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# overview.

**WHAT:** The newest, most innovative independent stand-up comedy showcase in DC metro area.

**WHEN:** The first Tuesday of each month.

**WHERE:** Bobby McKeys Dueling Piano Bar at the National Harbor.

**TIME:** 7:00 p.m. to 10:30 p.m.

**FEATURES:** Promotional giveaways, live taping, celebrity guests, confirmed local media coverage

**AUDIENCE:** DC's local elite, celebrities, professional athletes, entertainers, VIP's and the general public.

**ATTENDANCE:** Projected 400 to 500 persons per event.

# background.

The inspiration for “Laffs On The Harbor” stems from the ideas of one of the greatest producers in the comedy game, Bob Sumner. With over 20 years of experience, he has discovered many of the top entertainers that grace the stage and big screens around the world. He has discovered such talent as Bernie Mac, Dave Chapelle, Chris Tucker, Bill Bellamy, Cedric The Entertainer, Mike Epps, Monique and a multitude of other comedians. As the original producer of HBO’s Russell Simmons’ Def Comedy Jam, Sumner is one of the most adored producers in comedy. Although he is the unseen force behind the scenes of the critically acclaimed series, he is a recognized force in the world of comedy.

Sumner has been a pioneer in bringing comedy to the forefront. He believes that anything new and fresh is “hot” and this is one of the key elements that is going to make “Laffs On The Harbor” unique in DC. “Everything from the elements of the venue, the atmosphere, and the producers, will all contribute its success” Sumner said. He envisions that the utilization of a piano at Bobby McKeys will create a soulful perspective which has never been seen or done before.

Currently, Sumner serves as Laff Mobb’s founding partner and lead talent executive. Laff Mobb is a national movement and a collection of hot urban comics that are re-establishing themselves in the National comedy scene. It focuses on comedians, as well as young film makers, writers and producers.

# Who we are.

“Laffs On The Harbor” is being brought to DC by a diverse, multi-cultural group that is striving to provide new and innovative entertainment for the residents of the metro area. Based on the ideals of collaboration, we believe we have created the truest and most ideal vehicle for entertaining Washington DC’s most influential demographic, the 25 to 39 year-old moderate-earning, urban-based consumer. Our dynamic team works closely with our partners, serving as the connection to that most challenging audience that many marketers strive to reach. Using a vast and deep network, “Laffs On The Harbor” is committed to bringing a fun new element to the Washington, DC area.

# promotional & marketing plan.

Our presence on the front-line of the Washington, DC marketplace, and knowing the value in using the right vehicles, allows us to identify the appropriate means to create awareness and brand recognition for “Laffs On The Harbor.”

The following is an overview of activities that we will take to achieve this goal through various forms of marketing and public relations mediums.

## **TRADITIONAL MEDIA:**

“Laffs On The Harbor” works in concert with PR experts to reach out to targeted media through press release and media to increase awareness and visibility of the show throughout the first year of shows.

## **NEW MEDIA AND SOCIAL NETWORKING:**

In addition to the “Laffs on the Harbor” website, the event series will also be featured on the National Harbor and Bobby McKeys websites.

Our team of experts will leverage new media’s interests in “Laffs on the Harbor” through short video point-of-views (POV’s). These POV’s will be posted on the “Laffs on the Harbor” website, other video sharing sites, and distributed to relevant media and bloggers.

The use of social networks such as Twitter, Facebook and YouTube are rapidly becoming an effective way of reaching out to and engaging your target community. Coverage for “Laffs on the Harbor” will be leveraged through the following:

- Facebook
- Twitter
- Flickr
- Various DC Blogs

## **EVENT PROMOTION:**

Promotional blitz will cover all of the Washington, DC Metropolitan area through a wide variety of campaigns such as:

- Invitations (e-mail)
- Promotional models at National Harbor the week prior to the show
- Word-of-Mouth
- Partnerships with event promoters with an email list of over 10,000 names
- [www.Laffsontheharbor.com](http://www.Laffsontheharbor.com)
- [www.BobbyMckey.com](http://www.BobbyMckey.com)
- [www.Nationharbor.com](http://www.Nationharbor.com)

## **AUDIENCE ACCUMULATION:**

33,500 - Total accumulation of targeted audience exposed to campaign messages and sponsor's brand.

### ***Demographic Profile***

Age Group:	23-39 years old	
Income:	\$20K-\$45K	(15%)
	\$46K-\$90K	(65%)
	\$91K+	(20%)
Education:	College Degree	(84%)
	Advanced Degree	(16%)
Occupation:	White Collar	(95%)
	Blue Collar	(5%)

### ***Geographic Demographics***

Territory: Washington, DC Metropolitan Area

Source: Consolidated historical data from previous events



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