



FREDDY x JASON'S

OCTOBER 26, 2018

# HALLOWEEN 13

**SPONSORSHIP DECK**

BENEFITTING



# GMCLA

## MULTIMEDIA, SOCIAL MEDIA AND AUDIENCE REACH

### SOCIAL MEDIA CHANNELS



- 76,100+ Twitter followers
- 5.5M Youtube views
- 11,500+ 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%)

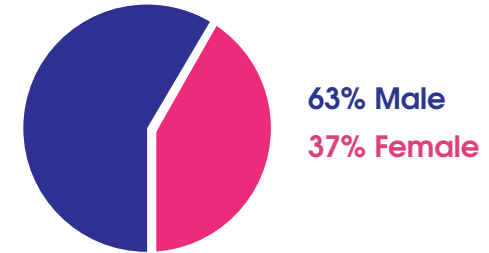
### ATTENDEE DEMOGRAPHICS

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

### FOLLOWER ESTIMATED INCOME

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

### 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



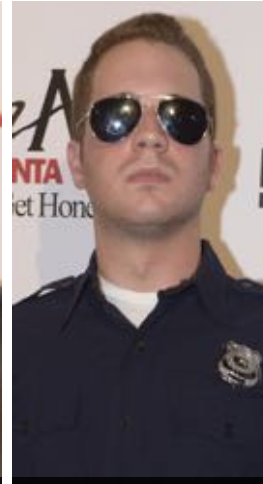
LANCE BASS & MICHAEL TURCHIN



MARISSA WINOKUR



CAROLYN HENNESY



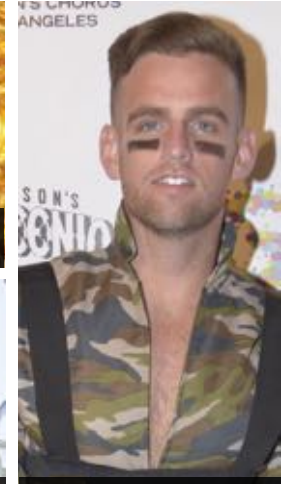
BEN PLATT



DREW SEELEY



JAI RODRIGUEZ



JONNY DRUBEL



ROSE MCGOWAN



HANA MAE LEE



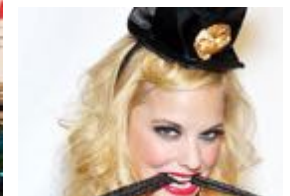
BAYNE GIBBY



ADAM LAMBERT



LINDSEY SHAW



AMY PAFFRATH

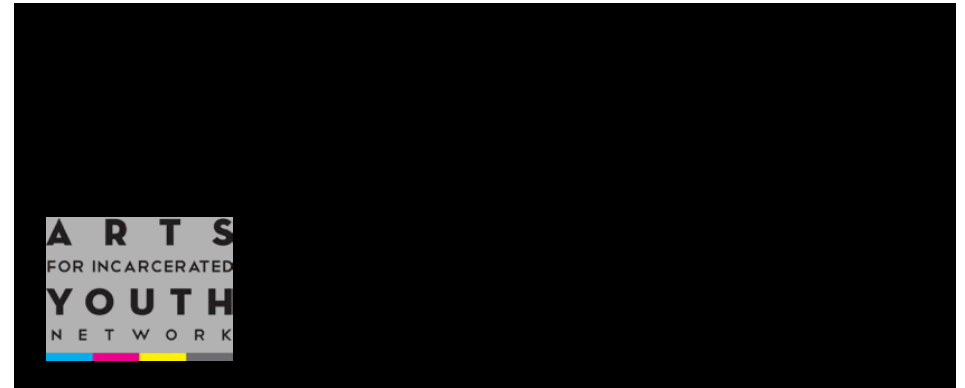
Other past celebrity attendees include: **Drew Barrymore, Neil Patrick Harris, Dean Geyer, Cassie Scherbo, Wilson Cruz, Jon Huertas, Penny Jerald Johnson, Shanola Hampton, Kate Jenkinson, Lauren Ash, Amanda Fuller, Johnny Pacar, Sarah Burns, Chris Salvatore, Frank Chen, Darryl Stephens, David Moretti,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

We are proud to share the expansion of our AMP program as we join **Aiyn (Arts For Incarcerated Youth Network)**, which provides exceptional arts programming to build resilience and wellness, eliminate recidivism and transform the L.A. county juvenile justice system.

**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**  
SPONSORS

**Academy of Country Music**  
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**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

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### \$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

# 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
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### \$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
  - 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
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### \$2,500 LEVEL

All Level Benefits plus:

- Four VIP tickets to attend Halloweenie
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### 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 '18)
- 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

**JASON FRAZIER**

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Jason@gmcla.org

**THANK YOU** FOR SUPPORTING GMCLA