



The Erlick Group

One of the foremost sponsorship consulting firms in the country.

ENTERTAINMENT PROPERTIES NEWSLETTER

FAMILY



TIMING: ongoing

MARKETS: NYC

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

The top tourist attraction in Brooklyn, Coney Island draws 7 million+ visitors annually and is a perfect platform for brands to engage with their audiences in a memorable and fun way.

- 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, amusement park, amphitheater, aquarium, baseball team and more.
- Followers: 51K Instagram, 13.4K Twitter/X, 279K Facebook.
- Community newsletter (digital) has 11K subscribers
- Custom sponsorship packages available including advertising, activations, dedicated social posts, and tourism newsletter.

INVESTMENT & NETWORKING EVENT



TIMING: Q1 2024

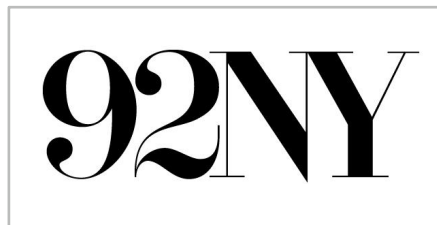
MARKETS: worldwide

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

iConnections creates first-class events to bring the investment management community together, building stronger relationships and unique daily opportunities. **Global Alts**, iConnections flagship event, returns to Fontainebleau Miami Beach January 29 through Feb 1, 2024. The event will feature one day of thought leadership, followed by two days of one-on-one cap intro meetings.

- World's largest Cap Intro event
- Projected stats: 4K attendees, 14K Meetings, 150 Speakers, 725 Managers, 1K Allocators
- Past speakers have included Kim Kardashian of SKKY Partners, Mark Cuban of Cuban Companies, Elizabeth Burton of Goldman Sachs, Keith Rabois of Founders Fund, and many more...
- Branding focused Sponsorship packages that include digital logo branding, strategic placements, and additional amenities to enhance visibility.
- Three levels of sponsorship available, as well as Premium Access which allows sponsors to host private events.

ARTS & CULTURE



TIMING: ongoing

MARKETS: NYC

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

Founded in 1874, the 92nd Street Y, New York has grown to become a vital catalyst in the cultural and intellectual development of New York City. It's a place where people all over the world connect through culture, arts, entertainment and conversation. With a broad range of programming, including collaborations with artists, performers, writers, and thought leaders, this is a wonderful chance to gain visibility and foster meaningful connections for your brand.

- Audience - 67% HHI \$100K+, 62% with advanced degrees, and actively seeking experiences/culture.
- Reach - 3500-4500 in-person daily, 700K+ annually
- Digital Reach - online viewers in 200+ countries and all 50 US states, 24 million video views annually, 680K social media followers, 800K email/print communications
- Sponsorship Opportunities including (but not limited to):
 - Brand visibility - website, promotional materials, signage, PR, social media
 - Client Entertainment - tickets for VIPs and client guests, private events
 - Networking Opportunities - access to network of influential members and donors
 - Philanthropic Impact - association with institute's mission and values



TIMING: 2024

MARKETS: TX

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

Unleashed LGBTQ+ is a 3-day interactive event where brands, entertainers, and LGBTQ+ professionals can connect. Corporate sponsors and exhibitors will be able to engage directly with attendees (5K+ daily), providing unique interactive opportunities that relate to their brand goals.

- Associate your brand with top LGBTQ+ talent
- Connect with LGBTQ+ journalists, bloggers, and influencers -- all there, specifically to see YOU!
- Engage with attendees through experiential marketing
- Network with prominent industry leaders
- Show brand support to the LGBTQ+ community, specifically this tailored and powerful audience.
- 5K+ attendees expected daily
- Includes keynotes, panels, screenings and musical showcases.
- Unleashed LGBTQ+ is officially an NGLCC certified LGBT business enterprise.



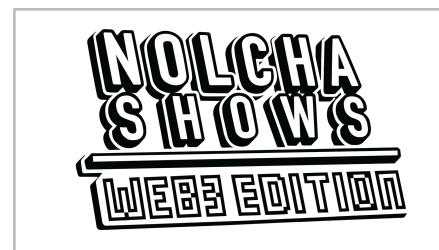
TIMING: 2024

MARKETS: Nationwide

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

Thrilling audiences for over 30 years, this ballet has become an American tradition. The company annually tours the US and Canada, performing in the top 20 markets, including New York, Los Angeles, Chicago, Dallas, Washington D.C., and more than 140 other cities in North America.

