



The Erlick Group

One of the foremost sponsorship consulting firms in the country.

ENTERTAINMENT PROPERTIES NEWSLETTER

# MUSEUM OF BROADWAY

**TIMING:** 2022

**MARKETS:** NYC

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

**The Museum of Broadway** is a 26,000-square-foot fully immersive, interactive experience museum located in the heart of Times Square.

- **MISSION:** Educate, entertain, and inspire a new generation of fans and future Broadway pioneers.
- **TEAM:** Internationally-renowned designers, artists, and theater historians will create a visually diverse experience that comes to life and places visitors in the center of the history of Broadway
- **ATTENDANCE:** Up to 750,000 people per year
- Street level retail store and rotating special exhibit room
- 4 levels of sponsorship available for opening night: 800-1000 people (including celebrities, industry, co-producers, press, influencers. Anticipated media impressions: 1 billion



**TIMING:** 2022

**MARKETS:** NYC

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

**Broadway Cares/Equity Fights AIDS**, one of the nation's leading industry-based, nonprofit AIDS fundraising and grant-making organizations, is now offering collaborative events (virtual, in person, or hybrid), customized to meet your goals and bringing the best of Broadway directly to you.

- Proceeds from all events contribute to providing healthy meals, lifesaving medication and emergency support to those in need.
- Collaborate with Broadway Cares to craft an unforgettable, customized event that only Broadway can deliver.
- Custom performances and unique speaker events that highlight your company culture and include performances and participation from celebrities, Broadway artists, and industry leaders.

# STAND UP NY

**TIMING:** 2022

**MARKETS:** NYC

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

One of the city's premier comedy venues brings world-class comedians directly to YOU!

- Stand Up NY opened it's doors in 1986 on Upper West Side of Manhattan. Has since become one of NYC's premier comedy clubs
- Host comedians in your own space – from private clubs to company offices to individual homes.
- Keep members, clients and employees happy and engaged
- Boost revenue from cover charges, food and beverage sales

## Human Rights

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**TIMING:** 2022

**MARKETS:** Worldwide

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

In conjunction with UNO, this human rights initiative promotes gender equality for women and girls. Powerful programming will highlight iconic personalities and world-class performers and include 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 benefit concert on March 8th - International Women's Day
- **Cause Flash** - Anticipated social media blitz will reach 1B+

## Food & Beverage

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**TIMING:** ongoing

**MARKETS:** Select US cities

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

Curate customized cocktail kits and deliver them to your doorstep, complete with detailed recipes and instructions. Hire local bartenders to craft and deliver their kits, which 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

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**TIMING:** ongoing

**MARKETS:** Worldwide

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

Hands-free sanitizing dispenser, pedal-operated, doesn't require power, and is easy to fill (and refill) with any sanitizer. Plus, it has a lifetime warranty.

- Crafted with age resistant, rust-free stainless steel
- **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

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**TIMING:** ongoing  
**MARKETS:** NYC

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

Dedicated to continuing transformation of Coney Island into a thriving neighborhood for their diverse residential community, and year round entertainment and shopping destination 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 Cyclone Roller Coaster and The Wonder Wheel, several amusement parks, amphitheater, aquarium, baseball team and more.
- Fun Guide Website draws 200K+ visitors annually
- Community newsletter (digital) has 10K subscribers
- Custom sponsorship packages available

## Film

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**TIMING:** 2022  
**MARKETS:** National

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

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 30th year, screens 120+ films from around the world; attracts celebrities, substantive media and 20K+ passionate attendees
- Draws 120K/year through events at two high profile downtown movie theaters (Roxie and Philly Film Center)
- Programming includes Oscars Party, SpringFest, Young Friends, monthly curated film series as well as community outreach.

## Music

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**TIMING:** 2022  
**MARKETS:** NYC

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

World-class music venue and night club located in Bushwick, Brooklyn. Presenting biggest names in underground music, across 20+ genres. Many opportunities for partnerships:

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



**TIMING:** 2022

**MARKETS:** National

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

Platform connecting talent in music with one another and gives artists easy access to all the resources they require. Built a movement from scratch by hosting networking events and connecting creators through thoughtfully designed digital products and IRL experiences. 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 Los Angeles.
- Creating artist housing at SXSW. 20,000 square feet located in the heart of Austin's iconic music and restaurant district. Includes 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



**TIMING:** 2022

**MARKETS:** NYC

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

Celebrating 15th anniversary as 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.
- 30,000 ticket buyers.
- 300+ special guests.
- 119 premieres.
- Press coverage from 120+ national & international outlets.
- Includes Visionaries Tribute Luncheon, honoring legends of documentary filmmaking; gathering industry leaders, filmmakers, distributors, producers, and Academy members.
- Industry Conference features 50+ panels and masterclasses.



**TIMING:** 2022

**MARKETS:** NYC

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

Now in its 16th 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 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

## Music

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**TIMING:** ongoing  
**MARKETS:** Global

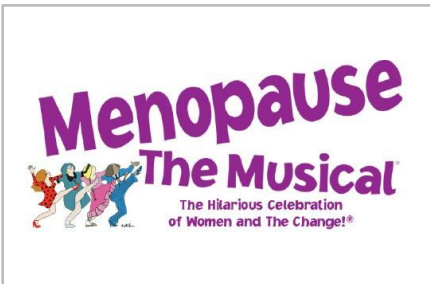
**FOR FULL DETAILS,  
[PLEASE GO HERE.](#)**

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.
- 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

## Theatre Tour

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**TIMING:** 2022  
**MARKETS:** 80+ (US) plus intl (# TBD)  
**REACH:** 150K+ for domestic tour  
75K+ for Vegas residency

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

- Iconic show attracted 13M+ over 15 years in 350+ cities and 13 countries
- Hilarious and cathartic performance draws 93% women
- Creatively adapts hit songs of 60s-80s
- 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

## MUSIC

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**TIMING:** 2022  
**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](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/>

## FILM

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- 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:** 2021

**MARKETS:** National

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

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

## FASHION

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- 14th 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/

**TIMING:** 2022

**MARKETS:** NYC

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

<https://vimeo.com/89741290>

## UNIQUE PROGRAMS

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- 44th 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)



## VENUES

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- 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)

## 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 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

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

## FILM

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- 34th 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:** 2022

**Markets:** National/Int'l

**Reach:** Billions

<http://www.psfilmfest.org>

## THEATRE NYC

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- 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

**TIMING:** 2022

**MARKETS:** New York

**REACH:** 1K

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

## VENUES

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

## MUSIC

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