

# RED CARPET ALBUM LAUNCH PARTY

PARENTAL  
**ADVISORY**  
EXPLICIT CONTENT



ROBYN

ROBYN



# Event Overview

In celebration of the highly anticipated release of Rihanna's new album on Saturday, June 11th, 2022, it is our honor to host the launch party, red carpet event on Thursday, June 9th, 2022. We will transform the beautiful space of Somewhere Nowhere NYC into a Caribbean GLAM themed event to celebrate the artist's roots and embrace the theme of her album ROBYN. The red carpet will be filled with top-tier media outlets ready to interview the invitees on their excitement about ROBYN, five years after the release of Rihanna's latest album. Once the red carpet is complete, guests will be ushered into the venue and be able to navigate between the lounge and the rooftop area, where the cocktail party/reception will be held. As mentioned, the venue will be revamped into a glamified, Caribbean, tropical-themed space to portray the culture of Rihanna's home country and the decadence of the event. We will welcome guests with palm trees, colorful details, chic decor. At the cocktail party, our 200 guests will indulge in authentic Caribbean cuisine, with options for all dietary restrictions\*

# ***ALBUM LAUNCH PARTY***

## **WHEN**

Thursday, June 9th, 2022

5:00 PM Red Carpet

6:00 PM Reception

200 people

## **WHERE**

Somewhere Nowhere NYC

112 W 25th St, New York, NY 10001

# ***ALBUM RELEASE DATE***

## **WHEN**

Saturday, June 11th, 2022

## **WHERE**

All platforms

(Spotify, Apple Music, YouTube Music,  
Amazon Music)

# Vip Guest List



Rihanna



A\$AP Rocky  
featured artist



Beyoncé  
featured artist



Lizzo  
featured artist



Summer Walker  
featured artist



Jay-Z  
Roc Nation Owner/Founderr



Michael Rapino  
Roc Nation Co-Owner



Boi-1da  
Producer/Songwriter



Brian Kennedy  
Music Producer

Jenae

Somewhere Nowhere NYC

*RED CARPET & RECEPTION*





## Somewhere Nowhere NYC – Info

- Two floors
- Nightclub: Dance floor
- Rooftop Pool: Food and Beverage Service
- Part of the Renaissance NY Chelsea Hotel
- Street Level: Red Carpet



# Floor Plans

*Somewhere Nowhere*

LOUNGE & ROOFTOP POOL  
NEW YORK CITY



38TH FLOOR - LOUNGE - NIGHTCLUB - 2530 SQ. FT.

*Somewhere Nowhere*

LOUNGE & ROOFTOP POOL  
NEW YORK CITY



39TH FLOOR - ROOFTOP POOL - 2626 SQ. FT.

*Decor*

Theme: Caribbean Glam

*BARBADOS, ISLAND LIFE, GLAMIFIED  
COCKTAIL/LOUNGE ATTIRE*



Barbados  
National Flower





# Experiential Activity

Attendees will guess which song of the album they think will be the biggest hit and write it on the chalkboard panel

# Mia Mia Photobooth



# Rihanna Album Launch: Branding

Napkin



ROBYN  
Cocktail



# Step and Repeat and Invitations

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# Catering

## ROBYN COCKTAILS

### ROBYN

*Vodka, blue curcacao, cranberry juice, sweet and sour mix, grenadine*

### RUM PUNCH

*White rum, pineapple, orange juice, lemon or lime juice, and grenadine*

### RUM AND COKE

*White rum, fresh lime juice, and Cola*

### PINA COLADA

*White rum, Coconut cream, and pineapple juice blended*

### JAMESON AND GINGERALE

*Jameson Irish Whiskey, ginger ale, and lime wedge*



## ROBYN APPETIZERS

### MINI FRIED CHICKEN SANDWICH

*Buttermilk fried chicken tenders, creole mayo, topped with pikliz, served on a baguette*

### JERK CHICKEN WINGS (GLUTEN FREE)

*Spicy grilled jerk chicken wings served with mango chutney*

### ACRA

*Lightly fried malanga mixed with fresh seasonings served with pikliz*

### BRIE AND FIG IN PUFF PASTRY (VEGETARIAN)

*Brie and fig in Puff Pastry drizzled with honey*

### MINI CHICKEN QUESADILLA

*Chicken and Jack cheddar cheese*

### GRILLED FISH AND PLANTAIN (PESCATERIAN, KETO, GLUTEN FREE)

*Seasoned grilled fish served on top of a fried plantain with mango salsa*



## ROBYN DESSERTS

### BREAD PUDDING

*Generous cubes of Challah bread are married with rich sweet potato, vanilla, and cinnamon infused custard*

