



ENTERTAINMENT PROPERTIES NEWSLETTER



TIMING: 2021

MARKETS: Worldwide

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

In conjunction with The United Nations, We All Rise is a human rights initiative that promotes gender equality for women and girls. Powerful programming for 2021 will highlight iconic personalities and world-class performers and include a global social media campaign developed by David Clark Cause.

- **Global Broadcast** - Annual benefit concert where people/organizations are recognized for promoting women's equality/empowerment. Hosted by iconic personality and featuring world-class performers.
- **Awards** - presented annually at the benefit concert on March 8th - International Women's Day
- **12 Angry Women** - An adaptation of the 1954 courtroom drama *Twelve Angry Men*, this production will feature important gender and racial issues and benefit **UN Human Rights** and **Broadway Cares / Equity Fights AIDS**. Iconic actors will be invited to perform.
- **Cause Flash** - Anticipated social media blitz will reach 1+ billion

Food & Beverage



TIMING: ongoing

MARKETS: Select US cities

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

The cocktail experts at Sourced curate customized cocktail kits and deliver them straight to your doorstep, complete with detailed recipes and instructions. They've developed an extensive online menu, and they've hired local bartenders to craft and deliver their kits. The cocktail kits can even be fully branded to fit your company.

- Phone-to-door custom cocktail kits
- Providing virtual happy hours
- Serving multiple cities nationwide: New York, Los Angeles, Chicago, Austin, Dallas, San Francisco, and Washington D.C.
- 68K monthly unique web visitors
- Average cart size: \$68
- Return customer rate: 30%

Public Safety



TIMING: ongoing

MARKETS: Worldwide

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

Frequent hand-washing is key to protecting yourself and others, and [Astreea®](#) makes it simple. This hands-free sanitizing dispenser is pedal-operated, doesn't require any power, and is easy to fill (and refill) with any sanitizer of your choosing. Plus, it has a lifetime warranty.

- Crafted with age resistant, rust-free stainless steel
- Can be **fully customized** with brand logos and colors
- Available in 1L, 2L, and 5L sizes.
- Perfect for airports, offices, schools, stores, banks, theaters, stadiums, and other high-traffic venues.
- Pedal-Operated: Reduce cross-contamination.
- Fully Mechanical: Designed for heavy-duty use.
- Quiet and Leak-Free: Sealed with rubber gaskets.
- Welded Construction: No assembly or installation required.

Family



TIMING: ongoing
MARKETS: NYC

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

The Alliance for Coney Island is dedicated to continuing the transformation of Coney Island into a thriving neighborhood for their diverse residential community, as well as a year round entertainment destination and shopping district by the sea.

- 30 + free public events annually including Fireworks, Sand Sculpting Contest, parades, Flicks on the Beach, Polar Bear Plunge.
- Home to 7 New York Landmarks, including the Cyclone Roller Coaster and The Wonder Wheel, several amusement parks, amphitheater, aquarium, baseball team and more.
- Coney Island Fun Guide Website draws over 200K visitors annually
- Community newsletter (digital) has 10K subscribers
- Custom sponsorship packages available

Film

**PHILADELPHIA
FILM
SOCIETY**

TIMING: 2020
MARKETS: National

FOR DETAILS,
[PLEASE GO HERE.](#)

Philadelphia Film Society creates opportunities for diverse communities to experience films through initiatives that inspire, educate, challenge and entertain.

- Member-supported non-profit attracts high profile curated community
- Philadelphia Film Festival, in 29th year, screens 120+ films from around the world; attracts celebrities, substantive media and 20K+ passionate attendees
- Draws almost 120K/year through events at their two high profile downtown movie theaters (Roxie and Philly Film Center)
- Just took over a third venue; combined annual attendance predicted to be 220K+/year
- Programming throughout the year includes Oscars Party, SpringFest, Young Friends, monthly curated film series as well as community outreach.

Dance

RBT RUSSIAN
BALLET
THEATRE

TIMING: 2020
MARKETS: National

FOR DETAILS,
[PLEASE GO HERE.](#)

Russian Ballet Theatre (RBT) is passionate about producing shows that adorn Russian Ballet traditions in dance, sets, and costume making. They tour across the USA from famous stages to small cities and are planning 100+ shows in 2020.

