



THE 2019 EVERYTHING IS AWESOME HEADstrong
COMEDY FESTIVAL
January 27th, 2019

ABOUT THE EVERYTHING IS AWESOME HEADSTRONG COMEDY FESTIVAL

EVERYTHING IS AWESOME is a podcast that started February 1st, 2016 and is hosted by Kevin M. Gallagher, Jr. Generally speaking, the show is a long-form conversational podcast where Kevin sits down with a new guest each week to chat about who they are, what they do, and go on pop culture tangents. Every now and then, *Everything is Awesome* is also a show that puts special episodes out that feature tabletop role-playing games, retrospective looks at celebrities that have changed the game, and moments of self-reflection for Kevin. Then there is the LIVE element—a few times a year, at festivals and conventions, *Everything is Awesome* will do one of three types of live shows:

- **LATE NIGHT**—this is the closest to the normal, pre-recorded show; where Kevin is joined by a co-host (usually the creator of **TELLEST**, Mike DeAngelo), two guests, and the show is formatted similar to a late night talk show.
- **ACTUAL PLAY ROLE-PLAYING GAME**—where Kevin is joined by a group of friends, comedians, podcasters, game designers, or any number of people to play a one-shot role-playing game (think *DUNGEONS AND DRAGONS*).
- **PANEL/ROUNDTABLE DISCUSSION**—where Kevin is joined by a group of friends, artists, writers, podcasters, creators, or any number of people to discuss one topic at length.

At the **HEADstrong FOUNDATION**, we offer financial, residential, and emotional support to families affected by cancer. We are based just outside of Philadelphia, where patients often travel seeking care and leaving their homes behind. We support cancer patients and their families with peer support, comfort kits, financial help and lodging for families who have no place to stay while in the Philadelphia area.

This festival began as a one-day celebration for the anniversary to *Everything is Awesome*, but after losing his uncle to cancer in November of 2016, Kevin decided to use the event as a way to raise money for an organization that helps families affected by cancer. With two successful years under its belt, the festival has partnered with a new, local, organization (*HEADstrong*) and expanded to include/showcase many forms of the raw comedic/creative talent Philadelphia has to offer by bringing comedians and improvisers, along with podcasters, on as performers throughout the day.

WHY SPONSORSHIPS?

We've been able to keep our costs to a minimum, but we still have basic costs that need to be covered in order to put together this festival. By expanding from one venue with six shows to four venues showcasing over 20 podcasts and 20 comedians / improvisers, those basic costs have increased enough where we can't cover those costs out of pocket anymore. Having you as a sponsor means that we can ensure the festival is put together at the highest quality it deserves to be AND maximizes the donation that gets made to the HEADstrong Foundation. With your help, THE 2019 EVERYTHING IS AWESOME HEADstrong COMEDY FESTIVAL will continue to provide FREE entertainment to the Greater Philadelphia community and raise money for the HEADstrong Foundation so they can continue to help families affected by cancer to the best of their ability.

VENUES

With the festival's growth, we have expanded into multiple venues. While looking at venues, one thing was very important to us: ease of travel from location to location. Three out of the four venues are within walking distance of each other (all located on the hippest street in Philadelphia, South Street), while our fourth venue is a quick drive away. This allows festival attendees to explore everything South Street (and beyond) has to offer.

1. Tattooed Mom
530 South Street
Philadelphia, PA 19147
2. MilkBoy South Street
401 South Street
Philadelphia, PA 19147
3. South Street Cinema
329 South Street
Philadelphia, PA 19147
4. Thirsty Dice
17th & Fairmount Ave
Philadelphia, PA 19130

ENTERTAINMENT

Philadelphia is home to incredibly talented creators. This year, we are very fortunate to be able to showcase over 20 podcasts (from comedy, general interests, and interviews, to film, game, actual play and more) and over 20 comedians (both stand-up and improv) over the course of day. Whether you want to see a film centric podcast at South Street Cinema, an interview show at Tattooed Mom, an actual play role-playing game at Thirsty Dice, a pop-culture show at MilkBoy, or some of Philly's funniest at either Tattooed Mom or MilkBoy South street; the 2019 Everything is Awesome HEADstrong Comedy Festival has something for everyone to enjoy.

2019 SPONSORSHIP OPPORTUNITIES

PACKAGES

- **Platinum - \$250 (1 available)**

The Platinum tier offers the same benefits of the Gold tier and will also be listed as a festival presenter (alongside That's Entertainment). All promotional material that mentions the festival will also mention "That's Entertainment and PLATINUM SPONSOR presents..." Or "... presented by That's Entertainment and PLATINUM SPONSOR."

- **Gold - \$125 (5 available)**

The Gold tier offers the same benefits of the Silver tier and will also have your logo featured on the festival banners (located at each venue).

- **Silver - \$50 (13 available)**

The Silver tier offers the same benefits of the Bronze tier and will also be listed on the promotional postcards that will advertise the festival. These postcards will be in Philadelphia businesses for two to three weeks leading up to the event.

- **Bronze - \$25 (20 available)**

The Bronze tier is an affordable way to support THE 2019 EVERYTHING IS AWESOME HEADstrong COMEDY FESTIVAL and advertise your business. You will be listed with the other Bronze sponsors on the festival web page and the front page of AwesomePodcast.com.