

GRAFFITI CREATIVE GROUP

SAN FRANCISCO · LOS ANGELES · NEW YORK · ATLANTA · WASHINGTON, D.C.

GRAFFITI CREATIVE GROUP PRESENTS

M/MIAN

THE MODERN MAN LAUNCH

NEW YORK · ATLANTA · WASHINGTON, D.C.

Proven on the coasts. Now nationwide.

SPONSORSHIP & PARTNERSHIP OPPORTUNITIES

BOND x COMMAND CENTER



THE WASHINGTON VENUE · McLEAN, VIRGINIA

THE BRAND

STYLING THE *MODERN* *MAN* SINCE 2008

Since 2008, Modern Man has drawn thousands of style-driven men, with flagship galas in San Francisco and a Los Angeles Oscar-week edition in 2012. Always more than fashion. Fashion forward without pretense, iconic in style and substance.

THE NEXT CHAPTER. From the coasts to New York, Atlanta, and Washington, D.C.



MODERN MAN · PAST EDITION · SAN FRANCISCO

THE TRACK RECORD

PROVEN, *COAST TO COAST*

2008–2016

THE FLAGSHIP YEARS

1,500

GUESTS, BENTLY RESERVE, SAN FRANCISCO

5,000,000+

MEDIA IMPRESSIONS

Coast → Capital

NOW EXPANDING NATIONWIDE

GALA DATES

Washington, D.C. / Virginia · November 2026

San Francisco · February 2027

Los Angeles · March 2027, Academy Awards, Oscar Week



THE WASHINGTON VENUE · McLEAN, VIRGINIA

THE WASHINGTON LAUNCH

THE MODERN MAN

WASHINGTON, D.C. · MODERN MILITARY · GLOBAL STYLE · QUIET POWER

WHAT THIS IS

M-Man is Modern Man, a premium men's lifestyle launch that brings a new class of global men together for one evening in Washington, D.C. Style, grooming, culture, leadership, and hospitality, staged with the discipline of military precision and the ease of a private club.

THE CUTTING ROOM

At the heart of the gala, a man is cut, shaved, and finished the way a suit is cut, fitted, and pressed. A grooming house and a menswear house share one designed space, telling the full sartorial story to a room of affluent, style-driven men.

Friday · Nov 20, 2026

7:00 PM TO 10:00 PM · MODERN MAN DINNER

{Designed for VIP Ticket Holders}

Saturday · Nov 21, 2026

7:00 PM TO 12:00 AM · LAUNCH EVENT

Military-inspired fashion presentation.

VENUE



McLEAN, VIRGINIA · REVEALED TO GUESTS

This is more than a party. It is a statement.

Dress sharp. Arrive with presence.

STEP INTO THE WORLD OF MODERN MAN

IN THE PRESS

THE *COVERAGE*

SF CHRONICLE

“A small price to pay to be a Stylish Modern Man”

STYLE · APRIL 2009

SF EXAMINER

“Styling the Modern Man to display S.F. fashion”

CULTURE

REFINERY29

“Styling The Modern Man Wants To Make S.F. More Dapper”

STYLE

7 X 7

“Geek-is-Chic Makeovers”

BAY AREA

THE AUDIENCE, BY THE NUMBERS

WHO FILLS *THE ROOM*

5M+
IMPRESSIONS PER PLATFORM

750 to 1,000
GUESTS PER GALA

2008
ESTABLISHED AUDIENCE

5 Cities
SF · LA · NY · ATLANTA · WASHINGTON

AUDIENCE COMPOSITION



PROFILE	Predominantly men, style-driven
CORE AGE	30 to 50
STANDING	Affluent professionals and founders
MINDSET	Confident, iconic in style and substance
REACH	Online, social, and top-tier press

WHO ATTENDS

- DIPLOMATS
- FOUNDERS
- VETERANS
- DEFENSE-TECH
- ATHLETES
- FILMMAKERS
- FINANCIERS
- CULTURAL VOICES
- POLITICAL INSIDERS

THE 2026 TO 2027 NATIONAL SERIES

THE RETURN ON *THE ROOM*

15M+

PROJECTED MEDIA IMPRESSIONS

6,000+

GUESTS ACROSS THE SERIES

2.5M+

PROJECTED SOCIAL REACH

5

FLAGSHIP MARKETS

DIGITAL ENGAGEMENT · PROJECTED

40K+

NEWSLETTER LIST

250K+

VIDEO VIEWS

6

PODCAST EPISODES

TARGET AUDIENCE PROFILE

AVG. HOUSEHOLD INCOME \$250K+

INVESTABLE ASSETS \$1M+ · top quartile

EXECUTIVE SENIORITY 60%+ founder / C-suite

CORE AGE 30 to 50

SPENDING POWER Discretionary · brand-led

PROJECTED TARGETS · CONFIRMED POST-EVENT

SPONSORSHIP PACKAGES

SPECIAL EVENTS & *CAMPAIGNS*

BRANDED EXPERIENCES

We custom-design branded experiences for almost any budget, ideation to execution. Beyond sponsoring a session, brands engage guests through bespoke activations.

