard	Christian Bale	Deadmau5	Eva Longoria	Heather Dubrow	Jenna Bush Hager	Jonathan Groff	Finn Wolfhard
Avril Lavigne	Brothers Osborne	Christian Louboutin	Debbie Harry	Fabulous	Helena Christensen	Jennie Garth	Jordan Fisher	Hill Harper
Awkwafina	Bruce Springsteen	Christian Siriano	Deepak Chopra	Fat Joe	Hero Fiennes Tiffin	Jordin Sparks	Jordan Peele	Jennifer Carpenter



# Celebrities Pursued

Kelly Bensimon	Lily Collins	Mark Ruffalo	Natalia Dyer	Pauly D	Robyn	Steve Madden	Tony Hale
Kelly Price	Lily-Rose Depp	Mark Cuban	Natalie Morales	Pete Davidson	Ruby Rose	Steve Martin	Tori Spelling
Kelsea Ballerini	Lionel Richie	Marshmello	Nathaniel Philbrick	Pete Buttigieg	Russell Crowe	Stevie Nicks	Tracee Ellis Ross
Keri Russell	Lisa Rinna	Martin Short	Naya Rivera	Peter Dinklage	Russell Dickerson	Suki Waterhouse	Trisha Yearwood
Kesha	Lisa Vanderpump	Mary J, Blige	Neil Patrick Harris	Phillipa Soo	Ryan Murphy	Susan Sarandon	Trixie Mattel
Kevin Curry	Lizzo	Matt Bomer	Nene Leakes	Phish	Sam Rockwell	Swizz Beatz	Twenty-One Pilots
Kiefer Sutherland	Lo Bosworth	Matt LeBlanc	New Kids On The Block	Phoebe Waller-Bridge	Sam Heughan	Sylvester Stallone	Ty Dolla \$ign
Kiss	Logan Browning	Max Greenfield	Nick Cave	Phylicia Rashad	Sandra Oh	SZA	Tyler Perry
Kit Harington	Logic	Mayim Bialik	Nicky Hilton Rothschild	Pink	Sarah Hyland	T-Pain	Tyler, The Creator
Kobe Bryant	Lucy Hale	Meek Mill	Nico Tortorella	Poppy Delevingne	Sarah Silverman	Tame Impala	Uma Thurman
Kristen Taekman	Lucy Boynton	Megan Mullaly	Nicole Kidman	Priyanka Chopra-Jonas	Sarah Paulson	Tamron Hall	Usher
Kristin Scott Thomas	Ludacris	Melanie C.	Nicole 'Snookie' Polizzi	Queen	Savannah Christley	Tan France	Venus Williams
Kumail Nanjiani	Luis Fonsi	Melinda Gates	Niecy Nash	Quentin Tarantino	Schoolboy Q	Taraji P Henson	Vera Wang
Kunal Nayyar	Lukas Graham	Melissa Etheridge	Nikki Bella	Rachel Bloom	Scott Foley	Taye Diggs	Victoria Beckham
Kyle Richards	Luke Combs	Melissa Gorga	Nile Rodgers	Rachel Brosnahan	Scotty McCreery	Taylor Kitsch	Vince Staples
Lady Antebellum	Lupita Nyong'o	Melissa Rauch	Nina Dobrev	Rachel Lindsay	Seal	Taylor Swift	Walk the Moon
Lake Bell	Madchen Amick	Mena Massoud	Noah Schnapp	Rachel Weisz	Sean Combs	Terry Crews	Wanda Sykes
Lala Kent	Maddie Ziegler	Michael Buble	Norah Jones	Radiohead	Serena Williams	Terry Dubrow	Weezer
Lana Condor	Madison Beer	Michael Che	Norman Reedus	Ramona Singer	Seth MacFarlane	Tessa Thompson	Will Forte
Laura Dern	Madonna	Michael Douglas	Normani	Rascal Flatts	Seth Rogen	The Chainsmokers	Will Smith
Laura Linney	Maggie Lindemann	Michael Ealy	Octavia Spencer	Reba McEntire	Shailene Woodley	The Cure	William Jackson Harper
Laura Prepon	Maggie Rogers	Michael Strahan	Offset	Red Hot Chili Peppers	Shannon Doherty	The Killers	Winona Ryder
Lauren Alaina	Maggie Smith	Michael McDonald	Olivia Colman	Reeve Carney	Sheryl Underwood	The Kooks	Winston Duke
Lauren Cohan	Mahershala Ali	Michael J Fox	Olivia Culpo	Remy Ma	Sienna Miller	The Lonely Island	Woody Harrelson
Lauren Jauregui	Maluma	Michael Kenneth Williams	Orlando Bloom	Renee Zellweger	Simon Helberg	Timbaland	Yalitza Aparicio
Laverne Cox	Mandy Moore	Michelle Dockery	Oscar Isaac	Richard Madden	Snow Patrol	Timothee Chalamet	Young The Giant
Lennon Stella	Marc Anthony	Milla Jovovich	Panic! At The Disco	Ricky Gervais	Sofia Carson	Tinsley Mortimer	Zach Galifianakis
Leon Bridges	Marc Jacobs	MJ Rodriguez	Patricia Clarkson	Rico Nasty	Solange Knowles	Todrick Hall	Zachary Levi
Leslie Odom Jr.	Marcus Samuelsson	Molly Shannon	Patricia Heaton	Rob Thomas	Sonja Morgan	Tom Hiddleston	Zachary Quinto
Liam Hemsworth	Maren Morris	Morgan Freeman	Patrick Stewart	Robert Irwin	St. Vincent	Tom Sandoval	Zara Larsson
Lil Skies	Maria Menounos	Morris Chestnut	Patti LaBelle	Robin Wright	Stacey Abrams	Tom Brokaw	Zayn Malik
Lil Nas X	Maria Shriver	Muse	Paul Giamatti	Robin Thicke	Stella Maxwell	Tommy Dorfman	Zedd
Lil Uzi Vurt	Mariano Rivera	Nas	Paul Scheer	Robin Givens	Stephen Root	Tommy Hilfiger	Zoe Kazan
Lilly Singh	Mark Hamill	Nat Wolff	Paula Abdul		Sterlin K Brown	Toni Collette	Zoey Deutch



