



SUMMERSCREEN

BROOKLYN'S FREE FILM AND CONCERT SERIES

A large crowd of people is gathered at night, sitting on the ground and watching a film or event. The scene is illuminated by streetlights and building lights, creating a vibrant atmosphere. The crowd is diverse in age and appearance, and many are looking towards the camera or the event. The background shows trees and buildings, suggesting an urban setting.

BROOKLYN'S LONGEST RUNNING FILM & MUSIC SERIES



SUMMERSCREEN

BROOKLYN'S FREE FILM AND CONCERT SERIES



SUMMERSCREEN is a six-week, free outdoor summer film and music series that takes place in the Williamsburg neighborhood of Brooklyn.

Each Wednesday in July and August, over 5,000 attendees gather in Mccarren Park to enjoy a curated lineup of cult classic films, live music from emerging bands, and some of the finest food and drink from local vendors.



FOR THE PAST 10 YEARS, SummerScreen has been bringing together young creative types to hang with their peers in the comfort of their own Brooklyn backyard.



THE BEST EMERGING MUSICIANS PLAY TO HUGE CROWDS OF MUSIC-LOVING MOVIE GOERS BEFORE EACH SCREENING

SUMMERSCREEN DEMOGRAPHICS

GENDER



44%
MALE



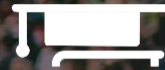
56%
FEMALE

MEDIAN AGE



27

EDUCATION



96%
COLLEGE DEGREE

ATTENDEES (OVER THE COURSE OF THE SUMMER)

30,000+

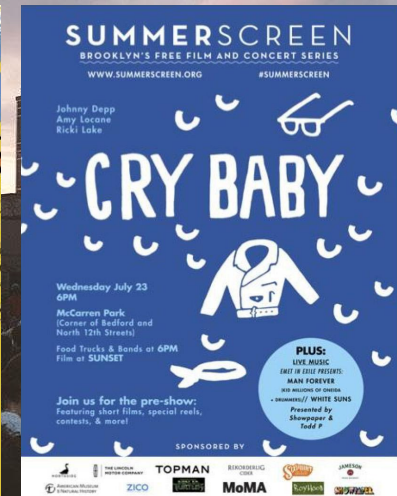
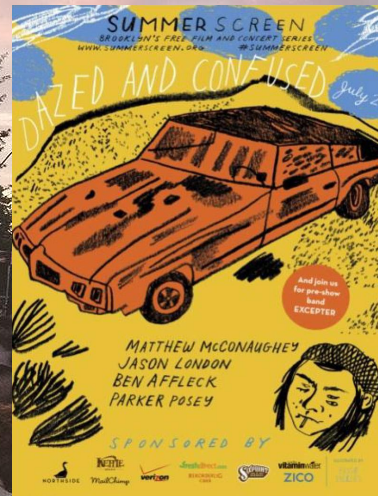
NIGHTLY ATTENDANCE

5,000+

FILMS

PAST SUMMERS HAVE INCLUDED:

- | | |
|-------------------------|--------------------------|
| CLUELESS | THE GOONIES |
| WET HOT AMERICAN SUMMER | SPEED |
| DIRTY DANCING | CRUEL INTENTIONS |
| DAZED & CONFUSED | RAISING ARIZONA |
| JURASSIC PARK | PRINCESS BRIDE |
| LABYRINTH | TOP GUN |
| BACK TO THE FUTURE | FRIDAY |
| ZOOLANDER | WAYNE'S WORLD |
| CRY-BABY | FERRIS BUELLER'S DAY OFF |
| HEATHERS | GHOST WORLD |
| THE BIG LEBOWSKI | SAY ANYTHING |
| SPICE WORLD | DEAD MAN |
| CAN'T HARDLY WAIT | POINT BREAK |
| PEE WEE'S BIG ADVENTURE | STARSHIP TROOPERS |
| THE CRAFT | |





THE CAST OF “WET HOT AMERICAN SUMMER” AT SUMMERSCREEN

Janeane Garofalo, David Wain, David Hyde Pierce, Judah Friedman, A.D. Miles, H. Jon Benjamin, Ken Marino, John Early, Allie Stamler, Zak Orth



MUSIC

BANDS THAT HAVE PLAYED AT SUMMERSCREEN INCLUDE:

JEFFREY LEWIS

GHOST OF A SABER TOOTH-

TIGER (SEAN LENNON)

