



FRED & JASON'S

SPONSORED BY KEVIN HUVANE

HALLOWEENIE

LOS ANGELES

HALLOWEENIE.COM

OCTOBER 25, 2019

SPONSORSHIP DECK

GMCLA

MULTIMEDIA, SOCIAL MEDIA AND AUDIENCE REACH

SOCIAL MEDIA CHANNELS



- 74,800 Twitter followers
- 6.2M Youtube views
- 12,462 Facebook followers
- 205M Unique multimedia impressions

DIGITAL COMMUNICATIONS

- Bi-weekly distribution to 3,500 unique email addresses
- Secondary reach to over 7,000 contacts via email
- Email communications announce performers, tickets sales, other partner events, and sponsorships/partnerships

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%)

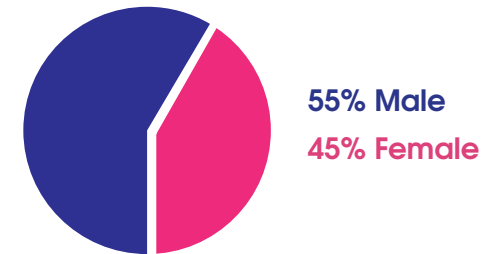
ATTENDEE DEMOGRAPHICS

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

FOLLOWER ESTIMATED INCOME

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

DIGITAL COMMUNICATION DEMOGRAPHICS



SOCIAL MEDIA FOLLOWERS & HALLOWEENIE SITE VISITORS AGES

18-24	7%
25-34	29%
35-44	21%
45-54	18%
55+	24%

“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



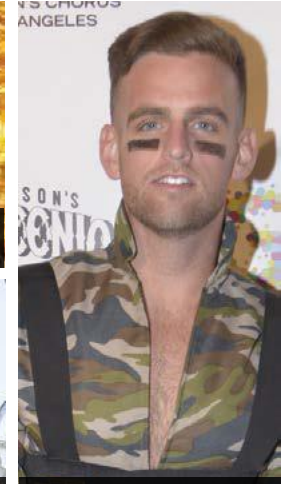
BEN PLATT



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

INFLUENCER POSTS


frankiejgrande Follow
 4,263 posts 2m followers 2,342 following
 Frankie James Grande
 #shinebrightlikeafrankie
www.tofighthiv.org/site/TR?px=3367912&fr_id=2110&pg=personal


frankiejgrande • Follow
 Los Angeles, California
 frankiejgrande Link vs. Pennywise
 Load more comments
 ourbeautyari ILY
 noemien Babbyy
 zappa2001 @frankiejgrande "I love you Sam, shine bright like a Frankie, I really love you..." * ends stream!!! What was that? Who is Sam?
 tommy_star That's awesome!!!! I have that same exact sword lol
 starsforariana Check my account PLEASEEE
 i_love_u_bye_guys YASS
 astrostarfighter You Do look like a Link Hahhahahahaha
 yv6ital.vfx YES MY FAVORITE CHARACTERS IN ONE PICTURE
 29,968 likes
 OCTOBER 27, 2017
 Log in to like or comment...


adamlambert Follow
 2,265 posts 1.3m followers 1,720 following
 ADAMLAMBERT
 new Album soon
empire.Ink.to/FeelSomethingVideo


adamlambert • Follow
 adamlambert Halloween 2013 #TBT- No disrespect to any Blue Skinned folks out there. #notappropriation #ithinkyourealbeauful
 Load more comments
 cheyennedruelle Hey! do you still got the drawing of this picture @adamlambertdrawings gave you? If so just let us know something. My sis really want to know.
 binahayat2 Wow
 sillyyy @brina_babyyy father
 bhavnarasaily_76 @navjunejo
 33,237 likes
 OCTOBER 22, 2015
 Log in to like or comment...


arianas252525 Follow
 1,422 posts 1.5m followers 771 following
 Ariana Grande
 Ariana Grande
 @arianagrande


arianas252525 • Follow
 Ariana Grande
 Ariana Grande
 @arianagrande


tomсандовал1 Follow
 848 posts 793k followers 162 following
 Tom Sandoval
 @tom_sandoval


tomсандовал1 • Follow
 Tom Sandoval
 @tom_sandoval


ignocass Follow
 1,787 posts 846k followers 682 following
 Ignacio Cassano
 @ignocass


ignocass • Follow
 Ignacio Cassano
 @ignocass


scheana Follow
 1,176 posts 76k followers 429 following
 Scheana
 @scheana


scheana • Follow
 Scheana
 @scheana


johnhalbach Follow
 1,788 posts 102k followers 8,488 following
 John Halbach
 @johnhalbach


johnhalbach • Follow
 John Halbach
 @johnhalbach

PAST HALLOWEENIE SPONSORS

Akvinta Vodka

Anawalt

Anheuser-Busch

Brian Pendleton & Chad Goldman

Capitol Drugs

Casamigos Tequila

Chappy

Choice Hospitality

Dr. Cooper

Evian-Danone

Get pRep

Kevin Huvane

Monster Energy

Pernod-Ricard

Red Bull

SBE

The Abbey

Visit West Hollywood

WET

Yellow Cab

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
- Other additional benefits that help to achieve your business goals and provide requisite value for your investment can be individually negotiated

SOLD OUT

\$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
- 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 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

\$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

\$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)
- 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

BRIANNE COHEN

Event Manager
BrianneC@gmcla.org

THANK YOU FOR SUPPORTING HALLOWEENIE