

Dear Potential Advertiser,

Thank you for your interest in placing advertising for your business or service with our upcoming production of *Evil Dead: The Musical*. The following is a brief overview of The Alley Theater, Inc., and detailed information on Louisville's 2nd run of "*Evil Dead: The Musical*" and its promotion & advertising opportunities. A variety of show program & pre-show multi-media advertising packages are available to suit your needs and budget.

"Evil Dead: The Musical"

Based on Sam Raimi's 1980's cult classic *Evil Dead* films, the musical tells the tale of 5 college kids who travel to a cabin in the woods and accidentally unleash an evil force.

It may sound like a horrible experience, however it's not! It's basically a love story...basically. There's a hero...basically. The songs are hilariously campy (as in "Look Who's Evil Now") and the show is bursting with more farce and laughs than a Monty Python skit! It's basically a bloody hysterical musical!

Evil Dead: The Musical unearths the old familiar story: "Boy and friends take a weekend getaway at abandoned cabin, boy expects to get lucky, boy unleashes ancient evil spirit, friends turn into Candarian Demons, boy fights until dawn to survive."

With the approval of both Sam Raimi and Bruce Campbell, the first "*Evil Dead: The Musical*" version of the film was staged and enjoyed a successful workshop in Toronto and subsequent performances at the Just for Laughs Festival in Montreal in 2004. The Off-Broadway version opened on November 1, 2006 and ran for 15 months, performing 8 times per week at the New World Stages. A successful return was achieved in 2008 due to the overwhelming popularity of the show. The New York Times called *Evil Dead: The Musical* "The Next Rocky Horror Show," with its cult followers proudly displaying their "SpatterZone" blood-soaked apparel from the first few rows in the theater.

The Alley Theater & the "Evil Dead"

Evil Dead: The Musical opened the first season in October of 2009 in the Alley Theater's brand new space in The Pointe. After 3 years in the Highlands, The Alley Theater had established itself as a pioneer of long-form improv comedy and fostering original alternative theatrical productions. It was the first show produced under The Alley's 501(c) 3 non-profit status, and it fit perfectly with Louisville's only cabaret-style theatre with the fourth largest audience base – selling out performances for 75% of its run! Over 3000 fans & patrons had a bloody hysterical time!

Evil Dead: The Musical 2011 expects a 100% sold out run, and is licensed to perform 13 shows at The Alley Theater, every Thursday, Friday, and Saturday night of October at 7:30 p.m. with additional shows on Sunday the 23rd and Halloween.. Tickets will be on sale online in advance and at the door (pending availability.)

The potential for the show is great and sold out nights are expected to be the rule. While we cannot be sure, we do anticipate the run to be extended at least once and we will include all advertisers throughout the full run of the show. At least three thousand targeted and loyal patrons are expected to attend. ***Ticket prices range from \$20.00 to \$25.00 depending upon purchase point & seating.***

Promoting “Evil Dead: The Musical”

Evil Dead: The Musical is already being promoted through a variety of means. Due to the nature of the target audience, concentration is primarily on viral and “grassroots” marketing. This includes, but is not limited to, a strong online presence at www.LouEvilDead.com, “real world” promotional appearances and word-of-mouth. Handbills, fliers, posters, and social networking sites, and any purchased print and/or radio/television advertising and marketing partnerships will create a bloody big buzz in the Kentuckiana area.

Evil Dead: The Musical has a cult following in Louisville and has fans from all over the United States and Canada. We expect quite a few of these people to travel to Louisville to witness the production due to the far reaching scope of our promotional methods and the scarcity of productions in the Mid-West / Southern states.

Advertising Opportunities - Submission Deadline: September 20th, 2011

1. Exclusive Advertisement: An exclusive advertiser will be the only advertiser within their industry (specified at the time of contract) to be allowed to advertise in the program and multimedia pre-show presentation.

The cost of One Thousand Five Hundred Dollars (\$1500) includes:

- One (1) full page (5” x 8” Full Bleed) full color program advertisement on the back cover of the program offered to every ticket holder.
- Inclusion in pre-show multimedia presentation, minimum three (3) views.
- Six (6) complimentary tickets to a performance of your choice.
- A guarantee of industry exclusivity.

