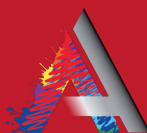




**THE ROCKY HORROR
PICTURE SHOW**
OUTDOOR MOVIE EVENT
SPONSORSHIP OPPORTUNITIES



ALLIANCE FOR THE ARTS

ArtInLee.org/Rocky23 •



239-939-2787 • 10091 McGregor Blvd. Fort Myers



THE ROCKY HORROR PICTURE SHOW OUTDOOR MOVIE EVENT

EVENT INFORMATION

OCTOBER 14, 2023

Bigger and wilder than ever, the 5th Annual Rocky Horror Picture Show outdoor movie event returns to the Alliance for the Arts on October 14! A beloved and rowdy nocturnal tradition, the Rocky Horror Picture Show has been tantalizing audiences for over 40 years. Be part of a decades-long tradition of crowd participation as guests are encouraged to dance along to the Time Warp, yell back at the movie, and throw props in sync with the action on screen and prompts from our shadow cast. The event includes a costume contest, food trucks, raffles, vendors, prop bags and a night under the stars with 1,000 of your favorite Transylvanians! This year's event will be hosted by the incomparable drag queen Alyssa Lemay!

GATES OPEN AT 6:00 P.M. / MOVIE STARTS AT DUSK.

The Rocky Horror Picture Show outdoor movie is a major fundraising event for The Alliance for the Arts. Since the 1970s, The Alliance has been transforming lives and improving our community through the arts. Proceeds from this event expand opportunities for creatives to spur and support self-expression, boost their imagination, develop new skills and master their artistry. Help us build a strong community, economy and future by connecting people to the arts.

MARKETING POWER



123,800 individuals



80% Ages 18-54
68% Women
30% from Fort Myers
25% from Cape Coral

ALLIANCE MARKETING REACH



30,000



15,000

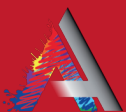


100,000/mo.



3,900

*And
always
growing!*



ALLIANCE FOR THE ARTS

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For more info: Chris@ArtInLee.org • 239-939-2787



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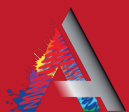
SPONSORSHIP OPPORTUNITIES

FRANK-N-FURTER - \$5,000

- Your company logo, large and in charge on site and onscreen during the event with the option to screen your company commercial before the film
- Your company featured in information distributed to the media promoting the event
- Your company featured in promotional materials related to the event, including emails, The Alliance newsletter, event posters, flyers, and social media (a combined reach of over 100,000 art lovers and creatives)
- Option to have an information booth on-site for the event
- Announcement of your generosity and speaking opportunity at the event
- Two complimentary Alliance Traveler Memberships which include North American Reciprocal Museum benefits such as free admission and discounts to over 1,000 museums and cultural institutions across the country (\$500 value)
- 12 VIP event tickets, including VIP prop bags, seating, private bar, first round of drinks, photo with shadow cast and indoor restroom facilities
- 2 Parking passes

DAMN IT JANET - \$2,500

- Your company logo on-screen and signage during the event and on event promotional materials
- Your company featured on social media posts and in the Facebook event page (a combined reach of over 100,000 art lovers and creatives)
- Your company logo included on staff shirts
- Announcement of your generosity on the night of the event
- Recognition in The Alliance for the Arts newsletter
- Two complimentary Alliance Family Memberships with deep discounts on Alliance programming (\$400 value)
- 8 VIP event tickets, including VIP prop bags, seating, private bar, first round of drinks, photo with shadow cast and indoor restroom facilities
- 1 Parking pass





THE ROCKY HORROR PICTURE SHOW OUTDOOR MOVIE EVENT

SPONSORSHIP OPPORTUNITIES

HOT PATOOTIE VIP PACKAGE - \$1000

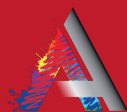
- Your company logo on-screen and signage during the event and on event promotional materials
- Your company logo included on staff shirts
- Announcement of your generosity on the night of the event
- Social media shout-outs
- 6 VIP tickets, including private VIP prop bags, seating, private bar and indoor restroom facilities

A DIFFERENT SET OF JAWS- \$500

- Your company logo included on staff shirts
- Announcement of your generosity on the night of the event
- Social media shout-outs
- 4 VIP tickets, including private VIP prop bags, seating, private bar and indoor restroom facilities

EVEN SMILING MAKES MY FACE ACHE- \$500

- Make it easy to have a good time by sponsoring the photo booth
- Company name or logo incorporated on each photo
- Social media shout-outs and posts



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