



ENTERTAINMENT PROPERTIES
NEWSLETTER

Artist



TIMING: Ongoing
MARKETS: NYC

<http://www.gregglefevre.com/>

- Gregg LeFevre has been commissioned to create 120+ site specific public artworks over several decades in cast metal in New York, Miami, Chicago, Boston, Las Vegas, Seattle, Los Angeles, and many others cities.
- Most important series of photographs deals with role of figurative advertising in the urban landscape.
- Ability to commission acclaimed artists for public/private works.

Tourism



TIMING: Ongoing
MARKETS: NYC

<https://experiencetheride.com/>

- Gives you magical front row seat to streets of NYC
- World's only moving theater
- 75-minute experience through Midtown Manhattan & Times Square
- Customizable benefits include wrapping buses, product sampling, integration into hosted show, ticket discounts, etc.

Dance



TIMING: 2018
MARKETS: Global

<http://danceusadance.us/>

- Second season creating global dance platform that brings together the best talent
- Explore some of the most important topics affecting cities internationally
- Teams dance to represent their city and to promote a cause, will empower individuals to take a step, and change the world

FILM



TIMING: 2018

MARKETS: 50+

REACH: 120k - 140k

www.nyfilmcriticsseries.com

- Only National Screening Series
- Operating since 1996 with associations at all major, mini-major and independent movie studios
- Produced 1000+ live events
- Subscribers grown from 1000+ in two locations to 10,000+ in 50+
- National audiences experience excitement of premieres
- Award winning films prior to release follow produced talk backs
- 12-14 curated pre-release yearly films to discerning, upscale audiences
- Monthly sponsored event trailers running on 400+ screens.
- Spotlight pre-show slides on additional 200 screens
- In lobby assets including free standing signs and take one postcards.
- Full wire press effort, red carpet opportunities and supporting social media

MEDIA



- Unique digital platform aggregated “Social Voices” (Twitter, Facebook, Google+ followers) of celebrities, charities, dignitaries, brands, and public at large, to raise maximum awareness for important causes.

Click [here](#) to learn more

<http://causeflash.org/>

EDUCATION



Timing: 2018

Markets: Primarily International

Reach: 2.3M print, 8M web/social media

<https://www.americancampusmag.com/>

- Last year, 1M+ international students traveled to attend college in US.
- Young men/women, many from affluent families, add \$38B+ to economy each year.
- Primarily from China, India, Saudi Arabia, South Korea and Canada as well as Taiwan, Brazil, Japan, and Mexico.
- Editorial mission is to help future leaders and families navigate complex admissions process and acclimate to culture.
- Created by former NY Times editors, content is independent. Sponsored material clearly labeled.
- International network via co-publishing in multiple countries with carefully vetted, in-country titles (cumulative: 1.1M with 5.5M unique viewers).
- Robust platform to communicate regularly with millennials around globe in concert with trusted partners distributed via print/online and in schools/homes.
- Completely customizable model to assure trackable ROI dependent on your particular needs.

MUSIC



TIMING: 6 tours throughout 2018

MARKETS: Leave from FLA & tour select Caribbean destinations

REACH: 15K+ passengers/year with significant marketing reach including proprietary mailing lists, TV, print, social media, radio, live events, partnerships

- Each cruise features incredible range live superstar performances (e.g. Kenny Rogers, Gladys Knight, The Beach Boys, Natalie Cole) and many artist/guest interactions via scheduled events (Q&As, autograph signing, book/CD signings, cooking demonstrations)
- Week-long floating concerts provide incredible array sponsor recognition with captive/passionate/loyal audience via integration on-board programming (e.g. branded cooking classes/ beverage tastings, naming various venues, pillow gifts)
- Full marketing campaign affords sponsors branding in millions impressions via mailing lists, TV, print, social media, radio, live events, partnerships
- www.countrymusiccruise.com
- www.soultraincruise.com
- www.flowerpowercruise.com
- <http://cruises.soulatsea.com/2017-malt-shop-memories-cruise/>
- <http://rockandromancecruise.com/>

FILM



TIMING: April 2018

MARKETS: National

REACH: Upscale Audience, over 28K+ (59% female; 74% \$75K+ HHI)

- Upscale audience 28K+ (59% female; 74% \$75K+ HHI) attend April 6-9 festival at several iconic LA theaters
- Called "Comi-Con for the Martini Set" by Vanity Fair
- Substantive on-site and website/app integration possibilities including product sampling, exclusive hospitality and logo tagged on-air spots for non-commercial top 30 cable channel

filmfestival.tcm.com

FILM



Timing: 2018

Markets: National/Int'l

Reach: Millions

<http://bykids.org>

- Provides kids (8-21) around world with film luminary/media leader mentoring and video cameras to make 30-minute documentaries about their lives
- Goal is to alter how young Americans see world-and way the world see us- using film as conduit for global understanding/action
- Produced 5 films winning top honors at 200+ international film festivals in first five years
- 64M viewers see via PBS series broadcast in 155 cities; 35M students/teachers see films/use curriculum guides through Discovery Education (50% American K-12 classrooms)
- Series distributed to university and public libraries and internationally through Content Media
- Founded by Pulitzer-Prize nominated journalist and former editor at The New York Times
- Prestigious partners include Ford Foundation, Film Society of Lincoln Center and United Nations
- Expansive array customizable sponsorship benefits available.
- For the full presentation, please download [here](#).