### CREAM PUFFS

*savory or sweet stuffed cream puffs*

### SORBET CUPS (VEGAN)

*Mango, strawberry, pineapple, and peach flavors*

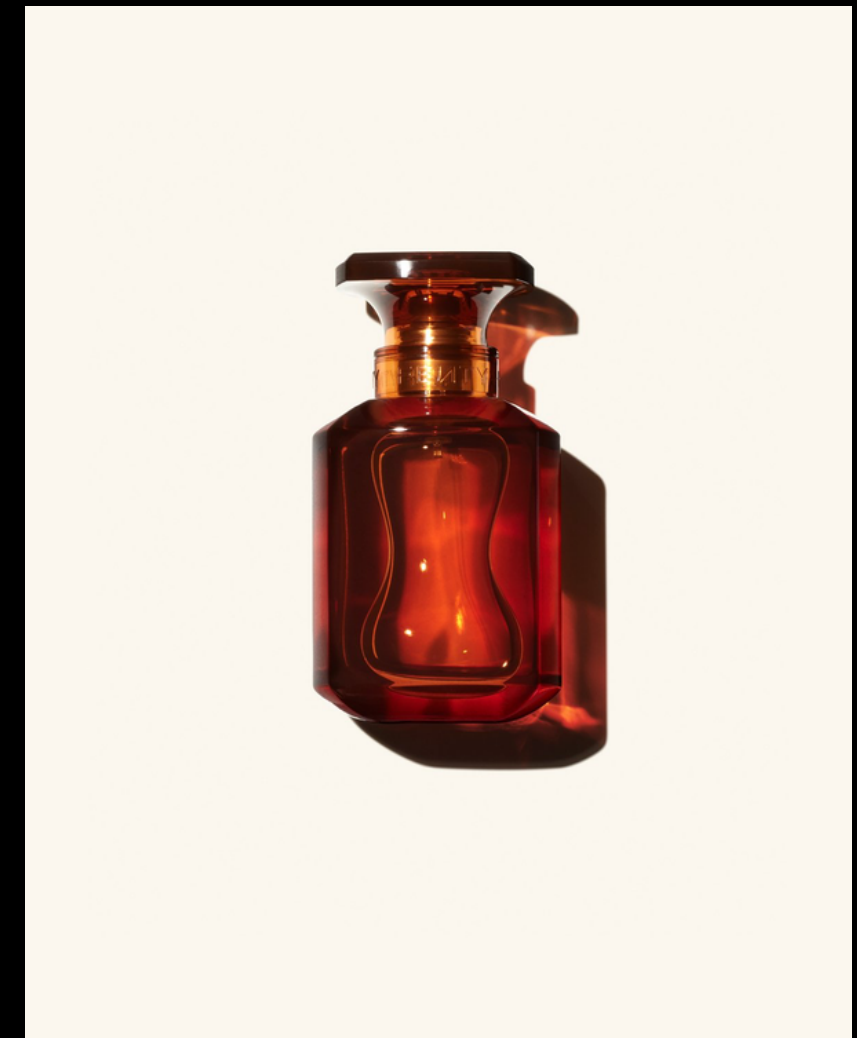
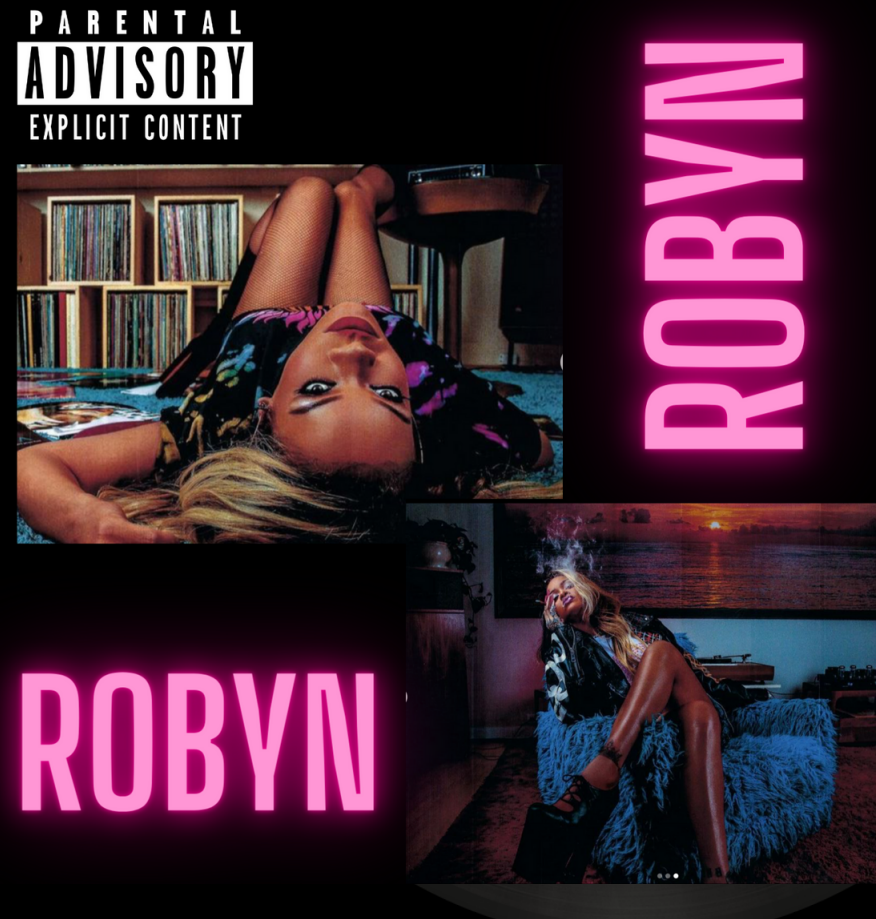
### FRUIT AND CHEESE PLATTERS (GLUTEN FREE)

*Assortment of seasonal fruits with artisanal cheeses*



# Gift Bags

- ROBYN record (press and guest)
- Fenty Unisex fragrance engraved (guest)
- ROBYN bucket hat (guest)
- ROBYN sunglasses (guest)