- Engage over 200K patrons in incredible theaters during the heart of the Christmas season
- Create intimate touch points with high-net-worth, highly educated families
- Sign with internationally recognized leader in high-end live ballet experiences
- Over 89 million advertising impressions in 2022, including TV, YouTube, display ads, and Facebook
- Community Outreach: The *Dance With Us* program puts thousands of children in rehearsal and on stage with Nutcracker! Magical Christmas Ballet artists, creating unique avenues for authentic brand engagement.
- Integrate your brand message along the whole customer experience, including digital applications such as social media integrations, mobile touch points, and theater-to-digital purchase opportunities.



TIMING: 2024

MARKETS: NYC

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

The Nolcha Shows: Web3 Edition is celebrating 15 years at the forefront of art and technology. This exciting, well-curated social event creatively connects leaders within the Web3, crypto, art, and gaming communities. You can expect immersive experiences, top-shelf networking, festive programming, and next-level brand activations!

- exclusive event at [NFT.NYC](#) festival
- immersive experiences, top-shelf networking, festive programming
- Brand activations including 15 foot media walls, invitations, branded cocktail menus, branded signage and prominent branding across 14 foot walls and floor.
- attendance is 1500+ invite only
- visibility on digital invitations, email campaigns, website, and social media campaigns

HOLOVISN

TIMING: ongoing

MARKETS: Global

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

A global market leader in holographic display technology, **Holovisn** is all about emotion and capturing attention. People are mesmerized when they experience this technology. These deep visceral feelings are what Holovisn excels in bringing to the world.

- Attract consumer attention with holographic technology: increase engagement and optimize point of sale conversion, increase brand impressions and convert traffic by at least 35%, increase brand awareness and brand recall, enhance experiential marketing efforts
- Founded in 2011, and initially backed by Sir Richard Branson and now more recently Mark Cuban.
- Redefines the concept of visual storytelling
- Bringing personalized, engaging and impactful interactions to end-users.

MUSEUM OF BROADWAY

TIMING: ongoing

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: ongoing

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: ongoing
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 its 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



TIMING: 2024
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



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%



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.

FILM



TIMING: ongoing

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



TIMING: ongoing

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

FILM



TIMING: 2024

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 Cinepolis 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.

FAMILY



TIMING: 2024

MARKETS: NYC

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

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



TIMING: ongoing

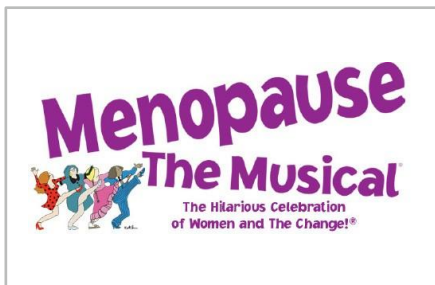
MARKETS: Global

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

THEATER TOUR



TIMING: 2024

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

REACH: 150K+ for domestic tour

75K+ for Vegas residency

www.menopausethemusical.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



TIMING: 2024

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/>

FASHION



TIMING: 2024

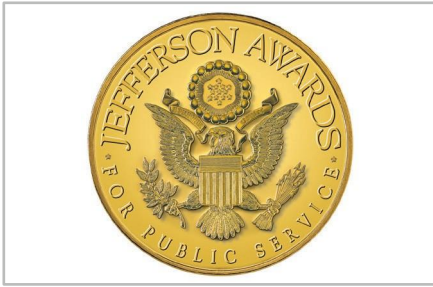
MARKETS: NYC

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

<https://nolchashows.com>

- 15th 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



- 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

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

FILM



TIMING: 2024

MARKETS: National/Int'l

REACH: Billions

<http://www.psfilmfest.org>

- 35th 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](#)

THEATRE NYC



TIMING: 2023

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



TIMING: Ongoing

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

REACH: 500K

www.bluenote.net

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

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

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