

Rise of the celebrity gift bag

While only a handful of stars will receive Oscars, host Chris Rock and all acting and directing nominees will receive a record-setting \$200,000 goodie bag – a perk deemed taxable by the U.S. Internal Revenue Service



Originally conceived by AMPAS* to thank actors for presenting awards at Oscars



Marketing company **Distinctive Assets** commercializes gift bag concept



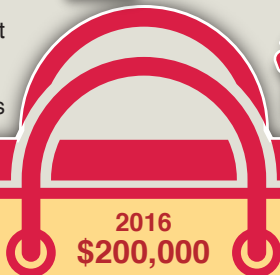
\$100,000
Value of gift bag



IRS decrees that celebrities must pay tax on gifts at awards shows



\$167,586
Value of gift bag last year



2016
\$200,000

Selected items in the “Everybody Wins at the Oscars Nominee Gift Bag”

- **\$55,000:** 10-day, first-class trip to Israel
- **\$45,000:** Year's worth of Audi car rentals
- **\$45,000:** 15-day walking tour of Japan
- **\$31,200:** Lifetime supply of skin cream
- **\$6,300:** 10,000 meals for animal shelters donated in celebrity's name
- **\$6,250:** “Ultimate Fitness Package” in private villa
- **\$5,000:** 3-night stay at Grand Hotel Tremezzo in Lake Como, Italy

Less expensive items: Toilet tissue gift box (**\$275**), sterling silver necklace (**\$150**), rouGe Maple syrup (**\$99**), Drunken Fig Cake Bites (**\$35**), travel fuzz remover (**\$12**)



*Academy of Motion Picture Arts and Sciences