THE NUMERATORS

WORRIERS

GUARDIAN ALIEN

TONSTARTSSBANDHT

CHARLY BLISS

SLOTHRUST

PRINCE RAMA

THE DREEBS

PRINCESS NOKIA

DUSTIN WONG

TALK NORMAL

BIG UPS

MAN FOREVER

VAZ

DUCKTAILS

NYMPH

PC WORSHIP

OBERHOFER

LODRO & BUENO

HECTOR'S PETS

KLEENEX GIRL WONDER

TANKS AMIGO

EARTHEATER

SOFT CIRCLE

KNYFE HYTS

SKELETONS

FOOD & DRINK

PAST VENDORS HAVE INCLUDED:

HANDSOME HANKS
BETWEEN THE BUNS

PIZZAMOTO

LANDHAUS

COOLHAUS

VSPOT

LA CREPE C'EST SI BON

DEL'S NYC

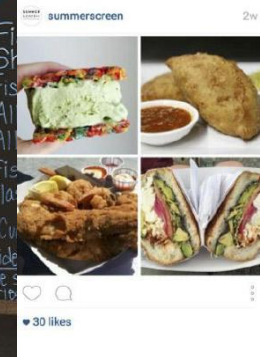
CEMITA'S

ARANCINI BROTHERS

BREWLA BARS

SOUL SNACK

MIGHTY MEATY



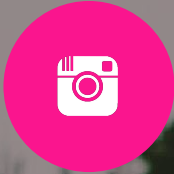
SOCIAL MEDIA

173.4K

IMPRESSION OF
#SUMMERSCREEN

4,423

LIKES OF
#SUMMERSCREEN POSTS

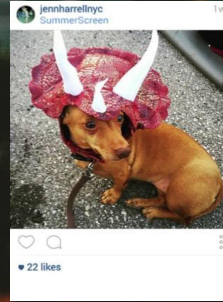


110%

INCREASE IN FOLLOWERS
OF @SUMMERSCREEN

1,919

LIKES ON
@SUMMERSCREEN POSTS



367.5K

REACH OF
#SUMMERSCREEN

133.8K

IMPRESSIONS RECEIVED BY
#SUMMERSCREENBK POSTS



148

RETWEETS OF
@SUMMERSCREENBK POSTS

387

FAVORITES ON
@SUMMERSCREENBK POSTS



7,576


LIKES



21.7K

REACH



A vibrant outdoor event, possibly a festival or fair, with a pink overlay containing the text "SPONSORSHIP OPPORTUNITIES". The background shows a crowd of people, a food stand with a "Häagen Dazs" sign, and a woman with a blue mohawk hairstyle in the foreground. The scene is lively and colorful, with various people engaged in activities.

SPONSORSHIP OPPORTUNITIES

PARTNERING WITH SUMMERSCREEN

Through interactive sponsorships, brand-aligned content, social engagement, and traditional media, we work with top brands to create memorable, impactful experiences that connects them with Brooklyn's creative communities and impassioned young consumers. **Partners have included:**



TOPMAN

MoMA

NETFLIX

vitamin^{GLACIAL}water



freshdirect



REKORDERLIG
CIDER



[adult swim]



SPONSORSHIP OPPORTUNITIES

PLATINUM

- Category Exclusivity
- IOxIO Activation Footprint
- Onsite Signage/Branding
- 60 Second Trailer Screening | Content Pre-Roll
- Verbal "Thank You" At Each Event Trailer
- Screening | Content Pre-Roll

Opportunities Could Include:

- Product Sale/Sampling, Data Capture, Photo/Video Content Capture, Photo Booths, Sampling Vehicle, Raffles/Giveaways, Social Media Contests, Product Launch
- Partner with our internal agency to create a customized, integrated marketing campaign around your activation, develop and distribute branded editorial/video content, run an influencer program, etc

Media

- 4 Full Page Ads in Brooklyn Magazine
- 2 Full Page Ads in BAMbill
- 150,000 Web Impressions on bkmag.com
- Inclusion In Weekly SummerScreen Emails (6x)
- Social Media Coverage
- Sponsored Post on bkmag.com
- Dedicated Email Blast

Logo Inclusion

- Top-Line Placement on SummerScreen Website
- Print Ads Promoting SummerScreen

PRICE: \$70,000

GOLD

- 5xIO Activation Footprint
- Onsite Signage/Branding
- 60 Second Trailer Screening | Content Pre-Roll
- Verbal "Thank You" At Each Event

Opportunities Could Include:

- Product Sale/Sampling, Data Capture, Photo/Video Content Capture, Photo Booths, Sampling Vehicle, Raffles/Giveaways, Social Media Contests, Product Launch

