

# JUST FOR LAUGHS SYDNEY

SPONSORSHIP  
OPPPORTUNITY  
2021

# HA HA HA



# *Just For Laughs Sydney All Star Gala*

*An exclusive showcase of top tier comedians coming together for an exceptional show never to be repeated!*









# JUST FOR LAUGHS SYDNEY 2021

Just For Laughs is the biggest comedy brand in the world! It was initially established 39 years ago with the Just For Laughs Montreal Comedy Festival which is now the world's largest and most prestigious comedy festival.

**Just For Laughs Sydney is the only fully curated comedy festival in Australia which guarantees a standout lineup every year. To the artists who perform, the atmosphere and prestige of the event is considered an honour and a big career stepping stone in a path to global recognition.**

The festival is held over one week in December at various venues across the city including the Sydney Opera House. Festival highlights include:

- The **All Star Gala**, which puts local comedians on stage alongside the biggest comedians in the world.
- The **Stand Up Television Series** featuring 33 comedians which is televised on Network 10.
- The debut of the Just For Laughs Music Show **Rock'N'LOL** which will be the closing festival party hosted by one of Australia's hottest comedians and featuring a house DJ and special guests.



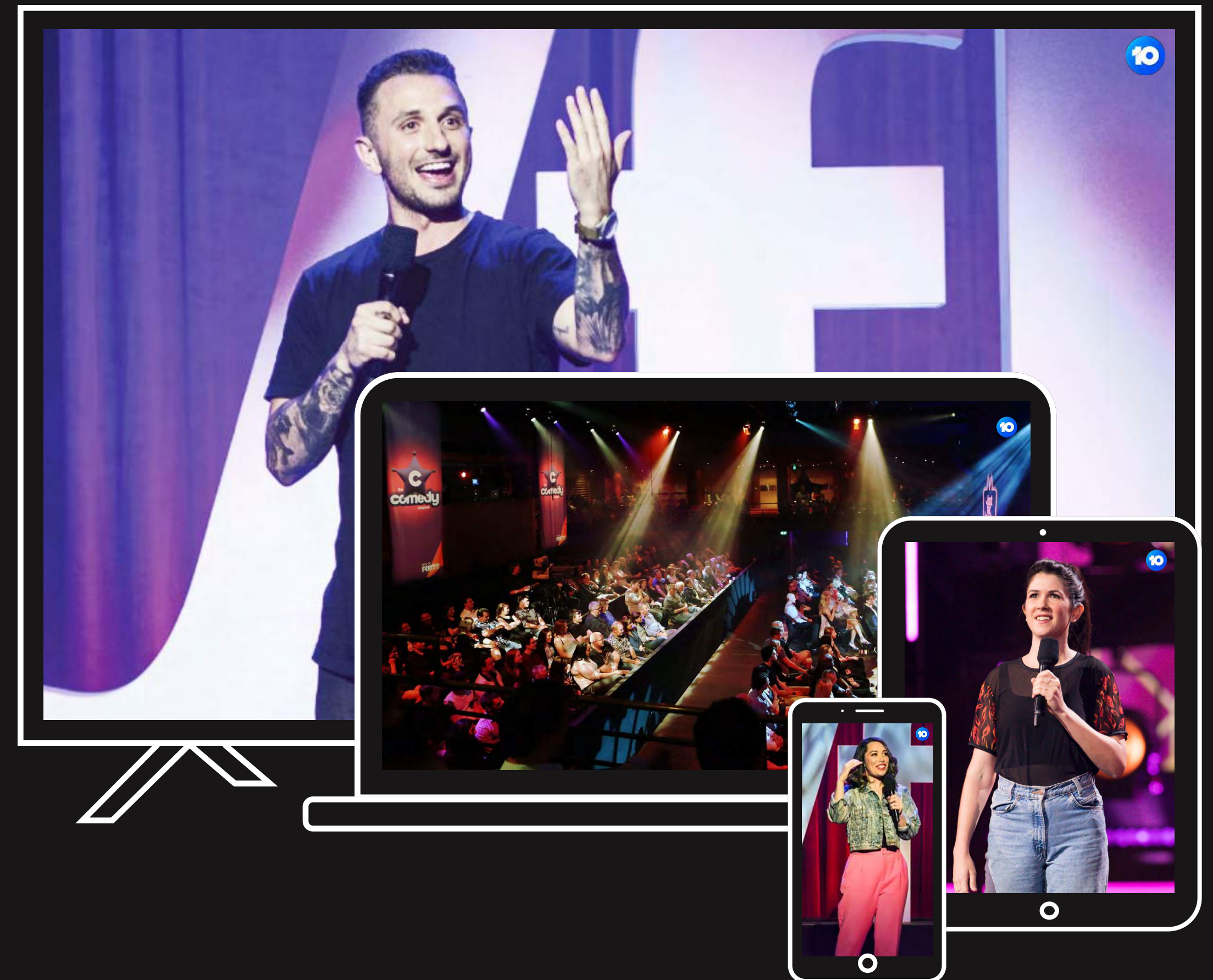


# TELEVISION

Each year, the festival films a 10-part series called Just For Laughs Australia: Live which is aired on **Network 10** throughout the year.

The series is a fun and exciting show filmed in front of a live audience at the Sydney Opera House. The live show features over 33 of the top Australian and international comedians and hosts of the television show have included Tommy Little, Dave Thornton and Nick Cody.

This is the 8th season of the show and will be hosted by Nath Valvo this year!







# AUDIENCE

## Demographics

Just For Laughs Sydney attracts well over 30,000 people annually, with some artists also touring nationally. The festival draws a wide cross section of audiences from students to professionals.

As well as having a strong audience in Australia, the Just For Laughs brand has strong international credentials.

## Social Media

-  JFL Sydney 17k
-  Bohm Presents 23k
-  JFL Montreal 2.53M likes
-  JFL Sydney 3.2k followers
-  JFL Montreal 297k followers
-  JFL Montreal 381k
-  JFL 1.2M subs

