

HALLOWEEN \ \ EVENT INFORMATION



WHAT:

Enter the historic Los Angeles Theatre in Downtown LA if you dare and experience this one-of-a-kind night of live entertainment and iconic film screenings. Relive the horror this Halloween with special encore screenings of the Halloween movie franchise featuring John Carpenter's original Halloween and both of Rob Zombie's Halloween feature films. We'll be starting this hell-raising evening with a celebrity orange carpet after which attendees will get to explore three full floors of fun and fear. Experience the sCare Bar and its maze of terror, watch the Living Dead Pin-up Girl contest, party to live music, be mesmerized by our ghoulish magicians, grab something to eat in the Hell's Kitchen Pizza Parlor and trick-or-treat at the candy bar. More frightful features are being added daily.

DATE:

Halloween \ \ Tuesday October 31st, 2017

TIME:

5:00 Doors

6:00 Orange Carpet

12:00 Midnight ends this night of fright!

LOCATION:

DTLA \ \ Los Angeles, CA

The Los Angeles Theatre

615 S Broadway, Los Angeles, CA 90014

AUDIENCE:

We have a projected audience of over 1,000 enthusiastic partygoers, community leaders and philanthropic donors who are fans of the Halloween film franchise, love a good scare and believe in supporting our non-profit partners. Our attendees are animal lovers at heart, affected by MS, passionate about youth programs and are highly active consumers.

MEDIA EXPOSURE:

Television \ \ Radio \ \ Print \ \ Social Media

Posters and flyers will be distributed in venues, stores, restaurants, and high visibility locations throughout Southern California, the San Fernando Valley, and Greater Los Angeles. Emails will be sent to thousands of people on the **Rock Against MS** email list and on the lists of participating MS organizations. Sponsors will receive mention on media partner interviews, articles, and event announcements. Press releases will be serviced to local and National media, music and community publications, with detailed information that will be available on the Rock Against MS event page and on all social media sites. We broadcast widely on web-based community calendars and social networking sites including Twitter, Facebook and Instagram.

SPONSORSHIP OPPORTUNITIES:

Multiple levels of sponsorship are available and we also have opportunities that include a higher level of customization to meet diverse marketing needs.



www.rockagainstmis.org \ \ (818) 795-6198



HALLOWEEN \ \ NON-PROFIT PARTNERS



ABOUT OUR NON-PROFITS:

sCARE Foundation

The sCare Foundation's focus is providing financial support to existing youth programs throughout North America as well as arranging special sCare Foundation activities for the children such as set visits, movie screenings, celebrity meet-and-greets and more. In addition to working with children in need, the sCare Foundation aims to involve more young people in philanthropy and develop their passions and skills to give back to their own communities. sCare wholeheartedly believes that the suspense genre demographic is an untapped resource of unlimited potential in giving and changing our global community.

Fur & Feather Sanctuary

The Fur & Feather Sanctuary's focus is to protect the health and safety of animals by providing charitable assistance in our no-kill shelter for all animals. The Fur & Feather Sanctuary will be the over-flow for all City and County shelters, while assisting traditional rescues with medical and foster programs.

The Fur & Feather Sanctuary bestows daily care, rehabilitate homeless, displaced, or injured animals; to find such animals' good homes; and to educate the public as to how to bring about a time when the shelters are only empty cages and unwanted animals will never be destroyed needlessly.

Rock Against MS Foundation

The Rock Against MS Foundation is working to provide services from a three (3) grant resource system, which will provide daily care, quality of life needs and emergency funding, while assisting people with multiple sclerosis (MS) to live independent and full lives.

Additionally, the Rock Against MS Foundation is working on a brick and mortar facility called The Rock House. This facility will offer free support groups, integrative therapies, creative and educational workshops to all those whose lives have been affected by MS designed to heal the mind, body and spirit of all those whose lives have been affected by MS.



www.rockagainstmis.org \ \ (818) 795-6198



HALLOWEEN \ \ SPONSORSHIP LEVELS AND BENEFITS



Our sponsorship opportunities are designed to help you meet your marketing objectives and to place your brand alongside the Halloween film franchise all at the iconic Los Angeles Theatre. Each package includes customization support from our sponsorship staff.

All sponsorship levels include:

- Website link, company logo or name recognition on event and social media websites
- (1) 78" x 33" vertical free standing on-stage banner (banner supplied by sponsor)

Customized marketing benefits available

KLOS RADIO PACKAGE \ \ \$25,000 \ \ Valued at \$65,000

- (6) VIP passes
- (50) pre-recorded on-air promos over 4 weeks that feature your brand
- (15) live inclusions over 4 weeks featuring your brand
- (65) pre-recorded streaming promos over 4 weeks that feature your brand
- Brand placement on the KLOS website
- Exposure in (1) of the weekly KLOS newsletters
- (1) 30 second video ad (to play between movie screenings)

PLATINUM \ \ Starting at \$3,500

Become our presenting sponsor and receive exclusive fully customized marketing benefits for your brand.

GOLD \ \ \$1,000

- (2) VIP passes
- (1) 30 second video ad (to play between movie screenings)
- (1) on-stage mention during the Living Dead Pin-up Girl contest
- Logo inclusion on step and repeat
- (3) brand mentions on event and social media websites
- (1) brand mention in event news release
- Logo on ancillary marketing materials

SILVER \ \ \$500

- (2) VIP passes
- Logo inclusion on photo booth step and repeat
- (2) brand mentions on event and social media websites
- Logo on ancillary marketing materials

BRONZE \ \ \$250

- (4) general admission passes
- Logo inclusion on photo booth step and repeat
- (1) brand mention on event and social media websites

CONTACT:

Nancy B. Sayle, Founder & CEO
(818) 795-6198 or nancy@rockagainstmis.org



www.rockagainstmis.org \ \ (818) 795-6198