# Rihanna Album Launch: Signage

**ROBYN**

VIP &  
TALENT  
ENTRANCE

**ROBYN**

DROP-OFF

**ROBYN**

MEDIA &  
PRESS  
ENTRANCE

**ROBYN**

# MEDIA LIST PART 1

## Broadcast Media

- ABC
- CBS Los Angeles
- E!
- FOX
- LA Weekly
- NBC
- TMZ
- Hollywood Reporter

## Print Media

- American Cinematographer
- Billboard
- Box Office Magazine
- Entertainment Weekly
- Esquire
- Forbes
- LA Times
- NY Times
- People Magazine
- Variety
- Vogue
- Wall Street Journal
- Washington Post

## Online Media

- Business Insider
- BuzzFeed
- Forbes
- Hollywood Insider
- Hollywood Reporter
- The New Yorker
- People
- Refinery 29
- Reuters
- Rolling Stone
- USA Today
- Washington Post

# MEDIA LIST PART 2

## Photography

- Getty
- Shutterstock

## Radio

- KIIS FM
- On Air with Ryan Seacrest

# Red Carpet

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ROBYN

ROBYN

## BROADCAST

- ABC
- CBS Los Angeles
- E!
- FOX
- LA Weekly
- NBC
- TMZ
- Hollywood Reporter

## PRINT

- American Cinematographer
- Billboard
- Box Office Magazine
- Entertainment Weekly
- Esquire
- Forbes

## PRINT

- LA Times
- NY Times
- People Magazine
- Variety
- Vogue
- Wall Street Journal
- Washington Post

## ONLINE

- Business Insider
- BuzzFeed
- Forbes
- Hollywood Insider
- Hollywood Reporter
- The New Yorker

## ONLINE

- People
- Refinery 29
- Reuters
- Rolling Stone
- USA Today
- Washington Post

## PHOTOGRAPHY AND RADIO

- Getty
- Shutterstock
- KIIS FM
- On Air with Ryan Seacrest

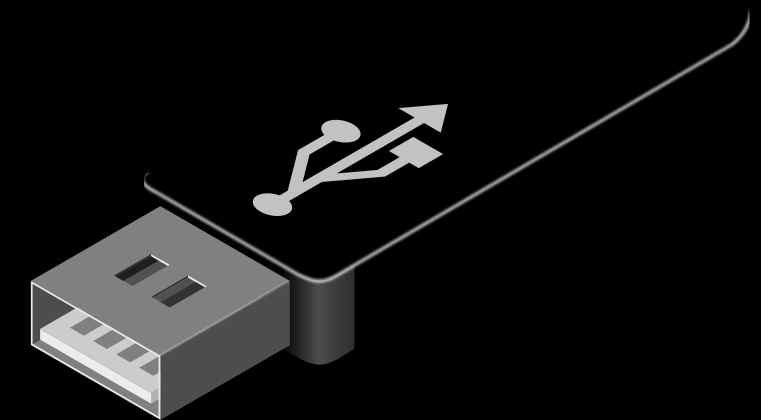
# Press Materials

## Hard Copies of:

- Press Release
- Contact List
- Company List (with correct spelling of names)
- Run of Show Schedule

## Customized Flashdrive of:

- Sound Bites
- Album Launch Party Information & Stills
- Music Video/Song clips & information
- Run of Show Schedule



# Travel



## Round Trip Flights

1 private plane  
10 Delta first-class tickets



## Renaissance Chelsea Hotel

18 rooms for staff &  
company



## Car Service

12 cars for 5 hours



## New York Edition Hotel

10 rooms for talent  
& execs

Total Cost

\$149,853

**Rihanna Album Launch Party  
Red Carpet Run of Show  
Thursday, June 9th, 2022**

**Rihanna Album Launch Party**  
**Thursday, June 9, 2022**

Venue Locations

Red Carpet	Renaissance NY Chelsea Hotel (Street Level)	112 W 25th St New York, NY 10001
Bar and Food	Somewhere Nowhere Lounge - Rooftop (39th Floor)	112 W 25th St New York, NY 10001
Dance Floor and Lounge	Somewhere Nowhere Lounge (38th Floor)	112 W 25th St New York, NY 10001
Talent Hotel	The New York Edition Hotel	5 Madison Avenue New York, NY 10001
Staff Hotel	Renaissance NY Chelsea Hotel	112 W 25th St New York, NY 10001