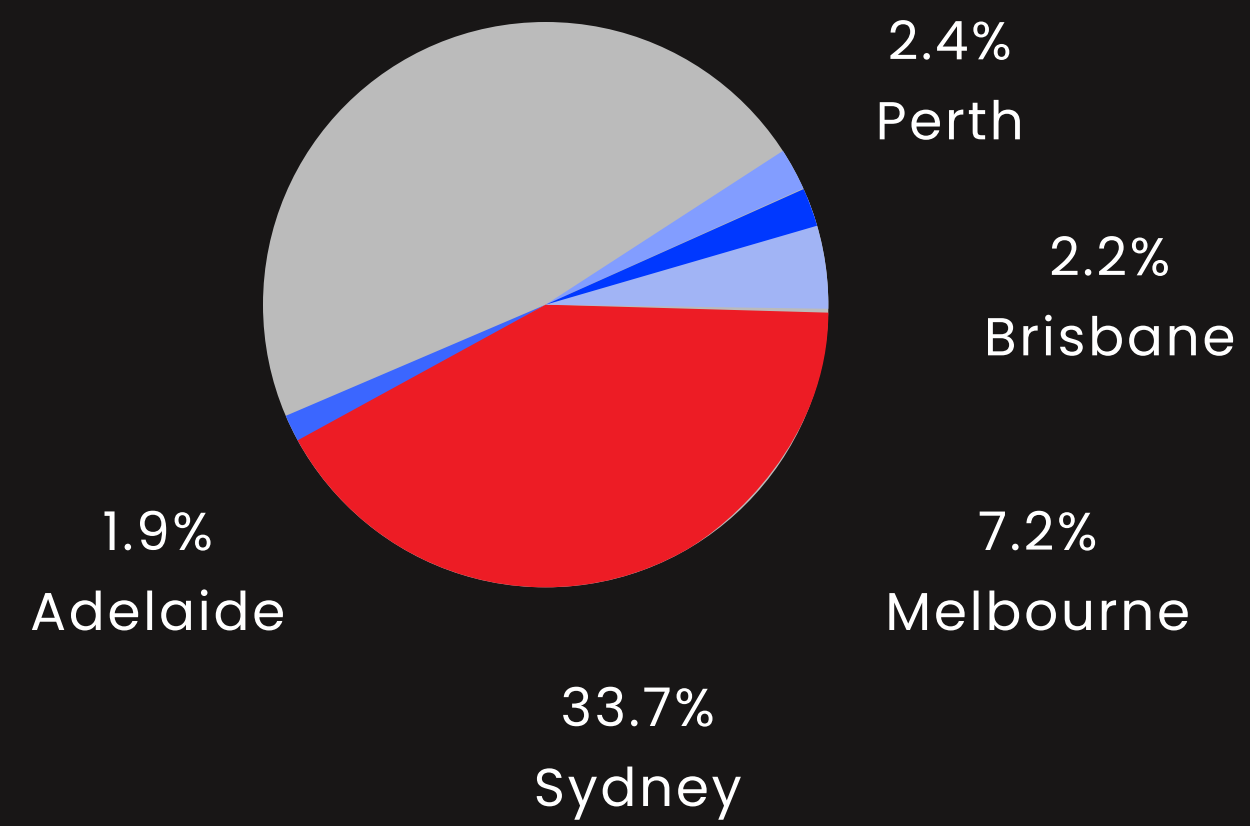
## Audience Background

Average Ages 18-45  
Stronger In Ages 20-35  
50/50 Male Female

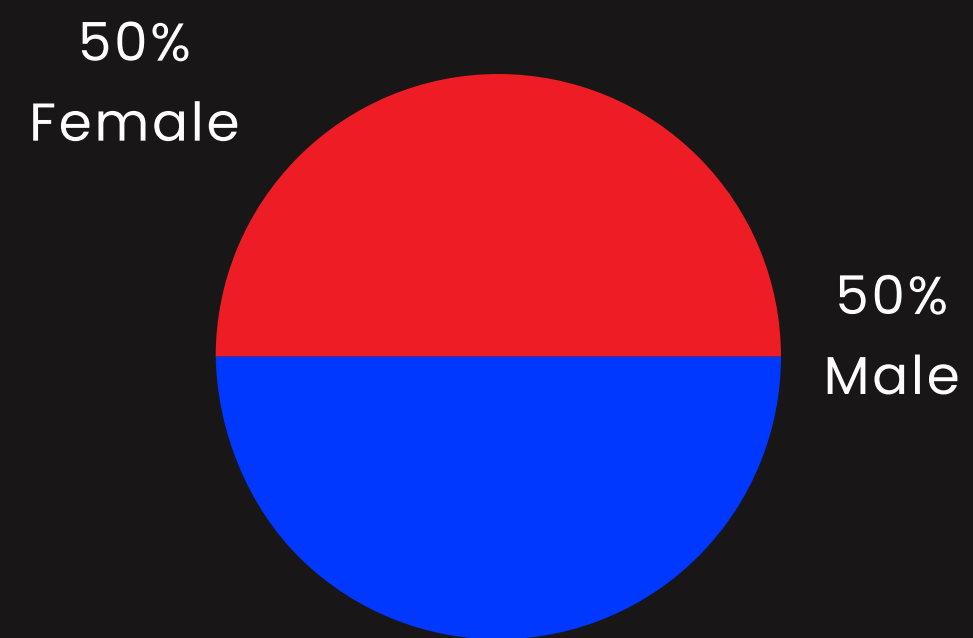


# ANALYTICS

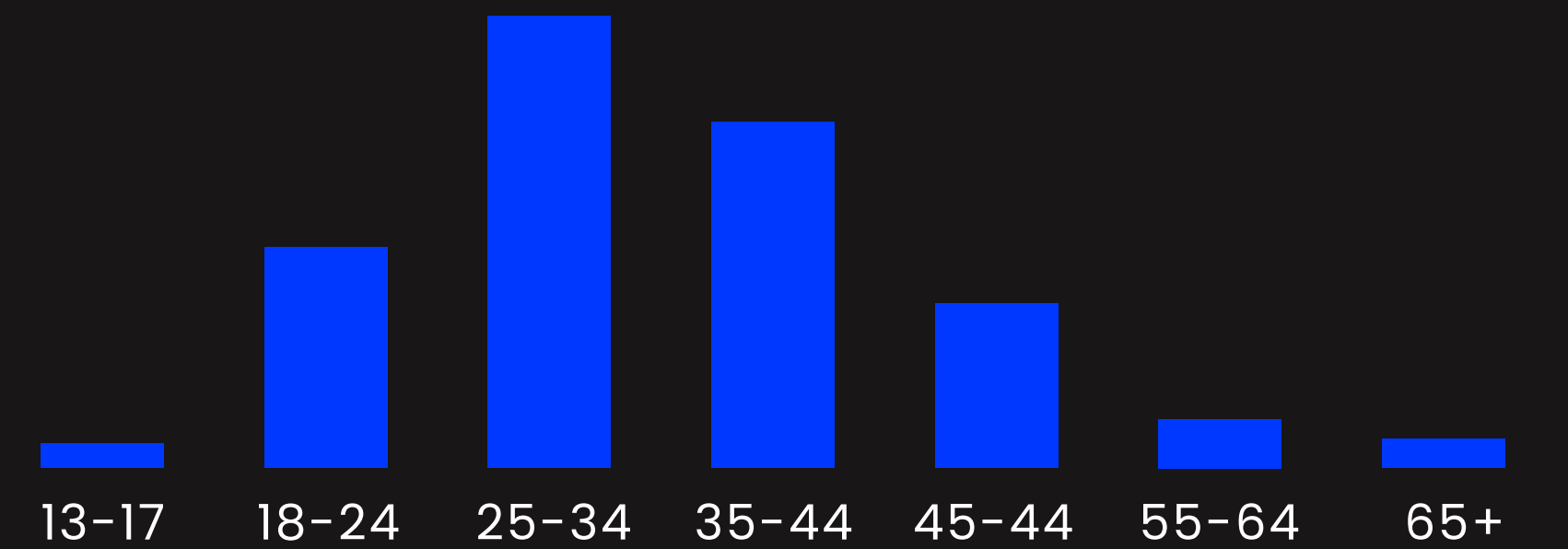
Audience Location - Instagram



Gender - Instagram



Age - Instagram





# JUST FOR LAUGHS SYDNEY 2021

## DETAILS

### Dates

Monday 6th to Sunday 12th  
December 2021

Exclusive shows only performed in  
Sydney at the festival.

### Locations

Factory Theatre, Enmore 500ppl x 4  
Shows

Enmore Theatre 1600ppl x 2 Shows

The Studio, Opera House 300ppl x 8  
Shows

State Theatre, CBD 2030ppl x 4 Shows

Darling Harbour Theatre 2500ppl x 1  
Show

Everest Theatre, Seymour Centre  
600ppl x 1 Show