SPONSORSHIP LEVELS

Custom programming is available at every level.

See the Sponsor Buyout page and Venue Layout.

EVENT DELIVERABLES

Funded entirely through partnerships. Packages are tailored to each sponsor and may include:

- Naming rights: “Brand Presents: Modern Man”
- Video banner display of sponsor content
- Logo across program, print, and invites
- Product demo area and on-site activation
- Pouring, sampling, and exclusivity rights
- VIP rooms dressed in your brand
- Projection, gobo, and signage throughout
- Sweepstakes and VIP all-access tickets
- Co-branded passes and bracelets
- Gift-bag placement
- Step-and-repeat and red-carpet logo
- Social branding and ROI recap report

BECOME AN M-MAN SPONSOR / PARTNER

Founding sponsorships and customized advertising packages are included in overall sponsorship, resulting in banner ad placements and inclusion in the podcast. Partner with M-Man and put your brand in front of the modern man, where he reads, listens, discovers, and buys.

ADVERTISING

SPONSORSHIPS

BRAND PARTNERSHIPS

SPONSORED CONTENT

M-Man.com

THE M-MAN PODCAST

CROSS-CHANNEL PARTNERSHIP

M-MAN.COM & *THE PODCAST*

M-MAN.COM · EDITORIAL & DISPLAY

- Leaderboard and in-feed display, 100K+ monthly impressions (projected)
- Dedicated editorial feature, 600 to 900 words, evergreen
- Newsletter inclusion, one dedicated slot per send, 40K+ list
- Product or brand spotlight with linked call-to-action
- Quarterly performance and ROI recap report

THE M-MAN PODCAST

- Pre-roll 15s and mid-roll 60s, host-read, every episode
- 6 guaranteed placements across the season
- One host-read brand integration segment per flight
- 25K+ downloads per episode target (projected)
- Two social cutdowns per episode, cross-posted

One Audience, Every Touchpoint

Media and podcast packages are built into overall sponsorship, where the modern man reads, listens, and buys.

FIGURES ARE PROJECTED TARGETS, CONFIRMED WITH THE FINAL MEDIA KIT

M-Man.com

THE M-MAN PODCAST

THE WASHINGTON LAUNCH

MODERN MILITARY. *QUIET POWER.*

A private members club meets a luxury editorial shoot. Discipline and authority, worn like a well-cut suit. Not costume.

FIVE ROOMS, ONE NIGHT

Arrival · The Lounge · The Bar · The Studio · The Table

Red carpet, styling and cocktails, grooming and fragrance, editorial portraits, and the power dinner.

WHY M-MAN?

M-Man gives sponsors the opportunity to connect with consumers through more than a traditional advertisement. Brands become part of trusted conversations about how modern men dress, travel, shop, work, socialize, and live.

By combining website advertising, editorial storytelling, and podcast sponsorship, participating brands build awareness, credibility, and repeated audience engagement through a single partnership.



STYLING & GROOMING · PAST EDITION



THE GALA · PAST EDITION

THE *ARCHIVE*, 2008 TO 2009

Founded at the W San Francisco in 2008 with 944 Magazine, previewing John Varvatos 2008.



THE ROOM

*A room of power and style,
dressed for the occasion.*

IMAGE · FULL BLEED

SAN FRANCISCO, LOS ANGELES · AND NOW NATIONWIDE



WHY PARTNER

STAND BESIDE *THE ROOM*

REACH. Modern male tastemakers across five cities, by invitation.

CREDIBILITY. Established since 2008, proven coast to coast, millions of impressions.

CONTENT. Editorial portraits, reels, and quote cards that outlast the night.

PRESENCE. Gold-and-ivory placement in a room built like a campaign.



VEHICLE DISPLAY · VENUE ENTRANCE

AUTOMOTIVE SPONSOR

OWN *THE ARRIVAL*

Modern Man offers an integrated, scalable, experiential platform for an automotive brand, combining product, programming, and iconic power to reach an audience of stylish, tech-savvy professional men.

We craft a program that grows media awareness, drives sales of vehicles and accessories, and deepens consumer interaction, capturing the iconic feel of your brand's DNA.

