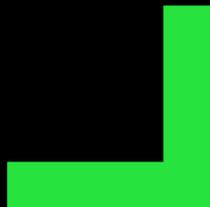


“The Business of Being Funny and Beyond”

JUST FOR LAUGHS
COMEDYPRO

JULY 27 - 30, 2022



JUST FOR LAUGHS
COMEDYPRO

“No question, Just For Laughs
was the launch pad for me.”

+ Kevin Hart

JUST FOR LAUGHS **COMEDYPRO**

JULY 27 - 30, 2022

- + The most important annual global gathering of the **biggest players in the comedy world!**
- + Takes place during the 40th anniversary of the legendary Just For Laughs Festival Montreal **with 2 million attendees**
- + Unprecedented access **to the biggest stars in comedy**

“Thank you to Montreal, you guys are such
an elite class of weirdos and [...] this festival
makes me feel like I'm one of you...”

+ Amy Poehler

+ Aziz Ansari

+ Julia Louis-Dreyfus

+ Seth Rogan

WHO ATTENDS

Industry:

Agents, managers, publicists, TV, web and streaming executives, producers, casting agents, bookers, and creative talent including comedians, writers and directors.

Studios / Streamers:

HBO, FOX, CBS, NBC, truTV, Amazon, Bell Media, CBC Comedy, Comedy Central, Netflix, Showtime, Hulu, FX Networks, SiriusXM, YouTube, Funny or Die, CollegeHumor, Studio71, Thruline, 3 Arts, CAA, WME, APA, UTA, ICM, & many more.

TALENT

- | | | | |
|--------------------|-----------------------|----------------------------------|----------------------------|
| + ALI WONG | + JIM CARREY | + MITCH HURWITZ | + BROOKLYN NINE-NINE (NBC) |
| + AMY POEHLER | + JIM JEFFERIES | + PAUL FEIG | + GLOW (NETFLIX) |
| + ANDY SAMBERG | + JONATHAN VAN NESS | + SETH ROGEN | + SILICON VALLEY (HBO) |
| + AZIZ ANSARI | + JUDD APATOW | + TIFFANY HADDISH | + VEEP (HBO) |
| + BETTY GILPIN | + JULIA LOUIS-DREYFUS | + WANDA SYKES | |
| + CHELSEA HANDLER | + KENYA BARRIS | + WILL FORTE | |
| + FRED ARMISEN | + KEVIN HART | + A BLACK LADY SKETCH SHOW (HBO) | |
| + HASAN MINHAJ | + LOUIE ANDERSON | + BIG MOUTH (NETFLIX) | |
| + JASON MANTZOUKAS | + MARC MARON | + BOB'S BURGERS (FOX) | |
| + JASON REITMAN | + MIKE MYERS | | |

SPONSORSHIP OPPORTUNITIES

PRESENTING PARTNER OF COMEDYPRO

\$250,000

**Present the
biggest industry
event in comedy
and own the
conversation.**

Benefits Include:

- + Naming rights of ComedyPRO
- + Logo included in ComedyPRO lockup in all media and marketing promotions
- + Logo placement in the ComedyPRO 2022 print program, poster and website
- + Logo included on all ComedyPRO badges
- + Includes a Midnight Party (valued at \$100k)
- + Logo inclusion on Award Show step and repeat
- + Branding on stage
- + Full-page, four-color Ad in the ComedyPRO 2022 program
- + (20) ComedyPRO Industry Passes
- + (10) invites to the Awards Show
- + (20) Invites to the Midnight Party
- + Ability to have signage in welcome area of host hotel
- + Photos of executive and talent for use in press circulation and social media
- + Artist & Industry VIP bag insert in VIP tote bags

KEYNOTE CONVERSATION

\$75,000

A conversation with a top comedian addressing current topics in the comedy industry.

Benefits Include:

- + Ability to co-host the conversation with an executive team member
- + Moderated by a media outlet/journalist
- + Branding on stage
- + Logo placement in the ComedyPRO 2022 print program, poster and website
- + Full-page, four-color Ad in the Comedy-PRO 2022 program
- + (10) ComedyPRO Industry Passes
- + (10) invites to the Awards Show
- + (10) Invites to the Midnight Party
- + Ability to have signage in welcome area of host hotel
- + Photos of executive and talent for use in press circulation and social media
- + Artist & Industry VIP bag insert in VIP tote bags

HAHAHAHA

+ Jimmy Kimmel

JUST FOR LAUGHS MIDNIGHT PARTY PRESENTING PARTNER

\$100,000

The most anticipated & notorious party of the week!

