



Let's Do Some Funny Business!



**Sponsor
Some Funny Business!
August 12-18, 2018**



@laughmanager

@kevinhart4real

2017 Festival in Review

	2016		2017	Growth
ATTENDEES:	2700		3000	11%
COMEDIANS:	287		350	42%
INDUSTRY:	150		175	16%
STUDENTS:	220		250	14%
SPONSORS:	16		20	25%
WEB TRAFFIC:	7 million		9 million	29%
HOTEL NIGHTS BOOKED:	57		120	110%



Jamie Kennedy

Percentage of ticket sales outside of Burbank: 94%
Outside of Los Angeles: 77%
Out of State: 10%

Over 1300% increase in social media engagement during the week of the Festival!



Shows At The Hilton Garden Inn

In 2017, The Burbank Comedy Festival partnered with the Hilton Garden Inn to present a full week of happy-hour shows on the patio, bringing in up to 50 guests and comedians per day.

We also created a room-sharing program that allowed out-of-state comedians to stay at the Hilton Garden Inn, generating 40 of the 120 total room nights.

The happy hour shows will return to the Hilton Patio in 2018.



Daniel Franzese (Mean Girls) was one of many national headlining comedians who performed at the Hilton!

LA Connection Theatre



During the 2017 festival, we partnered with the LA Connection Theatre.

We presented three nights of stand-up and improv showcases, and brought over 100 new performers to Downtown Burbank area for our new House Team auditions at Flappers.

Live Streaming The Festival



In 2017, we laid the groundwork to live-stream shows at Flappers, increasing our overall exposure and bringing all of the internet into Burbank.

In 2018, we will secure live-streaming distribution and expand our online presence, turning 200 seats into 2 million and drastically increasing Burbank exposure.

Sponsor benefits:

Live mentions during shows | sponsor logo & info on all live-streamed posts

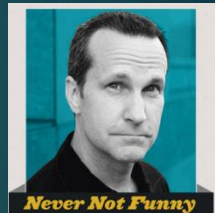
Get Seen!

- ✓ In 2017, We advertised with:
- ✓ Digital Media
 - ✓ Celebrity Podcasts | over 730,000 downloads
 - ✓ Facebook/Instagram videos – 1300% increase in engagement
 - ✓ Facebook | Boosted Posts – 48,000 reach | over 5,000 engagement
- ✓ Regional Media
 - ✓ The Sound | radio ads, social media/online ads | 8.5K online Impressions, over 800,000 radio
 - ✓ La Weekly | print, email blast, & social media | Over 120,000 impressions
- ✓ Collateral Promotion
 - ✓ Posters on Downtown Business & Magnolia Park
 - ✓ Magnolia Blvd Banner at Hollywood Way (next to Porto's)
 - ✓ T-Shirts
 - ✓ Programs



Get Seen!

- ✓ We generated substantial press through:
 - ✓ Burbank Leader | LA Times
 - ✓ LA Weekly
 - ✓ We Like LA
 - ✓ LAist
 - ✓ Los Angeles Daily News
 - ✓ The Sound | Uncle Joe Benson | Andy And Gina In The Morning
 - ✓ Kevin and Bean
 - ✓ Time Out
 - ✓ Facebook & Twitter



2017 Industry Attendees



Festival Headliners

Jeff Garlin



Christopher Titus



Jamie Kennedy



Jimmy Dore



Carol Leifer



Kevin Pollak



Survey Says...

260 comedians and 3,000 audience were sent a survey after the festival and they said this:

66% of all comedians visited Burbank shops and restaurants.

55% of audience shopped/dined in Downtown Burbank Restaurants/Stores

50% of audience had never been to Burbank before.

