

FRED & JASON'S

HALLOWEENIE

SPONSORSHIP DECK



BENEFITTING



it gets better



OCTOBER 27, 2017 | THE BELASCO THEATRE | HALLOWEENIELA.COM

GMCLA

MULTIMEDIA, SOCIAL MEDIA AND AUDIENCE REACH

SOCIAL MEDIA CHANNELS



- 81,000+ Followers
- 3.6M Views
- 9,000+ Facebook followers
- 205M Unique multimedia impressions

DIGITAL COMMUNICATIONS

- Bi-weekly distribution to 10,000 unique email addresses
- Secondary reach to over 20,000 contacts via email
- Email communications announce performances, tickets sales, corporate partnerships or sponsors and news items

GMCLA WEBSITES

- Event-specific websites link to GMCLA.org
- Generate 100,000 hits annually
- Featured in all appropriate media & publicity
- CLICK-THROUGH RATE 13% (industry standard: 7 - 10%)
- EMAIL OPEN RATE 31% (industry standard: 17 - 21%)

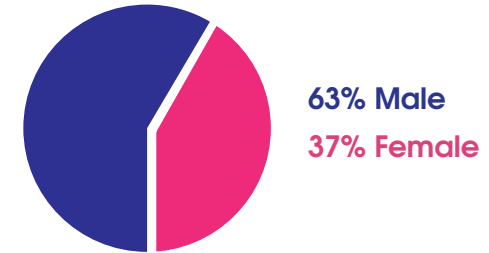
ATTENDEE DEMOGRAPHICS

- Age range: late 20s to mid 40s
- Avg. salary: \$115,700/yr
- Disposable income of \$15,300

FOLLOWER ESTIMATED INCOME

14%	39%	17%
\$250K+	\$150K - \$249K	\$75 - \$99K

DIGITAL COMMUNICATION DEMOGRAPHICS



SOCIAL MEDIA FOLLOWERS & HALLOWEENIE SITE VISITORS AGES

18-24	22%
25-34	33%
35-44	19%
45-54	14%
55+	11%

“BEST ANNUAL PARTY” - GAYCITIES.COM

BRAND INTEGRATION

BY SPONSORING HALLOWEENIE, YOU WILL ENJOY THE FOLLOWING BENEFITS OF SUPPORT

- Branding visibility before a target audience of over 2,000 guests
- Product placement increasing your brand awareness
- We can customize branding opportunities to meet your needs
- Association with a leading and reputable charity
- Extensive PR and promotional opportunities at event, on website and on social media (including Twitter with 81K+ followers)



“ONE OF THE CITY’S HOTTEST YEARLY DANCE PARTIES AND BEST GAY HALLOWEEN EVENT” - TIMEOUT MAGAZINE

CELEBRITY ATTENDEES



LANCE BASS & MICHAEL TURCHIN



MARISSA WINOKUR



CAROLYN HENNESY



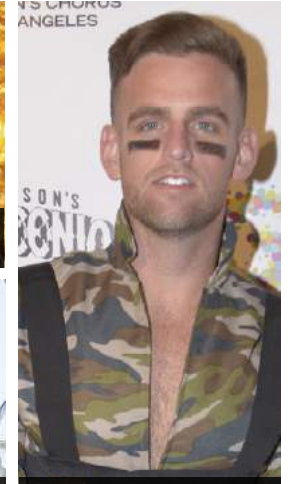
BEN PLATT



DREW SEELEY



JAI RODRIGUEZ



JONNY DRUBEL



ROSE MCGOWAN



HANA MAE LEE



BAYNE GIBBY



ADAM LAMBERT



LINDSEY SHAW



AMY PAFFRATH

Other past celebrity attendees include: **Drew Barrymore, Neil Patrick Harris, Dean Geyer, Cassie Scherbo, Wilson Cruz, Jon Huertas, Penny Jerald Johnson, Shanola Hampton, Kate Jenkinson, Lauren Ash, Amanda Fuller, Johnny Pacar, Sarah Burns, Chris Salvatore, Frank Chen, Darryl Stephens, David Moretti, Kristanna Loken, Maitlan Ward, Harvey Guillen** and many others

THE BENEFICIARY

GAY MEN'S CHORUS OF LOS ANGELES PROGRAMMATIC WORK

GMCLA MISSION

Gay Men's Chorus of Los Angeles uses musical experiences to share our stories, fostering acceptance and transforming communities into places where all can be their true authentic selves.



- A music education and outreach program model
- Addresses issues of prejudice, bullying, discrimination and inequality
- Contributes to youth empowerment and self-esteem building
- Has reached over 45,000 youth in the Los Angeles area
- GMCLA is the first LGBTQ organization to join The Arts for Incarcerated Youth Network (AIYN), an interdisciplinary collaborative that provides exceptional arts programming in order to build resiliency and wellness, eliminate recidivism, and transform the juvenile justice system

- Tour stops at under served areas throughout the US
- Addresses the challenging issue of bullying & inequality
- Provides a week-long community intervention model and workshop known as the World Cafe
- Culminates with a performance intended to energize awareness of bullying and its damaging effect on a healthy community

As art and music programs are cut in public schools, today's youth are deprived of opportunities that foster creativity and talent that have been proven to contribute to successful academic achievement and contribute to higher scores on standardized tests.