Benefits Include:

- + Title sponsorship of the Just For Laughs 2022 Midnight Party
- + Title sponsorship on all marketing material for the Midnight Party including: print program, poster and website
- + Logo placement in the ComedyPRO 2022 print program, poster and website
- + Full-page, four-color Ad in the ComedyPRO 2022 program
- + Insert in Artist & Industry VIP bag in addition to the Midnight Party flyer created by JFL
- + Ability to have signage in the Welcome Area at the host hotel
- + Ability to have signage at the Midnight Party
- + Logo on gobo or screen projected at Midnight Party
- + (8) ComedyPRO Industry Passes
- + (20) additional invites to the Midnight Party

HAHAHA

JUST FOR LAUGHS AWARD SHOW PRESENTING PARTNER

\$75,000

The funniest award show in entertainment. JFL honors the top comedians of the year in a roast style show that is a favorite of festival talent.

Benefits Include:

- + Just For Laughs 2022 Awards Show presenting sponsor
- + Presenting sponsor on all marketing materials for the Awards Show including: print program, press release & invitation
- + Full-page, four-color ad in the ComedyPRO 2022 program
- + Logo placement on 2022 websites
- + Logo placement on step and repeat and within venue
- + Inclusion in video reel
- + (4) invites to the Awards Show with reserved seating near the award recipients and access to backstage star-studded bar
- + (8) ComedyPRO Industry Passes
- + (20) additional invites to the Awards Show
- + Artist & Industry VIP bag insert

PAST AWARD RECIPIENTS:

Jim Carrey, Kevin Hart, Ali Wong, Tiffany Haddish, Dave Chappelle, Judd Apatow, Chelsea Handler, Seth Rogen

+ Tiffany Haddish

HAHAHAHA

NEW FACES OF COMEDY

\$100,000

Take part in the discovery of the freshest names in comedy! Just for Laughs has a history of discovering the funniest new talent and New Faces is the destination for industry decision-makers to find them.

Past comedians who credit the launch of their careers to New Faces include Jimmy Fallon, Amy Schumer and Kevin Hart.

Benefits Include:

- + Presenting partner of all 7 New Faces shows (~35 performers)
- + Ability to offer deals to New Faces talent
- + Brand inclusion in social posts from talent
- + Backstage access for content with talent
- + Logo on all marketing material for New Faces including print program, ads and website
- + Logo placement in the ComedyPRO and Just For Laughs 2020 print programs and websites
- + Full-page, four-color Ad in the ComedyPRO 2020 program.
- + Artist & Industry VIP bag insert
- + (2) pop-up banners or gobos in the Comedy-PRO@Night venues
- + (6) Industry Pass registrations
- + (50) complimentary tickets to shows

CATEGORIES INCLUDE:

Stand Up, Characters (sketch comedy), Creators (digital creators), Canada, International etc.

+ Amy Schumer

HAHAHAHA

AHA

AHA

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JUST FOR LAUGHS
COMEDYPRO

SHOWCASE YOUR TV OR STREAMING SERIES

\$25,000

ComedyPRO is the perfect place to host a VIP / WOM event around your TV or STREAMING series to top industry executives, decision-makers, performers, fans and media.

Benefits Include:

- + Venue and all production costs, as well as staffing for the live event
- + Artist & Industry VIP bag insert
- + Included in ComedyPRO programming schedule
- + Brand signage within the event venue
- + Logo placement in the print programs, websites and ads
- + (6) Industry Pass registrations
- + Full-page, four-color Ad in the Comedy-PRO 2020 program
- + (25) complimentary tickets to the event

HAHAHAHA
LAUGHS

ADDITIONAL PROGRAMS

\$15,000 - \$30,000

- + **Branded Brunches & Happy Hours** - Grab the attention of the industry with your own event.
- + **Eat My Shorts** - Screenings of the best comedy shorts from around the world.
- + **Stand Up and Pitch** - 5 chosen teams get to present a 5 minute series pitch to a team of comedy experts in the categories of web and TV.
- + **15 Minutes with a Power Broker** - 400+ power broker meetings, both in person and online

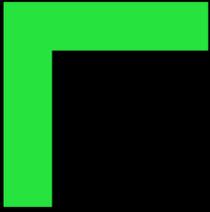




ADDITIONAL BRANDING OPPORTUNITIES

- + VIP Bags for all Delegates - **\$25,000**
- + VIP Lanyards - **\$25,000**
- + Host Hotel Key Cards & Door Hangers - **\$20,000**





LET'S WORK TOGETHER

info@companyxmarketing.com