- Affluent audiences (100K+ HHI) are diverse, educated and sophisticated
- 2020 Tour includes performances of *Swan Lake* and *The Nutcracker*
- 100+ shows, 65+ Markets, 150K Market Size
- 800K Marketing Budget includes social media, press releases, radio, local news coverage.
- Many options for national brand visibility

Music



TIMING: 2020
MARKETS: NYC

FOR DETAILS,
[PLEASE GO HERE.](#)

Elsewhere is a world-class music venue and night club located in Bushwick, Brooklyn. Elsewhere consistently brings in A-List talent, presenting some of the biggest names in underground music, across 20+ genres. With multiple performance spaces and 260K in attendance at shows in 2019, there are many opportunities for partnerships in 2020.

- Multiple performance spaces
- Developed, booked and operated by PopGun Presents, one of Brooklyn's largest independent events promotion collectives
- 250K+ in attendance at shows/parties in 2019
- 20% growth from 2018-2019
- 330 live music concerts and 296 music dance parties in 2019
- 175K newsletter subscribers
- 1.4M unique web visitors per year

Music



TIMING: 2020
MARKETS: National

DETAILS ON TREBLE,
[PLEASE GO HERE.](#)

Treble is a platform that connects talent in music with one another and gives artists easy access to all the resources required in today's music industry. They have built a movement from scratch by hosting networking events and connecting creators through thoughtfully designed digital products and IRL experiences. This presents various touchpoints for brands to plug in.

- Treble Tuesdays: weekly concert/networking event for musicians and artists. 800 monthly attendees. Started in NYC. Now in Chicago and soon to be in Los Angeles.
- 2020 will be fourth year of programming at SXSW in Austin, TX. Including showcases, sessions, dinners, panels, private parties, etc.
- Will be creating artist housing at SXSW. 20,000 square foot space located in the heart of Austin's iconic music and restaurant district. The space will include a large outdoor area for activations, variety of interior and exterior branding opportunities, 13 bedrooms, 26 beds.
- Creating branded experiences: listening parties, dinners, mixers, showcases and more.
- Music licensing: Access their catalogues to find perfect song for any content piece

Unique Event



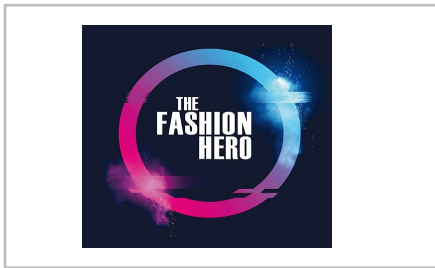
TIMING: 2020
MARKETS: Global

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

Highly sought after and visually breathtaking, the world's first gastronomical viral phenomenon celebrates the spirit of sharing across 85+ cities worldwide. For 30+ years, the love of beauty and fine taste have brought people together in the world's most iconic locations and cities, around the most spectacular dinner settings.

- Guests dress in all white and enjoy gourmet meals amid live entertainment and elegant decor, in a location that is revealed at the last minute.
- Has become a "must attend" event that garners extensive media coverage and provides many partnership opportunities.
- 2019 events welcomed 130K attendees in over 70 cities
- Countless articles in some of the most visited media platforms worldwide.
- A photogenic event makes it a popular subject for local and national media to cover giving a media value of \$20M in the US, with a reach of more than 1.2 billion.

Television



TIMING: 2020

MARKETS: Global

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

The world's newest TV competition truly changes the traditional image of beauty. It powerfully embraces diversity and goes beyond simple looks to find strong and charismatic global brand ambassadors. There are creative ways to integrate enlightened brands as sponsors:

- Celebrates individualism and diversity
- No longer one shape, one culture, one look
- Discover international models of tomorrow
- Revolutionizes industry
- 20M+ visitors, 75K applicants, 200+ countries, 1.1M Facebook likes
- Brand integration includes: incorporation into storylines, webisodes, promotion across social media and through newsletter, ads on thefashionhero.com, spokesperson as a judge, include winner in marketing campaigns.
- Coming in 2020: International version in South Africa, local version in Las Vegas