GMCLA VOICE AWARDS

- GMCLA's fundraising gala, coming in Spring 2018
- Over 650 attendees, including leaders of diverse backgrounds with sizable disposable income
- Last year, the Voice Awards garnered **154+ million** media impressions



GMCLA SPONSORS

HALLOWEENIE SPONSORS

The Abbey Food & Bar
Akvinta Vodka
Anawalt Lumber
Anheuser Busch
Capitol Drugs
Casamigos Tequila
CauseForce, LLC
Brownie Brittle
Crumble Catering
Deleon Tequila
Evian-Danone

Fatburger
Freixenet
Frontiers Media
Fuze
GoGirl
HBO
JustChill
Moet & Chandon
Pasta Chips
Peligroso Tequila
Pernod-Ricard

PopChips
PowerZone
Ramada Plaza Weho
Red Bull
SBE
Stella Rosa
Smirnoff Vodka
Sneaky Pete's Juice
WET/Trigg Laboratories
Yellow Cab/Taxi Magic
42 Below Vodka

CORPORATE PARTNERS

Academy of Country Music
Amazon Studios
AT&T
Athens Services
Brian Pendleton & Chad Goldman
Combined Properties, LLC
Deloitte
E! Entertainment

Foresters Financial
Fuserna Foundation
HBO
IAC
KLEAN Treatment Centers
Mani Brothers
Mansour Rugs
O'Gara Coach Co.

SoCal Edison
SoCal Gas Co.
Southwest Airlines
State Farm Insurance
Sunset Tower Hotel
Visit West Hollywood
Wells Fargo

SPONSORSHIP

LEVELS AND OPPORTUNITY

\$50,000 PRESENTING LEVEL

- Naming rights as “Fred & Jason’s Halloweenie Presented by (Company Brand)”
- Sampling opportunity to display company collateral / products at Halloweenie
- Exclusive logo inclusion on Step & Repeat for celebrity black carpet arrivals
- Logo recognition and product placement in common, prominent areas of event (i.e. bars, logo projection on wall / gobo, cabanas, etc)
- Weekly social media posts leading up to the event (i.e. Facebook, Twitter, Instagram, Tumblr)
- VIP cabana for 10 guests with cocktail service
- Inclusion of one select marketing item (collateral or product) in all VIP cabanas
- Web banner on Halloweenie website AND banner on Halloweenie eblast
- Logo placement on event promotional materials up to 3 months prior to the event
- Logo still on YouTube promotional video
- Inclusion in GMCLA concert collateral throughout the year, increasing brand exposure
- Other additional benefits that help to achieve your business goals and provide requisite value for your investment can be individually negotiated
- One table (10 guests) at the Voice Awards 2018
- Two ticket subscriptions to GMCLA Season 39 concerts

\$25,000 LEVEL

- Branding opportunity for one dance area
- VIP cabana for 8 guests with cocktail service
- Web banner on Halloweenie website OR banner on Halloweenie eblast
- Opportunity to provide branded event materials (i.e., wristbands, cups, napkins, etc)
- Sponsorship designation in official press releases and print advertisements
- Logo still on YouTube promotional video
- Inclusion in GMCLA concert collateral throughout the year, increasing brand exposure
- Other additional benefits that help to achieve your business goals and provide requisite value for your investment can be individually negotiated
- One-half table (5 guests) at the Voice Awards 2018
- Two ticket subscriptions to GMCLA Season 39 concerts

SPONSORSHIP

LEVELS AND OPPORTUNITY

\$15,000 LEVEL

All Level Benefits plus:

- Branding opportunity for the one dance area
- VIP cabana for 8 guests with cocktail service
- Web banner on GMCLA website OR banner on Halloweenie eblast
- Opportunity to provide branded event materials (i.e.. wristbands, cups, napkins, etc)
- Sponsorship designation in official press releases and print advertisements

\$5,000 LEVEL

All Level Benefits plus:

- Customizable branding opportunity to name an area / location that aligns with your business goals (i.e. Photo Opp, Main Bar, VIP Bar, etc)
- VIP cabana for 8 guests with cocktail service
- Two ticket subscriptions to GMCLA Season 39 concerts
- Opportunity to provide branded event materials (i.e.. wristbands, cups, napkins, etc)
- Other additional benefits that help to achieve your business goals and provide requisite value for your investment can be individually negotiated

\$2,500 LEVEL

All Level Benefits plus:

- Four VIP tickets to attend Halloweenie

ALL LEVEL BENEFITS INCLUDE:

- Logo placement on event website (with hyperlinks) and on eblasts and on promotional materials
- Product distribution to event guests (if applicable)
- Social media posts leading up to the event (i.e. Facebook, Twitter, Instagram, Tumblr)
- Inclusion in GMCLA's annual report (approx. Dec'17)
- Post Event: Product placement photos for website / social media and PR usage
- Post Event: Media Wrap up and summary of impressions / placements



CONTACT US TODAY

so we may customize an integrated package that will reap greater returns for your business

BRANDON LUSSIER

(424) 239-6495

Brandon@gmcla.org

THANK YOU FOR SUPPORTING GMCLA

HALLOWEENIE TWELVE
HALLOWEENIE.COM **10**