**Run of Show**

Arrival Instructions

**Car Service/Valet:** Drop off at Renaissance NY Chelsea Hotel located at 112 W 25th St

**General Admission/Press:** Check-in booth at 110 W 25th St, outside

**Staff:** Check-in at Hotel Lobby

	All Staff
	Talent Arrivals
	Timeline/Production

<b>Date</b>	<b>Time</b>	<b>Description</b>	<b>Responsible</b>
Thursday, June 9th, 2022	8 a.m. EST	All-Staff Meeting in Hotel Lobby, briefing on ROS	Everyone
Thursday, June 9th, 2022	9 a.m. EST	Last minute preparations	Everyone
Thursday, June 9th, 2022	9:30 a.m. EST	Somewhere Nowhere Lounge access opens	
Thursday, June 9th, 2022	9:30 a.m. EST	Staff Production Room opens	
Thursday, June 9th, 2022	9:30 a.m. EST	Pool is cleaned by hotel staff	Nathan Leong, Somewhere Nowhere Janitorial Staff
Thursday, June 9th, 2022	10 a.m. EST	Furniture rental arrives and begins to set up	Emma, Gil, Gideon, Kermit, Peggy, Wesley, Ariana
Thursday, June 9th, 2022	11 a.m. EST	Signage goes up	Candace, Sandy, John, Moana
Thursday, June 9th, 2022	11:45 a.m. EST	Catering arrives and begins to unload *uniforms given *set up begins	Emma, Lina, Maxwell, Brooklyn, Phoebe, Jay, Marla, Matthew, Daniel, Josh
Thursday, June 9th, 2022	12 p.m. EST	Publicist meeting to assign VIPs and go over Red Carpet Procedures	Emma, Lilly, Milena, Nicole, Leilani, Candace, Sandy, John, Moana
Thursday, June 9th, 2022	1 p.m. EST	Red Carpet, Roping, and Step and Repeat arrive and are set up	

<b>Date</b>	<b>Time</b>	<b>Description</b>	<b>Responsible</b>
Thursday, June 9th, 2022	2 p.m. EST	Hair and Makeup team for the VIPs arrives at hotel	Emma
Thursday, June 9th, 2022	2:00 p.m. EST	Vouchers pulled for valet	
Thursday, June 9th, 2022	3 p.m. EST	Security and press barriers set up, security briefing	Laurie, Phillip, Nathan, Nicole
Thursday, June 9th, 2022	3 p.m. EST	Hair and Makeup teams arrive, begin work on VIPs (arranged by VIPs teams)	Nicole, VIPs
Thursday, June 9th, 2022	3 p.m. EST	DJ arrives and sets up	Leiani, Titus
Thursday, June 9th, 2022	3:15 p.m. EST	All-Staff Meeting in the lounge area room *badges & earpieces distributed	All-Staff
Thursday, June 9th, 2022	3:45 p.m. EST	PR Team Arrives	
Thursday, June 9th, 2022	4:00 p.m. EST	Press check-in set up	
Thursday, June 9th, 2022	4:00 p.m. EST	General admission check-in set up	
Thursday, June 9th, 2022	4:00 p.m. EST	Event Photographer arrives	
Thursday, June 9th, 2022	4:30 p.m. EST	Press load in	Lilly

<b>Date</b>	<b>Time</b>	<b>Description</b>	<b>Responsible</b>
Thursday, June 9th, 2022	4:45 p.m. EST	Publicists pick up tickets and badges for themselves and talent	
Thursday, June 9th, 2022	5:00 p.m. EST	Red Carpet begins *event staff on stand-by to hand out parking vouchers, tickets, and badges	Emma, Lilly, Milena, Nicole, Leilani, Candace, Sandy, John, Moana
Thursday, June 9th, 2022	5:00 - 5:15 p.m. EST	General admission arrives	
Thursday, June 9th, 2022	5:10 p.m. EST	James Fauntleroy Taylor Arrives	
Thursday, June 9th, 2022	5:10 p.m. EST	Mick Shultz arrives	
Thursday, June 9th, 2022	5:15 p.m. EST	Jeff Bhasker arrives	
Thursday, June 9th, 2022	5:15 p.m. EST	Fred Ball arrives	
Thursday, June 9th, 2022	5:20 p.m. EST	Kuk Harrell arrives	
Thursday, June 9th, 2022	5:20 p.m. EST	Brian Kennedy arrives	
Thursday, June 9th, 2022	5:25 p.m. EST	Boi-1da arrives	
Thursday, June 9th, 2022	5:25 p.m. EST	Michael Rapino arrives	
Thursday, June 9th, 2022	5:30 p.m. EST	Summer Walker arrives	
Thursday, June 9th, 2022	5:35 p.m. EST	Lizzo arrives	

Date	Time	Description	Responsible
Thursday, June 9th, 2022	5:40 p.m. EST	Beyonce arrives	
Thursday, June 9th, 2022	5:40 p.m. EST	Jay-Z arrives	
Thursday, June 9th, 2022	5:45 p.m. EST	A\$AP Rocky arrives	
Thursday, June 9th, 2022	5:45 p.m. EST	Rihanna arrives	
Thursday, June 9th, 2022	6 p.m. EST	Both Event floors open	All Staff
Thursday, June 9th, 2022	6 p.m. EST	DJ begins to play,	All Staff
Thursday, June 9th, 2022	7 p.m. EST	Bar opens, passed h'orderves begin to circulate Bar Menu: <ul style="list-style-type: none"> <li>• Standard Open Bar</li> <li>• Specialty Cocktails               <ul style="list-style-type: none"> <li>○ Rum and Coke</li> <li>○ Rum Punch</li> <li>○ Jameson and Ginger Cocktail</li> <li>○ Piña Colada</li> </ul> </li> </ul>	Lina, Maxwell, Brooklyn, Phoebe, Jay, Marla, Matthew, Daniel, Josh