# Celebrities Booked

Evan Engram	Curtis Cook	Lewis Black	Robby Anderson
X Ambassadors	Denise Richards	Madchen Amick	Ronny Chieng
Angelica Page	Elisabeth Rohm	Maksim Chmerkovskiy	Sam Darnold
Backstreet Boys	Erika Henningson	Melissa Joan Hart	Tara Reid
Blake Cooper Griffin	Frankie Grande	Noor Tagouri	Taylor Louderman
Brian Wilson	Gilbert Gottfried	Patricia Arquette	Teddi Mellencamp
Brittany Snow	Hillsong United	Peta Murgatroyd	Tori Kelly
Bryan Cranston	Howie Mandel	Peter Facinelli	Wilson Cruz
Chris Colfer	Jeffrey Ross	Regina King	Dorinda Medley
Christine Evangelista	Jessica Walter	Rita Rudner	Keke Palmer



# Campaign Press, Photos, & Social Media Posts

PARTIAL/SAMPLE LIST



## Celebrity Restaurant Sightings: See the Hot Spots Where the Stars Are Dining

These eateries are attracting an A-list crowd

### The Sea Fire Grill

#### New York City

The internet personality celebrated his 36th birthday with friends at this seafood restaurant in Midtown Manhattan. The group—sadly without his superstar sister Ariana Grande—dined on burrata, crab cakes, surf and turf, black sea bass and molten chocolate cake and key lime tart for dessert.



### Sightings

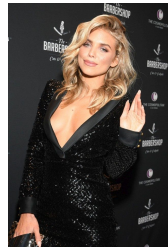
**NANCY Pelosi**, with husband **Paul** and daughter **Alexandra**, at the Parrish Art Museum for **Alexandra Stanton** and **Sam Natapoff's** end-of-summer cocktail party. Guests also included CBS's **Maurice DuBois**, **MATT Damon** at Serendipity 3... "MEAN Girls" Broadway star **Erika Henningsen** at Sea Fire Grill.

