# JUST FOR LAUGHS

The Business of Funny and Beyond





#### was the launch pad for me. **JUST FOR LAUGHS** COMEDYPRO + Kevin Hart

#### JULY 26 - 29, 2023

+ The most important annual global gathering of the biggest players in the comedy world!

- + An integral component of the legendary Just For Laughs Festival Montreal with more than 1 million attendees
  - + Unprecedented access to the biggest stars and industry decision makers 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



#### **No question, Just For Laughs**

# WHO ATTENDS

#### Industry:

Streaming, cable and web executives, agents, managers, publicists, TV and Film producers, casting agents, bookers, and creative talent including comedians, writers and directors.

#### **Studios / Streamers:**

HBO, FOX, CBS, NBC, Amazon, Netflix, Showtime, Hulu, CTV, CBC Comedy, BET+, FX Networks, Universal Studios, Acast, Audible, SiriusXM, Hoorae, Funny or Die, College Humor, Thruline, 3 Arts, CAA, WME, APA, UTA, BEP, ICM, & many more.

- ALI WONG + AMY POEHLER
  - + AMY SCHUMER
  - + ANDY SAMBERG
  - AZIZ ANSARI
  - + BOB ODENKIRK
  - + CHELSEA HANDLER
  - + FRED ARMISEN
  - HASAN MINHAJ
  - JASON MANTZOUKAS

- + JERROD CARMICHAEL + MITCH HURWITZ
- + JIM CARREY
- + JIM JEFFERIES
- **+** JONATHAN VAN NESS
- + JUDD APATOW
- + KENYA BARRIS
- + KEVIN HART
- + MARC MARON
- + MIKE MYERS

- + PAUL FEIG
- + SETH ROGEN
- TIFFANY HADDISH
- + WANDA SYKES
- + JULIA LOUIS-DREYFUS + WILL FORTE
  - + A BLACK LADY SKETCH SHOW (HBO)
  - + BIG MOUTH (NETFLIX)
  - + BOB'S BURGERS (FOX)

- + BROOKLYN NINE-NINE (NBC)
- + GHOSTS (CBS)
- + SILICON VALLEY (HBO)
- + VEEP (HBO)

# JUST FOR LAUGHS

Aziz Ansari

Julia Louis-Dreyfus

Seth Rogen

# **JUST FOR LAUGHS MONTREAL**

ComedyPRO takes place during the largest bilingual comedy festival in the world, Just For Laughs MONTRÉAL



- More than 2 weeks of festivities
- Over 1 million festival goers, in venue and on-site **m**inin
- 400 indoor and outdoor performances, and more than 500 local & international artists
- 225 events taking place during ComedyPRO, the most important global gathering of the biggest players in the industry (J)



0

y

- TikTok 470k subscribers
- Instagram 291k subscribers
- YouTube 1.36M subscribers
- Facebook 5.2M subscribers
- Twitter 379k subscribers



50+ Newsletters sent to 39,000+ Newsletter Subscribers  $\left| \right\rangle$ 

# SPONSORSHIP OPPORTUNITIES



# 

biggest industry event in comedy

and own the

# conversation

### COMEDYPRO PRESENTING PARTNER \$250,000+

#### **Benefits Include:**

- Naming rights: Just For Laughs ComedyPRO presented by (your Company)
- Your logo in the JFL ComedyPRO lockup included on all media & marketing assets such as press releases, ads, schedule & daily festival social media and eblasts
- Sponsorship of the Midnight Party (valued at \$100,000)
- Your logo on the JFL ComedyPRO Digital App & Website
- Your logo included on all ComedyPRO festival signage including; step & repeats, hotel column wraps, & digital monitors throughout JFL ComedyPRO venues

# JUST FOR LAUGHS

- + Twenty (20) ComedyPRO Industry Passes
- + Six (6) invitations to the JFL Awards Show with reserved seating near award recipients
- + Six (6) invitations to the pre-show Red Carpet Cocktail Party
- Photo opportunities at talent meet & greets plus opportunities for use in press circulation on your social media
- Four (4) additional complimentary tickets to all ComedyPRO events
- Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)