Date	Time	Description	Responsible
Thursday, June 9th, 2022	7 p.m. EST	Horderves Menu: <ul style="list-style-type: none"> <li>• Mini fried chicken sandwich</li> <li>• Jerk Chicken Wings (Gluten Free)</li> <li>• Acra</li> <li>• Brie and Fig in Puff Pastry (Vegetarian)</li> <li>• Mini Chicken Quesadilla</li> <li>• Grilled Fish and Plantain (Pescaterian, Keto, Gluten Free)</li> </ul>	Lina, Maxwell, Brooklyn, Phoebe, Jay, Marla, Matthew, Daniel, Josh
Thursday, June 9th, 2022	8:30 p.m. EST	Strike team arrives	
Thursday, June 9th, 2022	9 p.m. EST	Passed dessert begins circulation Menu: <ul style="list-style-type: none"> <li>• Bread Pudding</li> <li>• Cream Puffs</li> <li>• Sorbet Cups (Vegan)</li> <li>• Fruit and Cheese Platters (Gluten Free)</li> </ul>	Lina, Maxwell, Brooklyn, Phoebe, Jay, Marla, Matthew, Daniel,
Thursday, June 9th, 2022	9:30 p.m. EST	Gift bags are set out on table near venue exit	

Date	Time	Description	Responsible
Thursday, June 9th, 2022	9:55 p.m. EST	DJ announces last song and last call at the bar	
Thursday, June 9th, 2022	10 - 10:15 p.m. EST	Event staff starts guiding guests towards exit, guests depart	
Thursday, June 9th, 2022	10:20 p.m. EST	Strike team begins breakdown	
Thursday, June 9th, 2022	10:20 p.m. EST	Catering and Bar breakdown and van load up	
Thursday, June 9th, 2022	11:45 p.m. EST	Final event sweep and walk through	
Friday, June 10th, 2021	12:00 a.m. EST	Strike concludes/ All staff vacate the premises	

### Creative & Shipping Tracker

Item	Delivery Date	Address	Status/Tracking #	Notes
Invitations	April 10th, 2022	Roc Nation 540 W 26th St New York, NY 1001	UPS #123567	
Press + Staff Badges	June 7th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	FEDEX #123567	

Item	Delivery Date	Address	Status/Tracking #	Notes
Fenty fragrance (unisex)	June 7th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	USPS #123567	
Vinyls	June 7th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	
Sunglasses	June 7th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	FEDEX #123567	
Hats	June 7th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	FEDEX #123567	
Cocktail Napkins	June 7th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	
Flash Drive + Logo	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	
Gift Bags + Tissue Paper	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	FEDEX #123567	Will arrive set up

<b>Item</b>	<b>Delivery Date</b>	<b>Address</b>	<b>Status/Tracking #</b>	<b>Notes</b>
Signage for Entrance, Red Carpet, and Reception	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	
Furniture Rental	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	Will come with set up crew
Linens	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	FEDEX #123567	
Step and Repeat	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	
Velvet Ropes	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	FEDEX #123567	
Drinkware	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	
Waiter Costumes	June 9th, 2022	Somewhere Nowhere 112 W 25th St New York, NY 10001	UPS #123567	Will arrive in variety of sizes according to info sent

**Vendor List**

<b>Type of Service</b>	<b>Company</b>	<b>POC</b>	<b>Phone Number/Email</b>	<b>Status</b>
Venue	Somewhere Nowhere	Nathan Leong	<a href="mailto:events@elgruposn.com">events@elgruposn.com</a> . 646-907-1220	
Caterer	Caribbean Pearl Catering	Lina Grammont	347-450-3457	
Car Service	Automotive Luxury	Carly Gray	800-516-1134	
Videographer	Bosse Creative	Ron Bosse		
Security	Somewhere Nowhere	Nathan Leong	<a href="mailto:events@elgruposn.com">events@elgruposn.com</a> . 646-907-1220	
Audio	Somewhere Nowhere	Nathan Leong	<a href="mailto:events@elgruposn.com">events@elgruposn.com</a> . 646-907-1220	
Photographer	Bosse Creative	Ron Bosse		
Lighting	Somewhere Nowhere	Nathan Leong		
Red Carpet	Red Carpet Systems	Claudia Bernard		
DJ	Touch of Sound LLC	Marlon Almonte	844-224-8089	
Furniture and Decor Rentals/Strike Down & Set-Up Crew	Cerf Event Rentals and Furnishing	Gil Alad	212-677-0800	
Press Check-in		Wesley Black		
General Check-in		Kermit Green		
Makeup Artist for Rihanna	Priscilla Ono	Priscilla Ono		

**Media Contacts**

<b>Contact</b>	<b>Outlet</b>	<b>Point of Contact</b>	<b>Notes</b>	<b>Status</b>
Kelly Moore	ABC	Emma	Attending red carpet	
Sandra Booker	CBS New York	Lilly	Attending red carpet	
Kate Shaw	E! News	Milena	Attending red carpet	
Terry Gray	FOX News	Nicole		
Adam Brookstone	NBC	Leilani		
Mary Anne Beck	American Cinematographer	Emma	Wants to sit down with the director of the music video for the album's lead single	
Christian Baker	Billboard	Lilly	Wants interview at cocktail hour	
Gerard Terepson	Box Office Magazine	Milena	Attending red carpet	
Haley Cotner	Entertainment Weekly	Nicole	Wants interview at cocktail hour	
Cal Fussman	Esquire	Leilani	Attending red carpet	
Zack O'Malley	Forbes	Emma	Attending red carpet	
Julia Turner	LA Times	Lilly	Wants interview at cocktail hour	