Film



TIMING: 2020

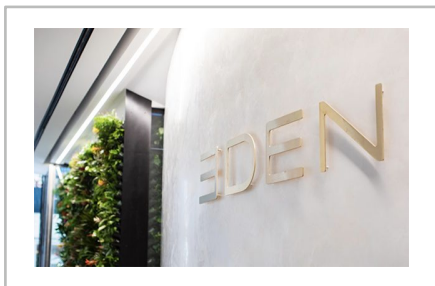
MARKETS: NYC

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

Celebrating its 11th anniversary, DOC NYC has become America's largest documentary film festival and was voted by MovieMaker magazine as "one of the top five coolest documentary film festivals in the world".

- Spans downtown Manhattan from IFC Center to SVA Theater and Cinopolis Chelsea.
- 300 + Films and Events.
- Has welcomed 50+ sponsors through the years, most of which have returned for 5+ years.
- 30,000 ticket buyers.
- 300+ special guests.
- 119 premieres.
- Press coverage from over 120 national & international media outlets.
- Includes the Visionaries Tribute Luncheon, honoring the legends of documentary filmmaking; gathering industry leaders, filmmakers, distributors, producers, and Academy members.
- DOC NYC PRO Industry Conference features 50+ panels and masterclasses.

Unique Opportunity



TIMING: Ongoing

MARKETS: NYC

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

3DEN is creating the second generation of the third place, a global network of technology-driven urban respites offering convenient and luxurious amenities.

- Sound-proof phone booths, nap pods, spacious lounges, refreshments, private showers and more.
- You can pay by the minute, per person or monthly subscription.
- With a nature-inspired design that fosters ease and focus, it's the "third place" between home and work where you can get things done and refresh for wherever you're headed next.

We are looking for select brands who would want to be showcased and even sold in this unique environment and companies who would want to offer preferred access to key customers.



TIMING: 2020
MARKETS: LA

**FOR FULL DETAILS,
[PLEASE GO HERE.](#)**

Advocacy Honors is a community of celebrities, media properties and corporate partners dedicated to using their platforms to amplify advocacy and voices that inspire change.

- strategically produced to reach millions of consumers through a network of multi-platform media partners.
- Television Industry Advocacy Awards are held annually in LA
- 2019 Awards to be held at historic TCL Chinese Theater
- Exclusive and intimate event is attended by 250 celebrities and VIP's
- Event generates millions of impressions.
- 2018 Honorees included: Debra Messing - Population Services International; Laverne Cox - Support of LGBTQ Causes; Bill Prady - The Big Bang Theory Scholarship; Sawyer Garrity and Andrea Pena - Shine MSD; Sela Ward - Hope Village for Children; Abigail Disney - Search for Common Ground; Wendi McClendon-Covey - WriteGirl; Madchen Amick - National Alliance on Mental Illness; Patricia Heaton - World Vision

Family



TIMING: ongoing
MARKETS: NYC

**FOR FULL DETAILS,
[PLEASE GO HERE.](#)**

New York City's largest amusement park, Luna Park welcomes over 6M visitors per season.

- Home to The Cyclone Roller Coaster (built in 1927), one of the world's oldest continually operating wooden-framed roller coasters.
- Operated by Central Amusement International, subsidiary of Zamperla Inc. (one of the world's leading manufacturers/designers of amusement rides, making it a showcase for the newest rides in the world.
- Coney Island is one of the most iconic destinations; appearing in films, tv shows, music videos and still photo advertising.
- 550,000 website visitors in (Memorial Day – Labor Day)
- 70K+ email recipients/month, 110K Facebook Followers, 15K LinkedIn Connections, 17K Instagram Followers, 8K Twitter Followers
- Ranked One of the Top 10 amusement destinations in the world by hiconsumption.com
- One of the top 10 NYC destinations for school and summer camp trips. Youths/families account for 70% of attendees.

Affluent



TIMING: 2020
MARKETS: NYC

**FOR FULL DETAILS,
[PLEASE GO HERE.](#)**

This invitation-only NYC event will feature political leaders, foreign policy experts, investors, economists, authors, artists, and visionaries.