PROGRAM COMPONENTS

- Exclusive automotive sponsor of the Modern Man Series
- Vehicle display at the venue entrance, up to four vehicles
- Lead generation: hand-raisers captured with custom sweepstakes
- Editorial presence with strategic media partners
- On-site gallery of the product line, with video and signage
- Inclusion in video promotional spots
- Promotional product giveaways
- Scaled to each market to maximize efficiency and inventory

BEYOND AUTOMOTIVE

ACTIVATION BY CATEGORY

Sample integrations for core luxury categories across the five-room experience. Every program is custom-built to the brand and scaled to each market.

SPIRITS & BEVERAGE

Own The Bar

Named bar and signature serve, a curated tasting flight, bottle service in the VIP rooms, and sampling woven through the night.

FINE JEWELRY & WATCHES

The Vitrine

Secured showcase display, a red-carpet loan program, concierge try-on in a private salon, and a dedicated editorial feature.

GROOMING & FRAGRANCE

The Cutting Room

Takeover of the barber and grooming lounge, scent sampling stations, gift-bag hero placement, and live on-site demonstrations.

DEFENSE-TECH & INNOVATION

The Briefing

A demo gallery, a thought-leadership panel, founder and operator access, and co-branded signage throughout the venue.

CONCEPTS ARE ILLUSTRATIVE · FINAL SCOPE CONFIRMED PER PARTNER AND MARKET

PARTNERSHIP

CATEGORY EXCLUSIVITY AT THE TOP TIERS

SPONSORSHIP *LEVELS*

TITLE \$50,000 <i>Own the event and the category.</i> • Event naming, presented by your brand • Category exclusivity • Red-carpet arrival wall • Named lounge or suite • Top logo across all media • Branded content and video feature • Hero gift-bag placement • 20 VIP passes and a dinner table	PRESENTING \$30,000 <i>Presenting partner.</i> • Presenting billing • Category exclusivity • Named grooming bar or studio • Prominent logo, all media • Co-branded content • On-screen at dinner • 12 VIP passes	GOLD \$20,000 <i>Featured partner.</i> • Featured logo, print and digital • Product placement in the lounge • Content feature • On-screen at dinner • After-party access • 8 VIP passes	SILVER \$12,000 <i>Supporting partner.</i> • Logo on event materials • Product in the VIP gift bag • Website and app presence • Social and press inclusion • 6 VIP passes	BRONZE \$7,500 <i>Friend of Modern Man.</i> • Logo listing • Gift-bag inclusion • Website presence • Social inclusion • 4 VIP passes
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WHAT PARTNERS RECEIVE

TITLE · PRESENTING · GOLD · SILVER · BRONZE

THE *DELIVERABLES*

● Included — Not available in tier

DELIVERABLE	TITLE	PRESENT	GOLD	SILVER	BRONZE
BRANDING & VISIBILITY					
Event naming & category exclusivity	●	—	—	—	—
Arrival wall / step-and-repeat	●	●	—	—	—
Logo, print & digital	●	●	●	●	●
On-screen at dinner	●	●	●	—	—
ACTIVATION					
Named lounge, bar, or studio	●	●	—	—	—
Product placement & sampling	●	●	●	—	—
CONTENT & MEDIA					
Branded content series	●	●	—	—	—
Video brand feature	●	—	—	—	—
Social amplification & press	●	●	●	●	●
HOSPITALITY & GIFTING					
VIP passes	20	12	8	6	4
VIP dinner table	●	●	—	—	—
Gift-bag placement	Hero	Feature	Std	Insert	Insert
Website & app presence	●	●	●	●	—

WHERE YOU APPEAR

WOVEN IN, *NEVER CROWDED*

I The red-carpet arrival wall

III The grooming and fragrance bar

V The VIP dinner and the gift

II The styling lounge

IV The editorial content studio

VI Program, screens, social, and press



THE MODERN MAN

SECURE YOUR CATEGORY

THE ROAD TO *NOVEMBER 21*

Category exclusivity is granted on a first-commit basis, one brand per category at the Title and Presenting tiers. The schedule below holds your place through launch.

PROPOSED ONBOARDING SCHEDULE FOR THE WASHINGTON, D.C. LAUNCH · DATES CONFIRMED ON AGREEMENT



Reserve Your Category

Commitments are accepted in order received. Secure your place before your category is taken.

PARTNER ONBOARDING

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GRAFFITI CREATIVE GROUP

PARTNER WITH 20

TAKE YOUR PLACE

PARTNER WITH *MODERN MAN*

From the coasts to New York, Atlanta, and Washington, a limited set of partners will share the night. We would like one to be you.

SHAUN SAUNDERS

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WHERE TOM FORD MEETS BANKSY

POLISH · GRIT · EDGE