# 

Amy Schumer

# **NEW FACES OF COMEDY PRESENTING PARTNER** \$150,000

Just For Laughs has a history of discovering the funniest new talent, and our New Faces of Comedy showcases are the destination for industry decision makers and comedy-lovers 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 sponsorship for all 7 New Faces shows: New Faces of Comedy presented by (your Company)
- + Your logo on all New Faces marketing assets including the New Faces of Comedy press releases, ads, social media & eblasts
- + Two (2) pop-up banners or gobos in the ComedyPRO @ Night venue
- + Your logo on the JFL ComedyPRO Digital App & Website

**7 SHOW CATEGORIES INCLUDE:** New Faces Stand Up 1 & 2, Characters (Sketch Comedy), Creators (Digital Creators), Unrepped, Canada, and International

- + Ten (10) ComedyPRO Industry Passes
- + Fifty (50) complimentary tickets to the New Faces of Comedy shows
- Brand inclusion in social posts from talent
- Branded backstage lounge area for photo ops with talent
- Full-page, four-color Ad in the ComedyPRO 2023 New Faces Artist Directory
- + Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)



## **JUST FOR LAUGHS MIDNIGHT PARTY PRESENTING PARTNER** \$100,000+

Feature your brand at the most anticipated & notorious party of the festival!

#### **Benefits Include:**

- + Title Sponsorship of the Just For Laughs Midnight Party presented by (your Company)
- + Includes venue, staffing, security, DJ & décor
- + Extensive food menu & top-shelf beverage options
- + Sponsorship recognition in JFL ComedyPRO Midnight Party press release, eblast & social media party posts on JFL social channels
- + Your brand on signage in the venue, including digital screens with ability to play your company video/trailer throughout the event

# JUST FOR LAUGHS COMEDYPRO

- + Eight (8) ComedyPRO Industry Passes
- + Twenty (20) additional invitations to the party
- + Access to VIP Room for up to ten (10) of your delegates
- + Your logo on the JFL ComedyPRO Digital App & Website
- + Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)

# AWARDS SHOW PRESENTING PARTNER \$75,000

The funniest, most exclusive award show and red carpet in comedy. JFL honors the top comedians of the year in a roast style show with celebrity host, presenters and attendees.

#### **Benefits Include:**

- Just For Laughs Awards Show presented by (your Company)
- Your logo on the Awards Show red-carpet step & repeat and within the venue including digital screens
- Presenting sponsor on all Awards Show marketing materials including press release & invitations
- Your brand in JFL Awards Show social media & recap reels, plus photo opportunities for use in press circulation on your social media
- Your logo on the JFL ComedyPRO Digital App & Website

- + Six (6) ComedyPRO Industry Passes
- + Eight (8) invitations to the Awards Show with reserved seating near award recipients
- + Eight (8) invitations to the pre-show Red Carpet cocktail party with talent meet & greet opportunities
- Ten (10) additional invitations to the Awards Show
- Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)

PAST AWARD RECIPIENTS: Jim Carrey, Kevin Hart, Ali Wong, Amy Schumer, Tiffany Haddish, Dave Chappelle, Judd Apatow, Chelsea Handler, and Seth Rogen



+ Tiffany Haddish



## COMEDYPRO PREMIUM PODCAST SERIES PRESENTING PARTNER \$30,000

Your company takes center stage at our dedicated comedy podcast venue throughout the festival.

#### **Benefits Include:**

- ComedyPRO Premium Podcast Series presented by (your Company)
- + 15-20 podcasts programmed by JFL
- Includes venue, staffing & top-notch recording equipment to capture live podcasts in front of fan-filled audiences
- Your brand on signage in the podcast venue, & your company video/trailer (up to 0:30) on venue screens throughout the event
- Inclusion in JFL ComedyPRO press release, eblast & podcast recap posts on JFL social channels, plus photo opportunities for use in press circulation on your social media

- + Six (6) ComedyPRO Industry Passes
- Four (4) additional complimentary tickets to each live podcast
- Your logo on the JFL ComedyPRO Digital App and Website
- Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)

## 15 MINUTES WITH A POWER BROKER PRESENTING PARTNER \$20,000

Over 200 on-site power broker meetings and roundtable discussions and unprecedented access to development, production and programming professionals.

