

A brand new local
promotion opportunity
 for CHICAGO
 marketers

DETAILS:

- *Just for Laughs* 2nd annual Chicago festival
- June 15-19, 2010 (Tue-Sat)
- 12 venues, 70 shows, more than 100 international comedy acts, more than 40,000 audience members
- \$1 million in media support
- More than 1 million laughs

PREVIOUS HEADLINERS:

- Ellen DeGeneres (returning 2010)
 - Martin Short
 - David Cross
 - Lisa Lampanelli
 - George Lopez
 - Jimmy Fallon
 - many more...
- (2010 line-up to be announced soon)



SPONSORSHIP PACKAGES:

\$75,000 - \$200,000

POTENTIAL SPONSOR BENEFITS:

- *Rights:*
 - Promotional off/on site sales and communications
 - Category exclusivities
 - Naming rights
- *Visibility:*
 - On site
 - On-line
 - Media advertising
 - Public relations
- *Hospitality:*
 - Tickets
 - Corporate evenings
 - VIP area privileges
- *Off site activation:*
 - Contests
 - Promotions
- *On site activation:*
 - Sampling
 - Trial
 - Database acquisition
 - Couponing
 - Research
 - Product and content integration

Venue	Capacity	Shows
Chicago Theater	3,600	4-5
The Vic	1,000	7-8
Lakeshore Theater	343	12-15
Park West	600	4-6
Mercury Theater	297	4-6
Grassroots (5-6)	75-100	20-30
House of Blues	700	1



Contact us now for more information or to request a custom proposal:

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