Media

- 2 Full Page Ads in Brooklyn Magazine
- 1 Full Page Ad in BAMbill
- 100,000 Web Impressions on bkmag.com
- Inclusion In Weekly SummerScreen Emails (6x)
- Social Media Coverage

Logo Inclusion

- SummerScreen Website
- Print Ads Promoting SummerScreen Onsite SummerScreen Signage

PRICE: \$50,000

SILVER

- Onsite Signage/Branding
- 30 Second Trailer Screening / Content Pre-Roll
- Verbal "Thank You" At Each Event

Media

- 1 Full Page Ad In Brooklyn Magazine
- 50,000 Web Impressions on bkmag.com

Logo Inclusion

- SummerScreen Website
- Print Ads Promoting SummerScreen

PRICE: \$35,000

ADDITIONAL OPPORTUNITIES WITH NORTHSIDE MEDIA

Northside is a full-scale media company consisting of publishing and events arms as well as an internal creative agency. By tapping our full network of media properties and distribution channels, we can boost visibility and build brand advocacy around your activation, going well beyond a traditional one-off sponsorship.

DIGITAL

- Sponsored Content
- Email Blasts
- Banner Ads

Websites

- taste-talks.com
- bkmag.com
- thelmagazine.com
- summerscreen.org
- northsidefestival.com

E-mail

- Targeted email lists ranging up to 40k subscribers

SOCIAL

- Branded Social Campaigns
- Community Engagement Strategy
- Contests & Giveaways

Social Pages

- Brooklyn Magazine (FB, TW, IG)
- The L Magazine (FB, TW, IG)
- SummerScreen (FB, TW, IG)
- Northside Festival (FB, TW, IG)
- Taste Talks (FB, TW, IG)

PRINT

- Print Ads
- Advertorials

Publications

- Brooklyn Magazine
- BAMbill The Joyce
- Playwrights Horizons

OUTDOOR

- Onsite Signage
- Opportunities
- Wild Posting Campaigns
- Logo Inclusion on SummerScreen Signage

NORTHSIDE CREATIVE GROUP

Our internal agency that connects brands with influencers, thought leaders and consumers through non-traditional content, events, and social engagement.

Capabilities:

- Content Hubs/Microsites
- Influencer Campaigns
- Branded Content
- Content Distribution
- Community Development
- Custom Events
- Video Production
- Data Capture
- Activation Builds
- Web Design

ADDITIONAL OPPORTUNITIES WITH NORTHSIDE MEDIA

MEDIA



NORTHSIDE CREATIVE GROUP

The strategic agency arm within Northside Media that leverages its 12+ years of experience to connect brands with influencers, thought leaders and impassioned consumers through branded and brand-aligned content, events, and social engagement.



BROOKLYN MAGAZINE & BKMag.com

A monthly print and daily digital publication celebrating the charm and authenticity that makes the borough the darling of independent-minded New Yorkers with a creative streak. Celebrating and identifying Brooklyn leaders in food & drink, art, design, music, film, fashion and more.



CULTURE NETWORK

Custom published program guides for leading NYC cultural institutions including The Brooklyn Academy of Music (BAM), The Joyce Theater and Playwright Horizons.

FESTIVALS & EVENTS



NORTHSIDE FESTIVAL

A massive week-long discovery festival identifying “what’s next” in Music, Film, and Tech/Innovation. 450+ bands, 50+ filmmakers, 150+ tech leaders, and 150,000 attendees take over the venues and streets of Williamsburg, Greenpoint, and Bushwick, Brooklyn.



TASTE TALKS

A national food festival and event series that brings together top chefs and leading minds and creators in the world of food & drink for exclusive dinners, chef parties, symposia, expo, and an outdoor BBQ that where we paid up chefs to create unique, one-off dishes.



BROOKLYN LIVE AT THE INLET (50 KENT)

A summer-long, 15-part concert outdoor series at a 6,000 capacity venue on the Brooklyn waterfront.



WE LOOK FORWARD TO WORKING WITH YOU IN 2017!

Northside Media Group is a Brooklyn-based event producer, publisher, and creative agency whose properties include the Northside Festival, Taste Talks, SummerScreen, 50 Kent Concerts, Brooklyn Magazine, and BAMbill, Joyce Theater, Playwrights Horizons program guides. For the past 12 years, Northside Media has been identifying and celebrating the most interesting people influencing music, tech, fashion, food, art, design, and more through its network of websites, magazines, and festivals.

Jesse Smith
Chief Revenue Officer

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