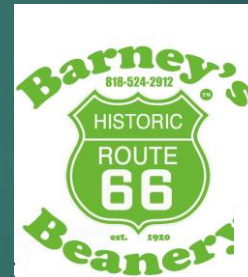
4 out of 5 Comedians are likely to attend again next year and recommend to other comedians

While at the Festival, Comedians, Industry, and Students stayed at:

While at the Festival, Comedians, Industry, and Students frequented:



Burbank Downtown



As well as

Noah's Bagels | Starbucks | Coffee Bean | Steak N Shake | Panera Bread | Pizza Rev
| Coral Café | Market City Cafe | Chipotle | Kabuki
Burbank Town Center | Tony's Darts Away | Gordon Biersch | Don Cucos | Granville |
Gap | Urban Outfitters | Michael's | 7-11 | Old Navy | Game Dude

WHAT THE GUESTS SAID...

Your staff; managers, hosts, servers, bartenders, bookers, liaisons, door people, cooks, dishwashers, cleanup crew, VOLUNTEERS were pleasant, thorough, kind, HELPFUL, courteous to performers and guests alike, polite, and for me the biggest thing, CONSISTENT in all of the previously mentioned adjectives. THAT'S HUGE. – Lou Santini

The Burbank Comedy Festival 2015 was the first time I had been to Flappers. I had only been to Burbank to go to Universal Studios and once to the Jay Leno show... I will brace the 110 and the 5 again in the future to see some shows as I enjoyed myself so much. Do you have dates for next year's festival?
--Janice Bock, VIP guest.

Really Great Festival! I saw some great comedians with such bright futures, not just in stand-up but in film & television as well! Already looking forward to next year's picks!
—Michael Curran, Warner Bros. Television Casting

You guys did a fantastic job and I definitely got a chance to see talent that I hadn't seen before. I look forward to next year's.
– Tiffany Hubbert (Manager of Casting GSN)

Loved 'The Ladies of Laughter' show during the Flapper's Festival – an evening of really outstanding new faces and established comedians!
— Claudia Cagan/Talent Producer (REMEMBERING ROBIN WILLIAMS/PBS)

The Burbank Comedy Festival was first class. Incredibly organized, great talent and such fun... not to mention awesome food. And so wonderful as Industry to be welcomed so warmly and to be so appreciated for our attendance and participation. Barbara and Dave, and ALL the Flapper's staff did an amazing job!
–Barb North, Brook Forest Entertainment

The 5 - Year Vision

Expand performances from three venues to six, including more hotels, restaurants, found spaces, and concert venues.

Increase festival attendance to 15,000, including comedy fans, talent, and industry from around the world.

Become known as the top comedy festival on the West Coast!



2018 Goals

This year, we expect to surpass all goals with the following initiatives:

- ❖ REGIONAL SHOWCASE
- ❖ LIVE STREAMING
- ❖ ANNOUNCE COMEDIANS EARLIER.
- ❖ DOUBLE SPONSORSHIPS
- ❖ SELL TICKET/HOTEL PACKAGES
- ❖ PROMOTE FESTIVAL TO GUESTS EARLIER
- ❖ EXPAND TO NEW VENUES



Burbank Hotel Packages



2017

Burbank Comedy Festival created a room-sharing program with the Hilton Garden Inn.

RESULTS: 50 room nights booked at the Hilton Garden Inn, and an estimated 70 additional room nights booked at other Burbank Hotels based on our comedian & guest surveys.



2018

Aggressively sell hotel packages with tickets.

Increase number of participating hotels as venues.

Double the room nights booked.



Festival Sponsorships



▶ **Bob Hope Sponsor - \$20,000**

- *Mentions on radio/digital streaming advertising
- *Live mentions on celebrity comedian podcasts
- *Live Mentions on all Shows featuring celebrity headlining comedians
- *Logo on all emails to Guests Comedians & Industry (75,000 Member Mailing List)
- *Logo on our website, Internet and Social Media & Print Ads, Posters
- *All Festival Signage
- *Non-Competitive Business Sponsor
- *Logo on Burbank Comedy Festival T Shirt
- *Full Page ad in Official Festival Program 5.5 x 8.5
- *Name & Logo on Magnolia Street Banner
- *Publicity Marketing & Promoting your Business/Organization w/ Festival