<b>Contact</b>	<b>Outlet</b>	<b>Point of Contact</b>	<b>Notes</b>	<b>Status</b>
William Alden	NY Times	Milena	Attending red carpet	
Sarah Kate Anson	People Magazine	Nicole	Attending red carpet	
Rachel Burton	Variety	Leilani	Attending red carpet	
Saranna Wrench	Vogue	Emma	Wants an interview about Rihanna's outfit and style	
Patricia Hayward	Wall Street Journal	Lilly	Attending red carpet	
Luna Therritire	Washington Post	Milena	Attending red carpet	
John Holcomb	Business Insider	Nicole	Wants an interview regarding Rihanna's timeline of success	
Mike Terrance	Buzzfeed	Leilani	Wants an interview with Rihanna's advice to fans	
Fred Topper	Hollywood Reporter	Emma	Attending red carpet	
Quinn Gerlman	People Magazine	Lilly	Attending red carpet	
Kyle Renite	The New Yorker	Milena	Attending red carpet	
Lilly Anwolina	Refinery29	Nicole	Attending red carpet	

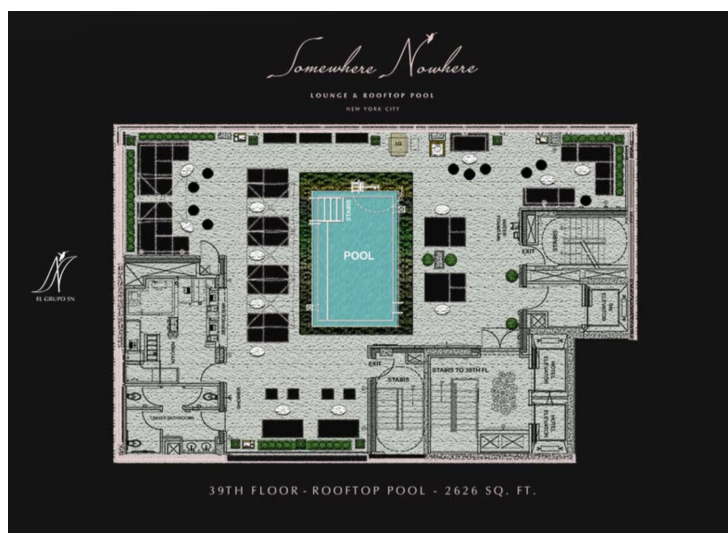
Contact	Outlet	Point of Contact	Notes	Status
Sofia Requena	Reuters	Leilani	Attending red carpet	
Tom Chaston	Rolling Stone	Lilly	Attending red carpet	
Timothy Black	USA Today	Emma	Attending red carpet	
Red Thompson	Access Hollywood	Lilly	Attending red carpet	

**Staff Assignments/Contact Sheet**

Name	Agency	Assignment	Phone Number
Emma Rose Dorsch	Roc Nation, LLC	Floater, Execs	555-555-5555
Lilly Rosenfield	Roc Nation, LLC	Floater, Execs	555-555-5555
Nicole Dubrow	Roc Nation, LLC	Rihanna	555-555-5555
Leilani Fadika	Roc Nation, LLC	Beyonce	555-555-5555
Milena Caballero	Roc Nation, LLC	Red Carpet Lead	555-555-5555
Charlie Bucket	Roc Nation, LLC	Cars	555-555-5555
Candace Flynn	Roc Nation, LLC	Red Carpet Floater	555-555-5555
Sandy Cheeks	Roc Nation, LLC	Lizzo	555-555-5555
John Smith	Roc Nation, LLC	Event Runner	555-555-5555
Moana Te Fiti	Roc Nation, LLC	Event Lead, Execs	555-555-5555
Gideon Columbo	Roc Nation, LLC	Videographer	555-555-5555
Wesley Black	Roc Nation, LLC	Event Logistics	555-555-5555
Kermit Green	Roc Nation, LLC	Event Logistics	555-555-5555
Peggy Lee	Roc Nation, LLC	A\$AP Rocky	555-555-5555

Name	Agency	Assignment	Phone Number
Ariana Small	Roc Nation, LLC	Red Carpet Lead	555-555-5555
Laurie Eller	Roc Nation, LLC	Red Carpet Runner	555-555-5555
Phillip Prince	Roc Nation, LLC	Summer Walker	555-555-5555
James Clarkson	Roc Nation, LLC	Talent Departures at Hotel	555-555-5555
Phoebe Buffet	Musical Moments	Carpet	555-555-5555
Jay Essrog	Musical Moments	Carpet	555-555-5555
Marla Maudson	Musical Moments	Carpet	555-555-5555
Matthew Gary	Musical Moments	Carpet	555-555-5555
Daniel Greenfeld	Musical Moments	Carpet	555-555-5555
Maxwell Walshaw	Musical Moments	Carpet	555-555-5555
Brooklyn Bridgers	Musical Moments	Carpet	555-555-5555
Josh Millman	Musical Moments	Carpet	555-555-5555
Abigial Lucas	Musical Moments	Carpet	555-555-5555

## Floor Plans



**Rihanna**

**"Robyn": New York Album Launch Party**

Cell: 495-177-0504 | Email: [rihanna@fenty.com](mailto:rihanna@fenty.com)

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To: Rihanna  
From: Milena Caballero  
Re: "Robyn" New York Press

Hi Rihanna -

We're so excited to celebrate the release of "Robyn" with you in New York. The enclosed includes your complete itinerary. Please review and let me know if you have any questions.

