



ENTERTAINMENT PROPERTIES NEWSLETTER

## CAMPAIGN



- Since 1998, Danone World Cup has promoted physical activity, positive sports values, and nutrition for boys (and now girls) under 12 from 33 countries who compete in world's biggest soccer tournament for kids.
- 2017 World Final to be held at Red Bull Arena in NJ; expected 25K for globally televised event.
- Significant partner visibility in TV, outdoor, online/social networks, PR, as well as on-site via branded sampling stations, signage, hospitality, etc.

**Timing:** September 24, 2017

**Markets:** Tri-state (global attendees/exposure)

**Reach:** 25K ticket holders; millions vis global telecast

## EDUCATION



- Last year, 1M+ international students traveled to attend college in the US.
- Young men/women, many from affluent families, add \$38B+ to the 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 the 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.

**Timing:** Q4 2017, year 2018

**Markets:** Primarily International

**Reach:** 2017: 1.1M print, 5M web/social media  
2018: 2.3M print, 8M web/social media

<http://americancampusmag.com/>

## ONGOING



- Opportunity: Enhance and uplift the relationship between law enforcement and the communities they serve.
- Strategy: Reframe the language and dialogue between law enforcement and the community.
- Tactics: Re-name Police Officers as PEACE Officers. Decal existing squad cars with Peace Officer decals.
- Celebrity Ambassador: Warren Moon: NFL Hall of Fame Quarterback
- Position your brand as a community leader in local, regional and national arenas.
- Evergreen association with powerful initiative that feels good and sheds a persistent positive light.
- Builds and reinforces community business relationships.

For the full presentation regarding this opportunity, please download [here](#).

<http://www.police2peace.com/>

FILM



**Timing:** 2017/2018  
**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 regarding this opportunity, please download [here](#).

FILM



**TIMING:** April 2018  
**MARKETS:** National  
**REACH:** Upscale Audience, over 28K+ (59% female; 74% \$75K+ HHI)

[filmfestival.tcm.com](http://filmfestival.tcm.com)

- 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

THEATRE NEW YORK CITY



**TIMING:** November 2017  
**MARKETS:** New York  
**REACH:** 1K

[www.24hourplays.com](http://www.24hourplays.com)

- One-of-a-kind theatre experience in where 6 short plays are written, rehearsed and performed within 24 hour period
- 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
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## FILM



**TIMING:** 2017/2018

**MARKETS:** 50+

**REACH:** 120k - 140k

[www.nyfilmcriticsseries.com](http://www.nyfilmcriticsseries.com)

- Partner with 50+ nation's leading independent cinemas to present exclusive, live screenings moderated by Peter Travers, longstanding film critic for Rolling Stone
- Live, interactive, HD pre-theatre movies & big screen simulcast with stars and filmmakers, 10K+ tickets, 12-14/year
- Unique "up close and personal moments" with live talent available to public for first time in neighborhoods across country (400+ screens). Content never available on TV/ internet.
- 20-34 segment, \$120k+ HHI; 55
- Customizable array benefits including national on-screen advertising, on-site sampling and exclusive talent access in select market.

## FAMILY



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

April-October, 2017/2018

**MARKETS:** NYC (Queens)

**REACH:** 220K+

<http://www.queensnightmarket.com>

- 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

## FASHION



**TIMING:** Feb-Sept 2017/2018

**MARKETS:** NYC

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

<https://vimeo.com/89741290>

- 9th 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/

## UNIQUE PROGRAMS

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- 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](http://www.jeffersonawards.org)

## FAMILY

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- 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](http://www.nutcracker.com)

## FILM

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- 9th year of critically acclaimed festival at IFC Center
- IFC Center attracts 450K moviegoers/year and IFCcenter.com has 560K unique visitors/year
- 2015 program 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:** 2017/2018

**MARKETS:** NYC (Greenwich Village)

**REACH:** 30K ticket buyers/millions via social media

[www.docnyc.net](http://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](http://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](http://www.bbkingblues.com)

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](http://www.bluenote.net)

## FAMILY

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- 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](http://www.harlemwizards.com)

## FAMILY

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- For 40 years, featured high profile stars in 2017 like Venus Williams, the 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

## MUSIC

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- Each cruise features incredible range live superstar performances (e.g. Chris Botti, 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](http://www.countrymusiccruise.com)
- [www.soultraincruise.com](http://www.soultraincruise.com)
- [www.flowerpowercruise.com](http://www.flowerpowercruise.com)
- <http://cruises.soulatsea.com/2017-malt-shop-memories-cruise/>
- <http://rockandromancecruise.com/>

**TIMING:** 6 tours throughout 2017/2018

**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

## MUSIC

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- 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

**TIMING:** Ongoing

**MARKETS:** 60+

**REACH:** 150-250K (venues/jazz festivals)

[www.davidsanborn.com](http://www.davidsanborn.com)

## FILM

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- 28th 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](#)

**Timing:** 2017

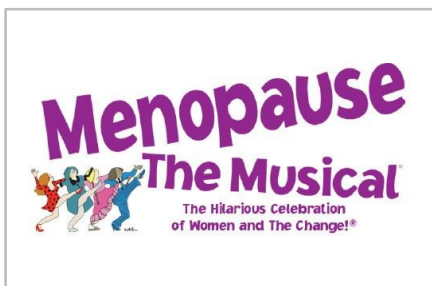
**Markets:** National/Int'l

**Reach:** Billions

<http://www.psfilmfest.org>

## THEATRE TOUR

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- Iconic show attracted 11M+ 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:** 2017/2018

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

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

[www.menopausethemusical.com](http://www.menopausethemusical.com)





- 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:** 2017/2018

**MARKETS:** NYC

**REACH:** 15K+ subscribers across five boroughs

<http://www.harlemstage.org>