

AUSTIN  
SKETCH FEST  
2017



*The Best of Live Sketch Comedy*

*MAY 22-28, 2017*



**THE AUSTIN SKETCH COMEDY FESTIVAL IS AN ANNUAL SHOWCASE FEATURING THE BEST SCRIPTED COMEDY FROM AUSTIN AND THE WILDERNESS BEYOND.**

*Now in its **eighth year**, the 2017 ASF will take place the week leading up to Memorial Day, May 22nd-28th at the **Spider House Ballroom** and **ColdTowne Theater**.*

*Past festivals have been headlined by **Joe Wengert**, **SuperEgo**, **Brent Weinbach** and **Paul F. Tompkins**!*

*ASF has featured acts from **New York City**, **Los Angeles**, **Chicago**, **Detroit**, and of course **Austin**. The festival will consist of **25 shows**, **2 sponsored parties**, and **2 pre-Fest ramp-up shows**.*

# ABOUT US



***Austin Sketch Fest** is produced, booked, and organized by ColdTowne Theater, Austin's leading venue for alternative comedy. In addition to producing shows seven nights a week, the theater is also home to the ColdTowne Conservatory, the premiere source for sketch and long-form improv classes in Texas.*

***The venues** for the event will be ColdTowne Theater itself on Airport Boulevard and Spider House Ballroom. Located just north of the University of Texas, the Spider House Ballroom and ColdTowne Theater are popular performance spaces for comedy, music, film screenings, and other events.*

***Sponsorship Goal:** All funds we receive in exchange for sponsorship go directly into making the festival better. Sponsorship helps pay for more advertising and increasing our digital, print, and radio spends.*

- \* Estimated attendance is 1,500.
- \* Individual show prices range from \$5-\$12.
- \* Festival radio ads will run on KUTX.
- \* ASF Executive Producer Dave Bukman is a Second City Chicago veteran and served as Artistic Director of Boom Chicago in Amsterdam.
- \* Marketer Director Courtney Hopkin works in Marketing and Creative Services at the Hideout Theater.
- \* Executive Producer Michael Jastroch co-owns ColdTowne Theater and directed PR for the Out of Bounds Comedy Festival.
- \* Festival Director Will Celveland is a Upright Citizens Brigade NY veteran and the current artistic director of ColdTowne Theater.

# TEAM



**DAVE BUCKMAN**  
Executive  
Producer



**WILL CLEVELAND**  
Festival  
Director



**MICHAEL JASTROCH**  
Executive  
Producer



**LANCE GILSTRAP**  
Artistic  
Director



**AJ MCKEON**  
Sponsorship  
Director



**YOLA LU**  
Hospitality  
Director



**COURTNEY HOPKIN**  
Marketing  
Director



**MAC BLAKE**  
Consulting  
Producer

# SPONSOR PACKAGES

## **\$3000 (LIMIT ONE)**

Naming rights for the Festival. It will be “[Your Name] presents” along with ColdTowne Theater on all graphics, media, print ads, YouTube trueview ads, etc // ASF’s staff of comedians, filmmakers, and marketing professionals will make a video sketch about your product or service // Logo placement on all collateral: photobooth photos, promotional merchandise, etc // Signage at all events // Social media mentions/plugs on ASF and ColdTowne’s Facebook, Twitter, and Instagram // Thank you on stage at every performance // 12 All-Fest passes // Booth or table on site if desired

## **\$1000 (LIMIT ONE)**

Official sponsor of our pre-Fest event Sketch Cover Night, “[Your Name] presents” on all graphics and media leading up to the show // Logo placement on all media, posters, our website, etc // Signage at all events // Social media mentions/plugs on ASF and ColdTowne’s Facebook, Twitter, and Instagram // Thank you on stage at every performance // 4 All-Fest passes

## **\$500 (LIMIT FIVE)**

Logo placement on all media, posters, our website, etc // Signage at all events // Social media mentions/plugs on ASF’s Facebook and Twitter // Thank you on stage at every performance // 2 All-Fest passes

## **TRADE (LIMIT EIGHT)**

**(DONATING GOODS/SERVICES THAT WE CAN GIVE TO OUR PERFORMERS, VOLUNTEERS, AND AUDIENCE MEMBERS)**

Logo placement on main posters, our website, and more // Social media mentions/plugs on ASF’s Facebook and Twitter // Thank you on stage at every performance



# SOCIAL MEDIA



**FACEBOOK**

856 Page Likes  
50% Women / 50% Men  
62% Between ages of 18-34



**TWITTER**

622 Followers  
46% Women / 54% Men  
88% Between ages of 18-34  
47% HI > \$65,000



**INSTAGRAM**

257 Followers  
47% Women / 53% Men  
69% Between ages of 18-34

# PARTNERSHIP



*ASF is an upstart DIY-style festival. We put it on because **we love comedy** and our fans and attendees know it. Partnering with ASF allows companies to identify with alternative comedy and the Austin arts scene and drive their brands among an active, fun-seeking consumer audience.*

## CONTACT

**FOR MORE INFORMATION ON THE FESTIVAL, OUR SPONSORSHIP PACKAGES, OR TO DISCUSS TAILORING A PACKAGE TO BETTER FIT YOUR NEEDS, PLEASE CONTACT:**

**AJ McKEON**

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