- Invitation only event with 150+ attendees
- Attendees from 12 countries on 5 continents
- Like a live version of *Octavian Report* magazine: investments, geopolitics, innovation, art, culture and ideas
- Significant media attention/attendance
- Two-day event with 9-5 run time focusing on geopolitics, money, culture, and ideas
- First day is closed-door Octavian Macquarie Education Conference
- Access very high net-worth and influential attendees in an intimate environment
- High level speakers, see list on full details link.

Dance



TIMING: 2020

MARKETS: LA

**FOR FULL DETAILS,
[PLEASE GO HERE.](#)**

An LA star-studded event of artistic expression that shines a light on childhood hunger.

- Presented by RIDE, a 501C3 charity organization created by Pro-Am ballroom couple Robyn Shreiber and Italo Elgueta. RIDE's mission is to create one-of-a-kind dance events for difference-making charities.
- Supporting *No Kid Hungry*, helping to end childhood hunger through effective programs like school breakfast, summer meals and after school meals.
- Previous RIDE events have featured big names in the dance community, including names from *Dancing with the Stars*: Louis Van Amstel, Anna Trebunskaya and Karina Smirnoff

Family



TIMING: 2020

MARKETS: NYC

**FOR FULL DETAILS,
[PLEASE GO HERE.](#)**

Now in its 14th year, draws 55K+ passionate, well educated and culturally diverse visitors to hear curated cross-section of renowned global authors (20+ countries) present. Attendees can purchase books from the expansive array of 250+ book sellers who create pop-up stores.

- Main Festival day, BKBF Children's Day and Bookends
- Literary Marketplace sells out - 250 Booths at Main Festival, 40 at Children's Day: booksellers from across country, Canada and UK (estimated \$400K in sales)
- Receives great media/press attention and fan engagement
 - significant website traffic (285,000 visits Aug/Sept)
 - robust social media (Facebook 16K+, Instagram 6K+, Twitter 11K+)
- NYC's largest free literary festival
- Past multi-year sponsorship deals with: AT&T, Astoria Federal Bank, Boar's Head, Con Edison, Target, and TD Bank.

Music



TIMING: 2020

MARKETS: National

**FOR FULL DETAILS,
[PLEASE GO HERE.](#)**

National concert series curated by artists themselves and includes 50th Anniversary Harlem Cultural Festival (aka Black Woodstock).

- Shows in NYC, Philadelphia and LA
- Renowned venues: Apollo Theater, World Cafe Live, Novo Theater
- Featuring acclaimed artists in Hip Hop and Jazz, including Black Thought, Talib Kweli, Questlove, The Roots, Lalah Hathaway and many more
- Using powerful music to provide new perspective, deconstruct beliefs, and create space for positivity and new ideas
- Participating artists have expansive international network media, promotional partners, press contacts, and social capital



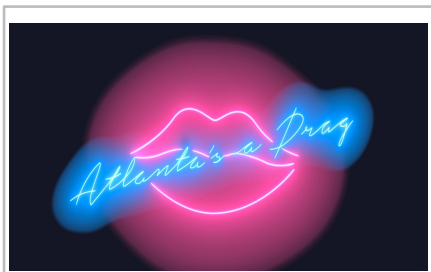
TIMING: ongoing
MARKETS: Global

FOR FULL DETAILS,
[PLEASE GO HERE.](#)

Leading voice of independent music whose mission is to: promote growth, awareness, and opportunities through advocacy, education and community.

- Representing 600+ Independent Record labels and 185+ service providers.
- 501(c)(6) trade organization.
- Label members generate \$1.8B+ annually.
- Headquartered in NYC with chapters in LA, Nashville, Atlanta, Chicago, Austin, Miami, and Seattle.
- Featured Members: SXSW, Tender Loving Empire, Sub-Pop, Pandora, iHeart Media
- Featured Press: Billboard, Brooklyn Vegan, Variety, Forbes, The New York Times
- Flagship events include: Indie Week, Libera Awards and SyncUp