Note:

- ☐ I will be your contact on the ground, and my information is below
- ☐ We have arranged to cover the cost of your private jet, make-up artist, and up to \$200/day in incidentals. In case of any additional charges, please be prepared to present a form of payment.

Thanks,

Milena Caballero  
Director, Public Relations  
Roc Nation, LLC  
Email: [dubrow@rocn.com](mailto:dubrow@rocn.com)  
Office: 847-767- 0504  
Cell: 847- 471-9600  
Twitter: @ROC\_PR

**EMERGENCY CONTACT**

*Mary Thompson; Communications; 732-558-1818 (cell); [maryt@roc.com](mailto:maryt@roc.com)*

**Rihanna****“Robyn”: New York Album Launch Party**Cell: 495-177-0504 | Email: [rihanna@fenty.com](mailto:rihanna@fenty.com)

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**Wednesday, June 8, 2022****11:00 AM PT**

Car arrives to take you to the airport

**Car Information:**

Executive Car Service LA

877-935-6006

**Confirmation:** 62871**Pick-Up Address:**

9152 Janice Place

Beverly Hills, CA 90210

914-827-8281

**1:00 PM PT**Depart Van Nuys Airport (**VNY**) for Teterboro Airport (**TEB**) on  
**Los Angeles Private Jet** flight #483910

Terminal: West Terminal

Flight Duration: 5 hr 30 min

Seat: N/A (Private)

**Confirmation: 8171809****9:30 PM ET**Arrive at Teterboro Airport (**TEB**). Car will be waiting on the  
runway to drive you to your New York home.**Car Information:**

Luxury Car Service NYC

800-516-1134

**Confirmation: 7271901****Drop-Off Address:**

129 Lafayette Street

New York, NY 10013

914-827-8281

**EMERGENCY CONTACT***Mary Thompson; Communications; 732-558-1818 (cell); [maryt@roc.com](mailto:maryt@roc.com)*

**Rihanna**

**“Robyn”: New York Album Launch Party**

Cell: 495-177-0504 | Email: [rihanna@fenty.com](mailto:rihanna@fenty.com)

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**Thursday, June 9, 2022**

**5:15 PM ET**

Car arrives at hotel to take you to album release party

**Car Information:**

Luxury Car Service NYC

800-516-1134

**Confirmation: 151618**

**Drop-Off Address:**

Somewhere Nowhere

112 W 25th St.

New York, NY 10001

(646) 907-1220

**5:45 PM ET**

Arrive at release party. Nicole will greet you and walk you down the red carpet

**10:30 PM ET**

Event complete. A car will pick you up from Somewhere Nowhere and take you back to your home.

**Car Information:**

Luxury Car Service NYC

800-516-1134

**Confirmation: 652864**

**Drop-Off Address:**

129 Lafayette Street

New York, NY 10013

914-827-8281

**EMERGENCY CONTACT**

*Mary Thompson; Communications; 732-558-1818 (cell); [maryt@roc.com](mailto:maryt@roc.com)*

**Rihanna****“Robyn”: New York Album Launch Party**Cell: 495-177-0504 | Email: [rihanna@fenty.com](mailto:rihanna@fenty.com)

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**Friday, June 10, 2022****7:00 AM ET**

Car arrives to hotel to take you to Good Morning America

**Car Information:**Luxury Car Service NYC  
800-516-1134**Confirmation: 8271819****Drop-Off Address:**Good Morning America  
1500 Broadway  
New York, New York 10036  
Producer: Taylor Rodgers; 837-383-3771; [trodgers@hma.com](mailto:trodgers@hma.com)**8:00 AM ET**

Live interview to discuss the making of “Robin”

**9:00 AM ET**

Car arrives to take you to Rolling Stone

**Car Information**Luxury Car Service NYC  
800-516-1134**Confirmation: 8183891****Drop-Off Address**Rolling Stone  
1290 6th Ave 2nd floor  
New York, NY 10104  
Reporter: Grace Frank, 828-4747-3831, [gracef@rs.com](mailto:gracef@rs.com)**10:00 AM ET**

Sit down interview to discuss the making of “Robin” and return to the music industry

**11:00 AM ET**

Car arrives to take you back to your home.

**Car Information**Luxury Car Service NYC  
800-516-1134**Confirmation: 1283819****EMERGENCY CONTACT***Mary Thompson; Communications; 732-558-1818 (cell); [maryt@roc.com](mailto:maryt@roc.com)*

**Rihanna****“Robyn”: New York Album Launch Party**Cell: 495-177-0504 | Email: [rihanna@fenty.com](mailto:rihanna@fenty.com)

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**Friday, June 10, 2022 (continued)****11:00 AM ET****Drop-Off Address:**129 Lafayette Street  
New York, NY 10013  
914-827-8281**4:00 PM ET**

Car arrives to take you to The Tonight Show with Jimmy Fallon

**Car Information:**Luxury Car Service NYC  
800-516-1134**Confirmation: 7378210****Drop-Off Address:**The Tonight Show with Jimmy Fallon  
30 Rockefeller Plaza, Studio 6B  
New York, New York 10112  
Producer: Maggie Bridgers; 836-827-4719; [mb@tonight.com](mailto:mb@tonight.com)**5:15 PM ET**

Live interview with Jimmy Fallon to discuss your new album and do the “box of lies” game segment

**6:00 PM ET**

Car will arrive to take you to the airport.

