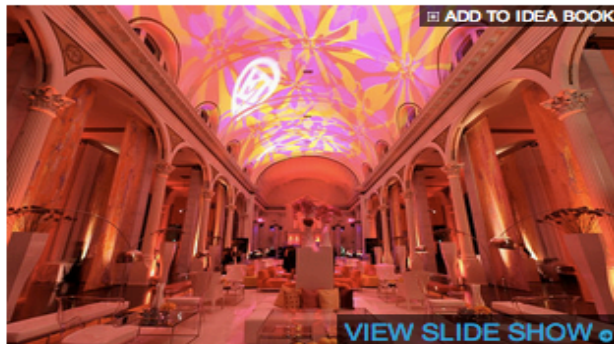




'Entertainment Tonight' Emmy Party Gets California Theme With Tourism Sponsorship



ADD TO IDEA BOOK

VIEW SLIDE SHOW

Photo: Brandon Clark/ABIimages

By *Alessandra Dubin* | Posted September 19, 2011, 12:30 PM EDT

There's a tongue-in-cheek quality to those commercials from the tourism nonprofit Visit California—as if to admit residents fully know and enjoy the state's reputation for celebrities, bounty, and a quality-of-life embarrassment of riches. It seemed an appropriate match, then, that *Entertainment Tonight's* splashy hot-ticket Emmy party drew its main sponsorship from Visit California this year, resulting in a party that dazzled with big names and the state's signature alfresco revelry.

Shari Kaufman, executive communications consultant for *ET* and *The Insider*, oversaw the event, working with Carleen Cappelletti from *Bounce* on the large production at *Vibiana*. "It was great working with everyone from Visit California and creatively integrating them into our biggest event of the year," Kaufman said. "While most of our guests live in or frequent California, this inspired us to come up with designs that reflected what we locals often take for granted right here in our very own state. For example, there's amazing color up and down the coast—we drew from that. And [*Along Came Mary* served] an elegant twist on a farmer's market with the freshest food from all different California regions."

RELATED

Emmy Party Photos: 30 Highlights From RBO, 'Entertainment Tonight,' and More



'60s Mod Inspires Emmys' Graphic: Black-and-White Governors Ball



FIND VENUES

FIND SUPPLIERS

FIND HOLIDAY VENDORS

AVOID EVENT CONFLICTS

QUICK SEARCH

BE IN THE CENTER OF IT ALL



MOST POPULAR

TODAY THIS WEEK THIS YEAR

- 2014 Preview: Predicting the Most Overrated and Underrated Event Trends
- December 30, 2013: Sotomayor to Lead New Year's Countdown, Check Out a GPS-Powered Gift Box, Top Music Events of the Year
- 13 Ideas for a 'Great Gatsby' Theme Party

More Grey Goose Stories



Grey Goose Pop-Up Invites New Yorkers to Bakery, Speakeasy, and Nightclub

Emmy Preview: TV Academy Reveals Governors Ball's Futuristic Enchanted Forest