# MARKETING CAMPAIGN

**Just for Laughs** will be executing a wide range of digital marketing content. **Presenting and premium sponsorship packages** will also include an ideation stage in collaboration with JFL's digital agency to ensure that your investment has true ROI and impact.

Ideas presented to you **will include bespoke content pieces** with the option to include **talent from the event**, as well as more **traditional benefits** such as logo coverage on digital assets boosted through social channels. Subject to terms and conditions.

- Media plan projected value \$100,000+
- 3.4M+ in impressions.
- Includes ads with Google, YouTube, TikTok, Instagram, Facebook as well as Banner ads utilising AdRoll and PR Editorial content.

## ADVERTISING CAMPAIGN

Digital

EDM

Print

Radio

## OUTDOOR CAMPAIGN

Flags

Café Posters 6,000+

Street Posters 1,250+

Pole posters 500+

Event brochures – 12,000 distributed

Venue Signage

## EVENT SIGNAGE & BRANDING

Logo coverage on all assets – flags, posters, lights

Brand visibility at all venues – internal and external

Event websites and social media

Activation sites

## EDM CAMPAIGN

JFL Sydney & Bohm Presents – over 300,000 subscribers

EDM partner campaign list – over 1M combined subscribers

Venue and ticketing partner EDM inclusions 2M+

Arts and Culture Editorials including Timeout, Brag, Broadsheet, The Music and many more



# PARTNERSHIP OPPORTUNITIES

A Partnership with Just For Laughs gets your brand in front of an edgy, trend-setting audience that is premium spending, passionate about arts, city culture and experiences. What's more, they love to share!

Together we can bring joy, entertainment and opportunity to a truly global festival!

Let's partner up!