**Car Information:**Luxury Car Service NYC  
800-516-1134**Confirmation: 727191****Pick-Up Address:**129 Lafayette Street  
New York, NY 10013  
914-827-8281**7:30 PM ET**Depart Teterboro Airport (**TEB**) for Van Nuys Airport (**VNY**) on  
**Los Angeles Private Jet** flight #92981

Terminal: West Terminal

Flight Duration: 6 hrs and 15 minutes

Seat: N/A (private)

**Confirmation: 171729****EMERGENCY CONTACT***Mary Thompson; Communications; 732-558-1818 (cell); [maryt@roc.com](mailto:maryt@roc.com)*

**Rihanna**

**“Robyn”: New York Album Launch Party**

Cell: 495-177-0504 | Email: [rihanna@fenty.com](mailto:rihanna@fenty.com)

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**Friday, June 10, 2022 (continued)**

**10:45 PM ET**

Arrive at Van Nuys Airport (**VNY**). Car will be waiting on the runway to drive you home.

**Car Information:**

Executive Car Service LA

877-935-6006

**Confirmation: 772910**

**Drop-Off Address:**

9152 Janice Place

Beverly Hills, CA 90210

914-827-8281

**EMERGENCY CONTACT**

*Mary Thompson; Communications; 732-558-1818 (cell); [maryt@roc.com](mailto:maryt@roc.com)*

	Cost Per Unit	Vendor	Quantity	Total Cost	Notes
Makeup		\$5,000 Pissalla Ono		5,000	
Venue		\$0,000 Somewhere Nowhere		\$0,000	
Audio/Mics/Lighting					
ADJ UV COB Cannon – Powerful Ultraviolet COB LED Light Fixture		399.99 Canal Sound	2	799.98	
Yamaha DXR12MkII / Yamaha M012KU PA Rental		285 Canal Sound	2	570	
Videographer/Photographer	\$200/hr	Boise Creative	5 hours	1,000	
Catering/Cocktail					
Linens	20.00 per table cloth	Caribbean Pearl Catering	50	1,000	
	Plates Black and Purple CH				
	* Appetizers - \$0.65				
	* Dessert Plates - \$0.65				
	* Flatware - \$0.45	Caribbean Pearl Catering	250	437.5	
Drinkware/Silverware/Plates					
Food	17.00 per person	Caribbean Pearl Catering	200	3400	
Beverage	30.00 per person	Caribbean Pearl Catering	200	6000	
Decor & Signage					
	Black Gift Bag = 0.60/count				
	Pink & Purple Tissue Paper = 0.10/count				
Gift Bags + Tissue Paper		Bags=200 Tissue=400		\$160	
	Miss Perry Fragrance	\$27.36	200	5472	
Custom Bucket hat	2.45	200	490		
Sunglasses	\$21	200	4,200		
Custom "Rhapsy" Vinyl	14.15	200	2830		
Artificial Plant Leaves Wall Mixed Palm Leaf/Mat Wall Decors Background Simulation	431.99	2	863.98		
Grass Lawn Home Shop Backdrop Custom Plant Panels	12.99	20	259.8		
Artificial Ivy Leaf Garland Plants Vine	60	5	300		
Custom Neon Sign (medium)	150	2	300		
Custom Neon Sign (extra large)	99.99	20	1999.8		
Formas Bars Pub Table Round Bar Height Cocktail Table Metal	30	40	1200		
Tropical Hanging Lights	12.99	100	1299		
Large Palm Leaves (5 pack)	18	300	540	5 palm leaves per vase	
Large clear vase	17	20	340	4-5 palm leaves per vase	
Large green vase	19.99	15	299.85		
Lanterns	\$8.29	3	24.87		
Signage	\$1.49	200	298		
Invitations	\$5.59	1	\$5.59		
Posters	\$9.67	1	\$9.67		
Banners	2750 Min Mir	1	2750		
Mr Mr Photo Booth	\$119	5	\$595		
Step and Repeat	12.99	10	129.9		
Hanging disco balls	17.99	50	899.5		
Hanging artificial flowers	11.98	4	47.92		
Chalkboard Wall Sticker Blackboard Door	123.99	1	123.99		
Panel (chalkboard wall sticker will be stuck on this)					
Hotel & Travel					
Hotel for 10 talent	"Loft Suite" \$1050/night	New York Edition Hotel	10 rooms for 1 night each	\$10,580	
Hotel for 18 staff/company	"Guest Room" \$314/night	Renaissance Chelsea Hotel	18 rooms for 1 night each	\$5,652	
	*Private Jet LA to NY = 3,000hr midsize jet		*1 private plane/2 passengers/5.5 hours		
	*First Class Tickets LA to NY =1750	*Los Angeles Private Jet	*9 LA to NY		
Flights for 12 talent/weeks	*First Class Ticket ATL to NY =175	*Costa Airlines	*1 ATL to NY	\$33,375	
Car Service for 12 talent/weeks	Luxury Sedan = \$90/hour	Automotive Luxury	12 for 6 hours	\$5,400	
Other Details					
Red Carpet (70 ft)	\$850	red carpet systems	1	\$850	
6' Velvet Ropes + Stanchions	45/mope 20/stanchions	red carpet systems	10	\$670	
Press ID/Badges	"Custom Press Badge" - 4.00	Zazzle	43	\$172	
Customized Flash Drive	"Gem USB Flash Drive" - 7.73 USB	Custom USB	43	\$332.39	
TOTAL COST				149,878	