

# MAD FUNNY



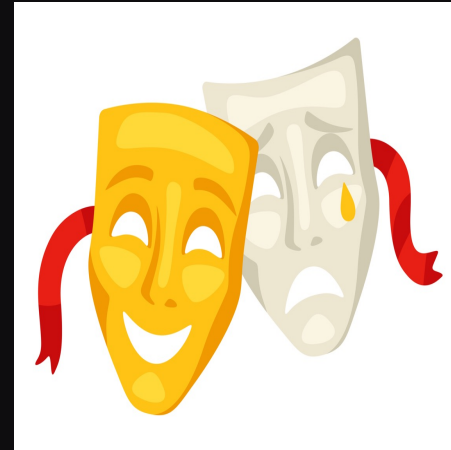
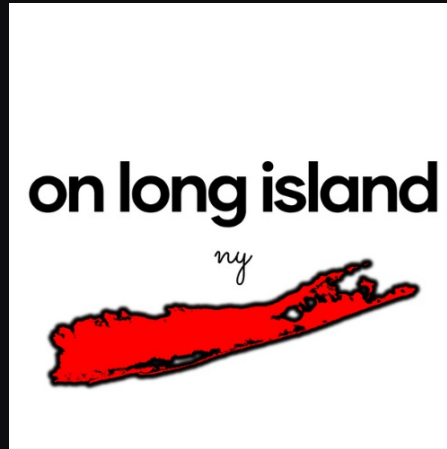
LONG ISLAND COMEDY FESTIVAL



# The Problem



## Industry Overview



Who doesn't like to laugh? There is about 2,832,882 people living on Long Island. If Long Island was a state, it would be the 13<sup>th</sup> biggest in the nation. Long Islanders love to laugh, but there's **NO all-inclusive Comedy Festival** for them to enjoy.

**4 Nights**

**Multiple  
Venues**

**10+Shows**

**Various  
Productions**

**1**

**Unforgettable  
Experience**

The Solution

**MAD  
FUNNY**



LONG ISLAND COMEDY FESTIVAL



**2 Counties**

**Nassau/  
Suffolk**

**50+Comics**

**Top Comics  
from NY &  
Abroad**

**1**

**Amazing  
Weekend of  
Comedy**

Why we started the



## Long Island needs a reputable Comedy Festival

Currently, Long Island, 50 miles away from the Comedy epicenter of the world, needs a reputable Comedy Festival where industry members can discover comedic talent from all over the world. Today, talent managers, agents, and development executives must trek to New York City if they want to see the next Kevin Hart or Ali Wong.

# Why we started the



## Connection

By offering a carefully curated lineup of performances, workshops, and networking opportunities on Long Island, we connect future innovators of the comedic arts with industry members who are based here.

# Why we started...



## All laughs Matter

We provide a roster of the best contemporary comedic voices from all walks of life. Long Island is one of the most diverse places in the Country and our roster will represent that. We don't care about your race or religion, if you're mad young or mad old, a National Headliner or Up & Coming Comic. The only thing that matters is if you're Mad Funny.



Mad: New Yorker's intensifying adverb of choice. It means...

"Very"

Fun night of with family & friends.

If you're looking for a night of non-stop laughter, you came to the right place.

"Extremely"

Funny Comics.

We feature New York's best up & coming Comics, Seasoned Vets & National Headliners.

"A lot"

Of Laughs.

Who doesn't like to laugh? They say laughter is the best medicine so come get your dose of Mad Funny Comedy



## Our Mission



Mad Funny Comedy is on a mission to bring a premium Stand Up Comedy Festival to Long Island. We're mad passionate about Comedy. Especially Comedy on Long Island. We aim to make our Comedy Festival affordable and accessible to all Long Island comedy fans and Comics alike. Our shows bring people together from across Long Island & NYC, creating a unique Comedy experience like no other.



# Why we need your Sponsorship



LONG ISLAND COMEDY FESTIVAL

This is the 1<sup>st</sup> annual !



LONG ISLAND COMEDY FESTIVAL

Even though Comedy is all fun and games, our Comics are working hard to entertain and deserved to be paid. National Headliners are expensive and rightfully so. In addition to paying our Comics we also must cover:

- Venue Rental Costs
- Insurance
- Travel Expenses
- Hotel & Lodging
- Staff Payroll
- Food & Beverage
- Production Set-up
- Marketing Campaign
- Permits
- Workshops

# Why you should Sponsor



## We have a Partnership with Governors Comedy Club



For over 3 decades, Governor's has brought the biggest stars of Comedy to Long Island.

# Why you should Sponsor



## We have an exclusive Partnership with Comedy Beast Radio



Comedy Beast Radio 24/7 Comedy Radio Station based in New York with over a million listeners worldwide. Featured on Tunein and iHeart Radio available on Apple App Store (ios), Google Play Store app, & Alexa.

# Why you should Sponsor



## Long Island Facts/Demographics

- Long Island is the **largest** and most **populous** island on U.S. mainland
- “The Island” refers to **Nassau** and **Suffolk** counties.
- The population of Nassau County is **1,339,532** while the population of Suffolk County is **1,493,350**.
- Long Island is an **economically vibrant**, highly attractive region, in part because it combines into a single market two prosperous counties with **large populations** and **successful economies** near New York City. As a result, it has relatively **low unemployment** and **poverty rates**, **high household income** and rate of **home ownership**, and **highly educated workforce**.



# How we work with Partners

## Everything We Do Is Custom

We do not use the stock packages because they don't deliver results. We want to build a partnership with you and that starts with customizing the experience to help you reach your goals.

Some ways that we can work together include:

- Naming Opportunities
- Onsite Activations
- Brand Recognition
- VIP Opportunities
- Employee Engagement
- Advertising and Media Presence
- Comedy Beast Radio Placement
- Sampling and Product Placement
- Experiential Marketing



# How we work with Partners

## We Cover All The Bases

All of our sponsors receive the following benefits as a starting point, but we don't stop there. Our goal is to develop an activation opportunity designed to engage your target audience in meaningful ways.

First, we cover the main asset categories:

- Logo placement on event signage and shirts
- Social media promotion
- Sampling rights
- Exhibiting opportunities
- Registration coupons and promotions
- Free passes to the event
- Discounted tickets for clients and customers



What are we missing? That's for you to decide...

Anticipated Festival **Launch Date**



**September 26<sup>th</sup>-29<sup>th</sup>**





# Sean Brown

## CEO/Executive Producer

Sean is the Founder & Executive producer of Mad Funny Comedy. He has been in love with Stand Up Comedy for as long as he can remember. Sean was born and raised in Uniondale, New York on Long Island and has spent majority of his life there. He has always had an entrepreneurial spirit from starting his own snow shoveling business at 7 years old to now bringing the best Comedy to Long Island. Along with Stand Up Comedy Sean has also had a successful career in the Banking and Corporate Training Industries. He's Mad Talented. You can find him on your Social Media platform of your preference

@Seanbcomedy.





# Let's Connect!



We want to hear about your goals and how we can help you achieve them.

Let's talk about ways we can work together.

Sean Brown

CEO/Executive Producer

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