



**The Erlick Group**

One of the foremost sponsorship consulting firms in the country.

ENTERTAINMENT PROPERTIES NEWSLETTER



**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

## Entertainment

---



**TIMING:** 2023

**MARKETS:** NYC

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

The UK's longest running immersive production is heading to New York City's Park Central Hotel for a multi-year engagement.

- Presenting 8 shows per week
- 300 attendees per show
- Immersive production where attendees will feel as though they've been transported back to the roaring 1920s.
- Nightly post-show entertainment ranging from jazz and DJs to circus acts will bring an additional 250 attendees and run into the early morning hours.
- Truly unique sponsorship opportunities available, including the branding of private rooms within Gatsby Mansion.



**TIMING:** 2023

**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.



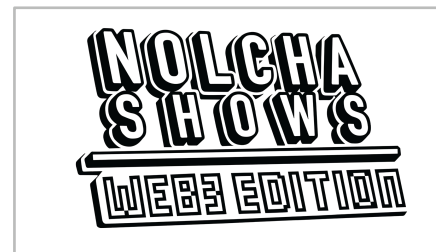
**TIMING:** 2023

**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:** 2023

**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

## Theater

---



**TIMING:** 2023  
**MARKETS:** TX

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

Inspired in part by the musical *Hamilton*, this modern-day take on the story of Jesus was conceived and written by now 21-year-old Anna Brown. The show is being produced by a world-renowned creative team led by Tony Award nominated director Jeff Calhoun, and will premiere in Dallas in spring 2023.

- Contemporary pop musical delivering Jesus' message of compassion and love through a dynamic, uplifting, live Broadway theater experience.
- Will premiere at The Broadway Tent at Grandscape, a state-of-the-art, 1300 seat theater tent.
- **Grandscape** is a brand-new, one-of-a-kind outdoor shopping, dining and entertainment destination – an oasis in the middle of The Colony. It includes world-class restaurants, lush landscaping, family-friendly experiences, entertainment and events.
- Dallas is the #1 fastest growing city and is home to 5 million people who identify as Evangelical Christians.

## Fashion

---



**TIMING:** 2023  
**MARKETS:** National

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

This one-of-a-kind event will feature celebrities walking in a glamorous fashion show alongside their furry friends – all donning haute couture – and raising funds for a beloved charity.

- Get national press, cutting through the clutter of other charities: The Fashion Pup-Pourri!
- Held at the Beverly Hilton in Beverly Hills, California.
- In addition to the fashion show, spectators will enjoy an elegant brunch.
- Proceeds benefit the **Entertainment Community Fund** (formerly The Actor's Fund), whose mission is to provide a safety net for performing arts and entertainment professionals, fostering stability and resiliency.

## Entertainment

---



**TIMING:** ongoing  
**MARKETS:** National

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

StarVista LIVE brings together some of the greatest artists and musicians in each genre with true music fans in a luxurious, full ship cruise environment.

- 10 events per year, including 9 music cruises
- Luxurious full ship charter cruises, Caribbean ports of call, LIVE nightly performances and direct interaction with superstars.
- Effective opportunity to reach consumers with abundant disposable income through its cruise marketing efforts and marketing partners.
- Variety of sponsor and partner recognition opportunities via integration in national TV, print, radio, social media, email campaigns and other initiatives.
- Additional opportunities are available onboard each ship via branded celebrity-hosted events, theme nights, beverage tastings, excursions, branded performance venues and co-branded nightly pillow gifts, etc.

# 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.



**TIMING:** 2022-2024  
**MARKETS:** Global

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

The inaugural **Latin American Fashion Awards**, a biennial fashion and cultural project will provide a truly global platform for the promotion of the top Latin American talent, with international events and a global media reach of 500M+.

- First ever Latin American Fashion Awards, unprecedented biennial event in the region.
- Two years of promotion and international events with global media.
- 2023 Awards Ceremony – three consecutive days – surrounded by the vibrant culture of Latin America.
- Opportunity to build a diversified development ecosystem for the Orange Economy and network with international press, celebrities, influencers, fashion world personalities, art, cinema, culture and sustainability experts.
- Expansive array of customized sponsorship activations

# MUSEUM OF BROADWAY

**TIMING:** 2023  
**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:** 2023

**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.

---

## Comedy



**TIMING:** 2023

**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:** 2023

**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+



**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%



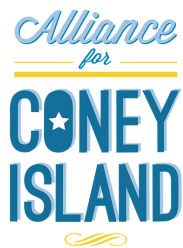
**TIMING:** ongoing

**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.



**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

# PHILADELPHIA FILM SOCIETY

**TIMING:** 2023

**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.



## ELSEWHERE

**TIMING:** 2023

**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

## TREBLE

**TIMING:** 2023

**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:** 2023

**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.

## Family



**TIMING:** 2023

**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



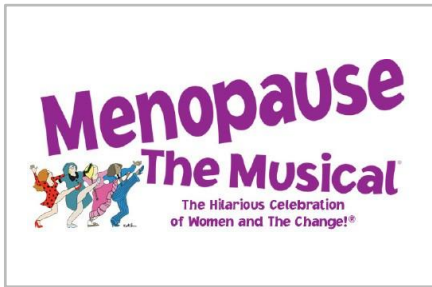
**TIMING:** ongoing

**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



- 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

**TIMING:** 2023

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

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

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

## MUSIC



- 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/>

**TIMING:** 2023

**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

## FILM



- Upscale audience 28K+ (59% female; 74% \$75K+ HHI) attend April 13-16 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:** 2023

**MARKETS:** National

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

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

**TIMING:** 2023

**MARKETS:** NYC

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

<https://nolchashows.com>

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

## FAMILY

---



**TIMING:** Ongoing  
**MARKETS:** 35 States / 5,000 Games  
**REACH:** 400K+

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

- 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.

## FAMILY

---



**TIMING:** Ongoing  
**MARKETS:** 6 (DC, Philly, San Diego, Springfield, MO, NYC, Orange County)  
**REACH:** 145K (live) and reach 60M+  
HH on cable TV

- 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

## FAMILY

---



**TIMING:** ongoing  
**MARKETS:** 50+  
**REACH:** 120K

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

- 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

## FILM

---



**Timing:** 2023

**Markets:** National/Int'l

**Reach:** Billions

<http://www.psfilmfest.org>

- 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](#)

## 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

---



### 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)



## 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)