## Star Sightings: Ciara Stuns in NYC, Pharrell Williams Kicks Off Something in the Water Festival & More!



In early April, Melissa Joan Hart dined at Benjamin Steakhouse Prime in New York City with her sister, brother-in-law and niece. The family enjoyed baked clams, rack of lamb, porterhouse steak and flourless chocolate cake.

## Star Sightings: Mindy Kaling Toasts to World Water Day, Courteney Cox Hosts Malibu Dinner Party & More!



On March 4, *The Real Housewives of Beverly Hills* co-stars Denise Richards and Teddi Mellencamp were spotted dining at Benjamin Prime Steakhouse in New York City. The ladies enjoyed a girls night out and dined on filets, burrata and rounds of Champagne.

## Bezos, Sanchez want to wed

### Page Six Emily Smith

Jeff Bezos and Lauren Sanchez are rumored to be planning a wedding in the Bahamas. The couple, who have been dating since 2015, are said to be planning a wedding in the Bahamas. The couple, who have been dating since 2015, are said to be planning a wedding in the Bahamas.

#### Life imitates art

A producer of the *Mad Men* series, **Matthew Weiner**, is rumored to be planning a wedding in the Bahamas. The couple, who have been dating since 2015, are said to be planning a wedding in the Bahamas.



#### Mistaken identity

**HAILEY BERRY** (above) was spotted dining at Benjamin Prime Steakhouse in New York City with her sister, brother-in-law and niece. The family enjoyed baked clams, rack of lamb, porterhouse steak and flourless chocolate cake.

#### Sightings

**MICK JAGGER** at Washington, D.C. Indian event. **Rebekah Weir** and a host of other celebrities were spotted at the event. **Rebekah Weir** and a host of other celebrities were spotted at the event.

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## Star Sightings: Chrissy Teigen Does Face Yoga, Audrina Patridge Toasts to 'The Hills' & More!

Don't forget about food! **Wilson Cruz** dined with a friend at Benjamin Prime in New York City. The duo enjoyed Italian burrata, Canadian bacon, bone-in ribeye and asparagus. The next night, CNN anchor **Chris Cuomo** was seen at Benjamin Steakhouse enjoying a meal with his son and his son's godfather that included mesclun salads, filet mignon, creamed spinach and cheesecake.



### VIP Scene

- **Kylie Jenner** (above, right) sunning with pal **Anastasia Karanikolou** on a Funboy pool float in Palm Springs, Calif.
- **Dylan McDermott** walking into a morning workout class at Burn 60 in Brentwood, Calif.
- **Nicole Kidman** checking out a performance of Rodgers and Hammerstein's *Oklahoma!* at Circle in the Square Theatre in NYC.
- **Alec Baldwin** and wife **Hilaria** grabbing dinner with friends at Highway in East Hampton, N.Y.
- **Mindy Kaling** catching a screening of her movie *Late Night* at Landmark's Regent Theatre in L.A.'s Westwood neighborhood.
- **Alicia Keys** dining with her family at Sugar Factory in NYC's Meatpacking District.
- **Rachel McAdams** watching *Janel Parrish* and *Scott Porter* perform in *The Last Five Years* in West Hollywood.
- **Star Trek: Discovery's** **Wilson Cruz** digging into a rib eye steak and asparagus with a friend at Benjamin Prime in NYC.

Get some hot gossip? Email [HOTHOLLYWOOD@USMAGAZINE.COM](mailto:HOTHOLLYWOOD@USMAGAZINE.COM)







Instagram





# Proposed Options & Next Steps

- Determine how BRG wants to handle celebrities who have been previously pursued, who contact The Celebrity Source ("CS") after 10/31/19 (Laurie and Sam to discuss)
- BRG can consider a per celebrity compensation for anyone CS brings to them for comped dining – or instead of working with CS on a monthly contractual basis, can explore an agreed-upon number of comped celebrity meals for CS to book over a period of time
- BRG may want to explore offering fewer but more high-priced comped dining invitations to attract A-List talent and garner more assured press - ex: monthly or bi-monthly 10-person dinner offer (may entice more buzz-worthy cast parties, premiere parties, wrap parties, musicians with bands or entourage, meals with film and TV co-stars, etc.)





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