▶ **Johnny Carson Sponsor - \$15,000**

- *Logo on our website, Internet and Social Media & Posters
- *Logo on all emails to Guests, Comedians & Industry (54,000 Member Mailing List)
- *Live mentions at all shows
- *All Festival Signage
- *Logo on Burbank Comedy Festival T Shirt
- *1/2 page ad in Program 5.5 x 8.5
- *Name & Logo on Magnolia Street Banner
- *Publicity Marketing & Promoting your Business/Organization w/ Festival
- *Logo on all regional showcase promo (posters, banners, postcards, website, programs)



▶ **Phyllis Diller Sponsor - \$10,000**

- *Logo on our website, Internet and Social Media
- *All Festival Signage
- *Logo on Burbank Comedy Festival T Shirt
- *1/2 Page ad in Program 5.5 x 8.5
- *Publicity Marketing & Promoting your Business/Organization w/ Festival

Restaurant Sponsorship

The 4th annual Burbank Comedy Festival is expected to bring 2500-3000 guests, major industry professionals, students, and comedians to Downtown Burbank during the week of August 12-18, 2018. Sponsored by Visit Burbank and The Downtown Burbank Partnership Board, The Burbank Comedy Festival's mission is to bring "funny business" to Burbank by utilizing cutting edge marketing strategies implemented by marketing and publicity professionals.

What We Are Asking For:

*\$500-\$2500 in food trade for advertising

*The exclusive use of all or some of your venue on select days and/or nights of the Festival Aug 13-19, 2017 from 11pm – 1am.

*Venue permitting, ability to set up stand-up open mic.

What You Get:

*Inclusion in our festival as an official after party location

*You provide the cash bar, we'll provide at least 50-100 guests

*Logo on our websites, Internet and Social Media & Posters

3 million hits per year

Over 12,000 Twitter followers

Over 10,000 Facebook likes

*½ page ad in Program 5.5 x 8.5 (over 3000 guests)

*Professional publicist dedicated to Marketing & Promoting the festival

*Logo on all regional showcase promo (posters, postcards, website, programs)

Aug 12 (SOLD) | Aug 13 (SOLD) | Aug 14 | Aug 15 | Aug 16 (SOLD) | Aug 17 | Aug 18 (SOLD)

Additional Sponsorships

Swag Bag Sponsorship - \$500

*300 promotional items in gift bags for attending Industry & Comedians

Please deliver all items no later than August 1st, 2018!

Program Ads

Handed out to over 2500 guests, comedians, agents, managers, club owners/bookers, and more!

Full-Page Ad - 5.5" x 8.5" (Color) - \$1,000 | Half-Page Ad - 5.5" x 4.25" (B&W) - \$500
Quarter-Page Ad - 2.75" x 4.25" (B&W) - \$250 | Business Card Size Ad - 3.5" x 2" (B&W) - \$50

Please email all ad artwork to Promotions@FlappersComedy.com by July 21st, 2018

All ads must be properly sized as specified above and should be in high-resolution PSD or .JPG format.

We will invoice you via Paypal. All Payments are net 30 days from receipt.

Need us to make the ad for you? We offer a \$100 per hour design charge.

Questions? Comments? Call 818-845-9721 or email promotions@flapperscomedy.com Today!

Advertise, Visit, and Stay in Burbank

5TH Annual
BURBANK
COMEDY
FESTIVAL

Let's Do Some
Funny Business!

Aug 12-18
2018

DTN BUR
DOWNTOWN BURBANK

Hilton Garden Inn
Burbank Downtown

Barney's Beanery
Historic ROUTE 66

Yard House
GREAT FOOD • CLASSIC DRINKS
BOUTIQUELY SELECTED WINE & BEER

L.A. Connection
Comedy Theatre

FLAPPERS
COMEDY CLUB & RESTAURANT