UNIQUE PROGRAMS



- 40th anniversary prestigious organization started by Jacqueline Kennedy Onassis, Senator Robert Taft, Jr and Sam Beard as “Nobel Prize” for public service
- Notable past honorees include multiple Supreme Court Justices, Secretaries of State and First Ladies
- Seeking corporate partners to encourage and recognize volunteers in workplace from celebrities to adults to young children

TIMING: Ongoing

MARKETS: 60+

REACH: Millions via 100+ TV/radio/
newspaper partners and social media

www.jeffersonawards.org

FASHION



- 10th year award-winning fashion week platform for global indie designers
- Draws attractive demo from fashion, beauty, and lifestyle sectors
- Proven combination of trendsetting celebrities, great press, and aggressive social media
- Expansive array of integration benefits before, during, and after shows to reach models, beauty professionals, and large audiences who watch streamed shows
- Could include on-site sampling, product integration runway shows, embedded in video, etc/

TIMING: /2018

MARKETS: NYC

REACH: 2,100+ live, 10M+ social media
outreach

<https://vimeo.com/89741290>

FILM



- 10th year of critically acclaimed festival at IFC Center
- IFC Center attracts 450K moviegoers/year and IFCcenter.com has 560K unique visitors/year
- Delivered 200+ films/events and 200+ celebrity guests
- Prestigious advisory board including Michael Moore and other trendsetters in film, journalism, broadcasting and performing arts
- Desirable target audience early technology adopters and active in social media
- Join distinctive sponsors such as New York Magazine, History Films, Sundance and A&E/Indie Films
- Expansive array customizable sponsorship benefits include opening/closing nite parties, lobby presence, social media integration, repurposing distinctive original content, exclusive talent “meet and greets”, advance ticket sales, VIP gifting etc

TIMING: 2018

MARKETS: NYC (Greenwich Village)

REACH: 30K ticket buyers/millions
via social media

www.docnyc.net

VENUES



- America's most authentic source for discovery cutting edge music for 30+ years
- Direct access 18-25 audience as well as pipeline best new/established artists
- Touring division ranked #14 Pollstar 2009 top national concert promoters
- Complete integration print/electronic media, present select acts, venue signage, pouring rights, ticket deals, artist "meet and greets", street teams, creation custom branded cds/dvds etc.

TIMING: Ongoing

MARKETS: 4: Hollywood, Brooklyn, Boise, Spokane

REACH: 650K+/- year

www.knittingfactory.com

VENUES



- Times Square (42nd Street between 7th / 8th Avenue)
- 20M tourists/year; 250k commuters/day
- 700 seat club; 150 seat restaurant
- Interior / exterior signage; preferred card; food/beverage concession
- Multi-cultural audience (30% African-American; 15% Hispanic)
- American Express is preferred card

TIMING: Ongoing

MARKETS: New York

REACH: 500K

www.bbkingblues.com

FAMILY



- Internationally renowned/simultaneously touring two companies 34-40 dancers in 24th year
- Integration into print, TV and radio
- Women 25-54; \$75k HHI
- Matinees: 20% children
- Tour hits 50+ major markets and attracts 120K+ upscale patrons
- Good mix B/C markets

TIMING: November / December Ongoing

MARKETS: 50+

REACH: 120K

www.nutcracker.com

FAMILY



- Since 1962, basketball show-team demonstrates incredible athleticism, entertainment and community involvement
- Each performance in high school gyms successfully raises funds
- Benefits include media integration, on-site signage/PSAs, product placement, player “meet and greet”, exclusive clinics etc.

TIMING: Ongoing

MARKETS: 35 States / 5,000 Games

REACH: 400K+

www.harlemwizards.com

FAMILY



- For 40 years, featured high profile stars in 2017 like Venus Williams, Bryan Brothers, Martina Hingis, Andy Roddick, Mardy Fish, and John Isner
- Matched played in intimate stadiums, with rock music and incomparable player interaction/access
- Extremely attractive, upscale family demos
- Expansive range activation ideas from traditional/social media integration, on-site sampling/sales, player “meet and greets” and priceless promotions like ballkids, sitting on bench, volleying with pros before matches as well as unique access with legendary Billie Jean King, WTT co-founder, in her private suite at US Open and select other high profile, charity events

TIMING: Ongoing

MARKETS: 6 (DC, Philly, San Diego, Springfield, MO, NYC, Orange County)

REACH: 145K (live) and reach 60M+ HH on cable TV

VENUES



- World's finest jazz club located in Greenwich Village
- 20+ years featured top names in Jazz, Blues, Latin, R&B, etc.
- American Express is preferred NY Club card