Unique Programs

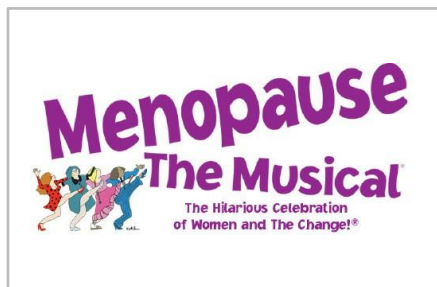


TIMING: Episode Production
MARKETS: Global

[CLICK HERE FOR THE SYNOPSIS](#)

- Storyline: See inside lives of drag queens led by their “mother” as they perform, party, and live out desire to be who they truly are.
- Genre: Reality
- Anticipated Budget: \$30K/episode (\$300K total)
- Released pilot episode: 2017
- Trailer had 3,000+ views in 24 hours on YouTube
- Violet posted images on Instagram (one had 41,000 likes)
- Total Trailer views – 9,887
- Total Bonus Trailer views – 11,311
- Pilot episode purchased on every continent (within 1 month of release) in 30 countries
 - Top four countries - US, UK, Canada and Germany.
 - Top six States - California, Georgia, Virginia, Florida, New Jersey, and New York

Theatre Tour



TIMING: 2020
MARKETS: 80+ (US) plus intl (# TBD)
REACH: 150K+ for domestic tour
75K+ for Vegas residency

www.menopausemusical.com

- 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: 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.

Artist



TIMING: 2020
MARKETS: Global

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

- Grammy Nominations in 2015 and 2016
- 2016 Broadway Debut in "Natasha, Pierre and the Great Comet of 1812" earned rave reviews and Tony Award Nomination
- Featured on "Evermore", all new original song from Disney's "Beauty And the Beast"
- Fall 2018 arena concert tour visited estimated 18 US/UK markets
- Looking to align with select elegant brands as spokesperson

THEATER



TIMING: 2020
MARKETS: NYC
REACH: 15K+ subscribers across five boroughs

<http://www.harlemstage.org>

- 30+ years extraordinary programming in dance, theatre, music & film
- Intimate venue (200 seats) with ethnically/economically diverse audience
- 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

Dance



TIMING: 2020

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

Education



Timing: 2020

Markets: Primarily International

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

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

- 1M+ international students travel 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: 7 tours 2020

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



- 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

TIMING: 2020

MARKETS: National

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

filmfestival.tcm.com

FILM



Timing: 2020

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 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](#).

FASHION



TIMING: 2020

MARKETS: NYC

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

<https://vimeo.com/89741290>

- 12th year award-winning fashion week platform for global indie designers
- Draws attractive demo from fashion, beauty, and lifestyle sectors
- Proven combination trendsetting celebrities, great press, and aggressive social media
- Expansive array 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



- 41st 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

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

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 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

FAMILY



- Internationally renowned/simultaneously touring two companies 34-40 dancers in 25th 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

FILM



Timing: 2020

Markets: National/Int'l

Reach: Billions

<http://www.psfilmfest.org>

- 32nd year 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: 2020

MARKETS: New York

REACH: 1K

<http://24hourplays.com/erlick/>

- One-of-a-kind NYC theatre experience in its 18th 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

VENUES



BLUE NOTE

- 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

MUSIC



DAVID SANBORN

- 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



TIMING: 2020

MARKETS: National

<https://drafthouse.com/>

- Called “Coolest movie theater in the world” by Wired Magazine, expanded to 33 locations in 22 markets (900K guests/month) and expect to be 50 locations by end 2019
- Community cultural centers attract all forms of passionate fans and all genres of film
- All food prepared in-house from scratch by local chefs; bars host at least 24 local craft beers on tap together with innovative cocktail (even movie themed F&B menus)
- Produce large-scale immersive events, like “Jaws on the Water” as well Fantastic Fest, largest US genre film festival (FF PDF and video attached)
- Drafthouse.com attracts 1.5M unique visitors/month and 9.1M page views/month
- Longstanding creator coveted film merchandise/collectibles, too
- Expansive range of customizable sponsorships with Alamo tied to specific film releases, evergreen “preferred partner” basis, drafthouse.com as well as cherry picking singular events