#### **Benefits Include:**

- Top-level comedy experts lead topical roundtable discussions and 1:1 meetings with up-and-coming creators
- Includes venue, staffing, production costs & meeting facilitators
- Your logo on-site in six (6) dedicated breakout rooms & on all materials associated with the Power Broker series

- + Four (4) ComedyPRO Industry Passes
- Your logo on the JFL ComedyPRO Digital App & Website
- Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)

# 200+ on-site power broker meetings & roundtables

# HAPPY HOUR COCKTAILS & INDUSTRY BRUNCHES \$15,000 - \$30,000\*

Grab the attention of the industry for your product, service, TV series or film with a customized top-shelf event.

#### **Benefits Include:**

- ComedyPRO Brunch or Happy Hour Cocktails presented by (your Company)
- + Includes venue, staffing & security
- + Extensive food menu & top-shelf beverage options
- Your brand on signage & digital screens to loop your show, trailer or company video throughout event
- Your logo on the JFL ComedyPRO Digital App & Website

- + Four (4) ComedyPRO Industry Passes
- Your brand on marketing assets including festival recaps posted daily on JFL ComedyPRO social channels, plus photo opportunities for use in press circulation on your social media
- Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)

# Grab the attention

# of the industry

### EAT MY SHORTS FILM SERIES **PRESENTING SPONSOR** \$15,000

Eat My Shorts is known for its high-quality, curated comedic short films from around the world. As sponsor, your company takes center stage with first-look access to 10-15 projects & finalists prior to their debut screening at the festival.

#### **Benefits Include:**

- + Eat My Shorts presented by (your Company)
- + Includes screening venue, staffing, security & equipment for live event
- + Includes solicitation of projects, expert curation & judging panel
- + Ability to prize the event with licensing agreements, development deals, cash prizes & more
- + Your brand on all materials associated with the film series, including signage & your company video/trailer (up to 0:30) on venue screens

- + Four (4) ComedyPRO Industry Passes
- + Your logo on the JFL ComedyPRO Digital App & Website
- + Your brand featured in JFL ComedyPRO press release, eblast & festival recap posts on JFL social channels
- + Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)





### **STAND-UP & PITCH PRESENTING SPONSOR** \$15,000 Find your next hit TV series, **Benefits Include:** podcast or feature + Four (4) ComedyPRO Industry Passes + Your brand on all materials associated with the pitch program, including signage & your company video/trailer

JFL curates comedy pitches from top-level talent in consultation with your company's development executives. Five top projects are chosen and presented in a live pitch forum to a team of experts who give real time feedback in front of an engaged audience.

- + Pitch Panel Series presented by (your Company)
- + Includes venue, staffing, security & production for the live event
- + Includes pre-production solicitation, expert curation of projects & talent prep for the finalists
- + Ability to prize the event with development deals, shopping agreements, cash prizes & more
- + Your logo on the JFL ComedyPRO Digital App & Website

- (up to 0:30) on venue screens
- + Your brand featured in JFL ComedyPRO press release, eblast & festival recap posts on JFL social channels
- + Insert in Artist & Industry VIP tote bags (1200) for all delegates (does not include production costs)



# \$10,000+

Be the talk of the festival with your comedic TV series, Motion Picture or Podcast featured in front of top industry decision makers, performers, fans and media.

#### **Benefits Include:**

- Cast panel, live table reads and topical discussions presented by (your Company)
- Includes venue, staffing & security
- + Your brand on all materials associated with the panel, including signage & your company video/trailer (up to 0:30) on venue screens
- Digital signage in the main lobby on the day of sponsored panel

# **SHOWCASE YOUR TV SERIES OR FILM**

- Three (3) ComedyPRO Industry Passes
- + Your logo on the JFL ComedyPRO **Digital App & Website**
- Inclusion in JFL ComedyPRO press release, eblast & festival recap posts on JFL social channels, plus photo opportunities for use in press circulation on your social media

## ADDITIONAL PROGRAMS \$2,500 - \$15,000

ComedyPRO offers multiple additional opportunities that give your brand visibility in front of top industry, performers, fans and media.

- + Branded VIP Tote Bags
- + Hotel Key Cards
- + Hotel Door Hangers
- + Elevator Decals
- + JFL Festival Lanyards
- + Digital Ad in ComedyPRO App
- + VIP Bag Insert
- + Charging Stations
- + Brand Activation in Lobby & Bar Areas

#### JUST FOR LAUGHS COMEDYPRO

#### + Jimmy Ki<mark>mmel</mark>

# LET'S WORK TOGETHER

Contact Christine Walters CWalters@hahaha.com