TIMING: Ongoing

MARKETS: New York, Las Vegas, Japan (Tokyo, Osaka, Fukuoka, Nagoya)
Milan, Italy

REACH: 500K

www.bluenote.net

FILM



Timing: 2017
Markets: National/Int'l
Reach: Billions

<http://www.psfilmfest.org>

- 29th year of this iconic film festival, first campaign stop for Oscar hopefuls; filmmakers, tastemakers, and 350+ major global media attend (generate 4-5 billion impressions)
- 2500+ attend black tie gala benefit. Past honorees/presenters included Cate Blanchett, Johnny Depp, Matt Damon, Bryan Cranston, Rooney Mara, Helen Mirren, Kate Winslet, Michael Keaton and many other "A-listers"
- Two week January foreign film festival draws 135K+ affluent attendees: 49% earn \$100K+, 42% travel for pleasure 4-6 times/year, 52% 45-64, 53% women
- 60+ countries represented in 413 screenings on 15 screens in 5 theaters
- Expansive array customizable benefits for Gala (including Presenting Sponsor) as well as Film Festival, too
- WATCH VIDEO: [2016 GALA](#)

THEATRE NEW YORK CITY



TIMING: November 2018
MARKETS: New York
REACH: 1K

www.24hourplays.com

- One-of-a-kind NYC theatre experience in its 17th year where 6 short plays are written, rehearsed and performed within 24 hour period
- Past performers / writers included Jennifer Anniston, Demi Moore, Ashton Kutcher, Rosie Perez, Rachel Dratch, Julianna Margulies, Liev Schreiber, Wallace Shawn and Terrence McNally
- Benefits include venue signage, potential cast advertorial, "meet and greet", tickets and integration in incredible PR
- Past performers / writers included Jennifer Anniston, Demi Moore, Ashton Kutcher, Rosie Perez, Rachel Dratch, Julianna Margulies, Liev Schreiber, Wallace Shawn and Terrence McNally
- Benefits include venue signage, potential cast advertorial, "meet and greet", tickets and integration in incredible PR

MUSIC



TIMING: Ongoing
MARKETS: 60+
REACH: 150-250K (venues/jazz festivals)

www.davidsanborn.com

- Align brand with legendary, elegant musician with multi-generational appeal
- Awesome 3+ decade career with 24 albums and 6 Grammy Awards
- Naturally associated with excellence as well as unassuming lifestyle
- Expansive array custom co-brand opportunities including 60+ tour dates/year, new live album, PBS special, new autobiography
- Core audience- established men/women 30+
- Ability to create VIP "experiences" at concert dates as well as "priceless" evening in Westchester County with private concert in home recording studio

FAMILY



- NYC's first regularly occurring, open-air night market 20+ Saturday nights April-October, features up to 100 local vendors selling food, merchandise, art and free cultural performances
- Low vendor fees allow \$5 cap on menu items so accessible to broad demographic; attracts small businesses/first time entrepreneurs
- Well recd by media, community leaders, mayor, governor etc
- Expansive array benefits including on-site presence/activation, integration social media, PR etc

TIMING: 20+ Saturday nights (6pm-12):

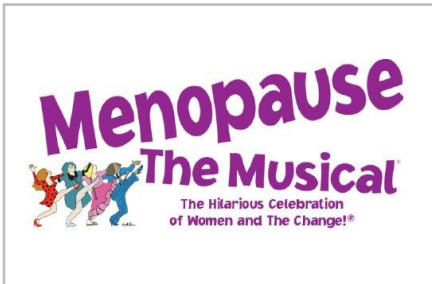
April-October 2018

MARKETS: NYC (Queens)

REACH: 220K+

<http://www.queensnightmarket.com>

THEATRE TOUR



- Iconic show attracted 13M+ over 15 years in 350+ cities and 13 countries
- Hilarious and cathartic performance draws 93% women (40-60 focal point)
- Creatively adapts hit songs of 60s-80s to discuss dealing with Menopause
- Expansive array integration benefits including product placement, customized lyrics, on-site sales/sampling, integration social media, ticket promotions, co-branded merchandise
- Natural categories include spirits, anti-aging products, vitamins, weight loss, exercise apparel, anti-depressants, menopausal products and department store

TIMING: 2018

MARKETS: 80+ (US) plus intl (# TBD)

REACH: 150K+ for domestic tour 75K+ for Vegas residency

www.menopausethemusical.com

THEATER



- 30+ years extraordinary programming in dance, theatre, music & film
- Intimate venue (200 seats) with ethnically/economically diverse audience (tickets free-\$55)
- 43% Black/AfAm, 33% White and 9% Hispanic
- 50% patrons earn \$75K+
- Customizable benefits include on-site activation, integration printed materials, radio, online/social media/PR, ticket promotions, artist "meet and greet" and ability to extend into general market

TIMING: 2018

MARKETS: NYC

REACH: 15K+ subscribers across five boroughs

<http://www.harlemstage.org>