**Just for Laughs SYDNEY**

Day	Comedian	Time	Venue
MONDAY 19 NOVEMBER	BILL BAILEY	8PM	CONCERT HALL, SYDNEY OPERA HOUSE
TUESDAY 20 NOVEMBER	BILL BAILEY	8PM	CONCERT HALL, SYDNEY OPERA HOUSE
WEDNESDAY 21 NOVEMBER	KEN JEONG	7PM	CONCERT HALL, SYDNEY OPERA HOUSE
	BECKY LUCAS	7:15PM	STUDIO, SYDNEY OPERA HOUSE
	FORTUNE FEIMSTER	9:30PM	STUDIO, SYDNEY OPERA HOUSE
THURSDAY 22 NOVEMBER	COLIN MOCHRIE, BRAD SHERWOOD & GREG PROOPS	7PM	CONCERT HALL, SYDNEY OPERA HOUSE
	JUST FOR LAUGHS AUSTRALIA: LIVE		HOSTED BY ISMO • NAZEEM HUSSAIN • DAMIEN POWER • LUZZY HOO AND MORE!
		7:15PM	STUDIO, SYDNEY OPERA HOUSE
		9:30PM	STUDIO, SYDNEY OPERA HOUSE
FRIDAY 23 NOVEMBER	REGGIE WATTS	7PM	CONCERT HALL, SYDNEY OPERA HOUSE
	JUST FOR LAUGHS AUSTRALIA: LIVE		HOSTED BY IVAN DECKER • SAMMY J • BOVE MCMANUS AND MORE!
		7:15PM	STUDIO, SYDNEY OPERA HOUSE
		9:30PM	STUDIO, SYDNEY OPERA HOUSE
SATURDAY 24 NOVEMBER	JUST FOR LAUGHS AUSTRALIA: LIVE		HOSTED BY HOLUK JAVISMIA • PETER HELLIAN • NIKKI OSBORNE • SAM CAMPBELL
		7:15PM	STUDIO, SYDNEY OPERA HOUSE
		9:30PM	STUDIO, SYDNEY OPERA HOUSE
	JUST FOR LAUGHS ALL-STAR GALA		HOSTED BY REGGIE WATTS • STARS OF WHOSE LINE IS IT ANYWAY? COLIN GREG PROOPS • FORTUNE FEIMSTER • RYAN HAMILTON • CAL WILSON
		7PM & 9:30PM	CONCERT HALL, SYDNEY OPERA HOUSE
SUNDAY 25 NOVEMBER	RYAN HAMILTON	7:15PM	STUDIO, SYDNEY OPERA HOUSE

Book at the Box Office  
[sydneyoperahouse.com](http://sydneyoperahouse.com)



Platinum Partner

# PRESENTING PARTNERSHIP

With the opportunity for brand exposure including potential broadcast inclusions, bespoke events, activations and more, being a presenting partner gives you access to the lot!

- Includes bespoke activation and campaign execution ideas presented in collaboration with JFL's digital agency.
- Your logo as Presenting Partner included on all festival signage, promotional materials, social media, festival advertising and more! - "Presented by" verbiage included.
- Opportunity for JFL to create unique experiences including events, activations, media walls and other bespoke branded integrations.
- e-newsletter inclusions.



- Potential usage rights of still imagery and videos.
- Opportunity to access talent – by separate agreement with talent.
- Ticket promotions for your channels.
- VIP ticketing and meet and greets for you and your guests!
- Inclusions on official wrap media and in media kits. You can also create your own wrap video to share on your channels!



Gold Partner

# PREMIUM PARTNERSHIP

Feel like tailoring your partnership, a premium package allows you to pick and choose your focus points in collaboration with our digital agency and partnership team!

- Includes bespoke activation and execution ideas presented in collaboration with JFL's digital agency for your brand!
- Your logo on select festival signage, promotional materials, advertising and social media content
- Potential usage rights – still imagery and videos
- Hospitality and ticketing packages for you and your guests!



- Opportunity for JFL to create unique experiences for your brand including events, activations, media walls and other bespoke branded integrations.
- VIP access to events with meet and greet
- Potential for ticket promotions on your channels
- Select inclusions and placements of branding in event wrap Electronic Press Kit and JFL channels



Silver Package

# EVENT PARTNERSHIP

We can throw you a party!

- An event for you and up to 300 guests in conjunction with Just For Laughs shows
- Your logo on select festival signage and promotional materials, alongside other festival partners
- Hospitality and ticketing packages
- Opportunity to activate your brand on-site





Bronze package

# CATEGORY PARTNERSHIP

Want to supply your product? JFL can provide your product for sale in exclusivity for all attendees.

- Hospitality and ticketing packages
- Inclusions on select marketing and branding
- On-site activations and experiences
- Official supplier status and exclusivity of category







# JUST FOR LAUGHS SYDNEY

**Thank You.**

contact [lilit@ceagency.com.au](mailto:lilit@ceagency.com.au)  
or [nikita@ceagency.com.au](mailto:nikita@ceagency.com.au)

**CEA**