2. Video/Print Advertisement: *The cost of Six Hundred Dollars (\$600) includes:*

- One (1) video advertisement (*not to exceed Sixty (60) seconds*) included in the pre-show multimedia presentation, minimum three (3) views.
- One (1) quarter page (5” x 2” Full Bleed) full color program ad.
- Two (2) complimentary tickets to a performance of your choice

3. Full Page Advertisement: *The cost of Five Hundred Dollars (\$500) includes:*

- One (1) full page (5” x 8” Full Bleed) full color program ad.
- Inclusion in pre-show slide presentation, minimum three (3) views.
- Four (4) complimentary tickets to a performance of your choice.

4. Half Page Advertisement: *The cost of Three Hundred Dollars (\$300) includes:*

- One (1) half page (5” x 4” Full Bleed) full color program ad.
- Inclusion in pre-show slide presentation, minimum three (3) views.
- Two (2) complimentary tickets to a performance of your choice.

5. Quarter Page Advertisement: *The cost of One Hundred & Seventy Five Dollars (\$175) includes:*

- One (1) quarter page (5” x 2” Full Bleed) full color program ad.
- Inclusion in pre-show slide presentation, minimum three (3) views.
- One (1) complimentary ticket to a performance of your choice.

PLEASE NOTE - Submission Deadline is September 30th, 2011. Paid advertising not submitted in a timely manner will not be refunded.

Camera ready or screen quality artwork or video will only be accepted.

Print / Slideshow Artwork: PDF, EPS or JPG format, 300dpi.

Video: Any high quality, low compression format will be accepted.

Email is acceptable for submission, but CD is preferred.

Placement requests will be handled on an individual basis.

Questions & support regarding this process can be submitted to Advertising@LouEvilDead.com

With your interest piqued in this exciting production, it is sincerely believed “Evil Dead: The Musical” will once again be a unique and wildly popular event the likes of which Louisville and the surrounding area rarely see. I also hope you will choose to support our effort and become a part of our production by advertising with us.

Please find the advertising submission form & payment information on the following page. If you have any questions, please feel free to contact me at 502-802-5595.

Sincerely,

Joey Arena
Producer/Director
Evil Dead: The Musical

“Evil Dead: The Musical” (Louisville, Kentucky) Advertising Agreement

Date: _____

Your Name: _____

Your Company Name: _____

Please select the advertising package(s) you wish to purchase:

_____ **Exclusive Advertisement - \$1500**

Please Indicate Industry: _____

- One (1) full page (5.5” x 8.5” Full Bleed) full color advertisement on the program back cover.
- Inclusion in the pre-show multimedia presentation, minimum three (3) views.
- Six (6) complimentary tickets (subject to availability.)

_____ **Video Advertisement - \$600**

- One (1) motion video advertisement (*not to exceed Sixty (60) seconds long*) included in the multimedia presentation, minimum three (3) views.
- One (1) quarter page (5” x 2” Full Bleed) full color advertisement in the program.
- Two (2) complimentary tickets (subject to availability.)

_____ **Full Page Advertisement - \$500**

- One (1) full page (5” x 8” Full Bleed) full color advertisement in the program.
- Inclusion in the pre-show multimedia presentation, minimum three (3) views.
- Four (4) complimentary tickets (subject to availability.)

_____ **Half Page Advertisement - \$300**

- One (1) half page (5” x 4” Full Bleed) full color advertisement in the program.
- Inclusion in the pre-show multimedia presentation, minimum three (3) views.
- Two (2) complimentary tickets (subject to availability.)

_____ **Quarter Page Advertisement - \$175**

- One (1) quarter page (5” x 2” Full Bleed) full color advertisement in the program.
- Inclusion in the pre-show multimedia presentation, minimum three (3) views.
- One (1) complimentary ticket (subject to availability.)

All advertisers must submit camera ready or screen quality artwork and/or video.

Print / Slideshow Artwork: PDF, EPS or JPG format, 300dpi.

Video: Any high quality, low compression format will be accepted.

Email is acceptable for submission, but CD is preferred.

Questions & support regarding this process can be submitted to: Advertising @LouEvilDead.com

I, _____, fully understand the advertiser is responsible for providing ALL completed print ready advertisements, graphics for pre-show multimedia projection, and completed video and DO NOT hold The Alley Theater, LLC, Joey Arena, or any affiliate of “Evil Dead The Musical” responsible for the creation, development, or production of any form of advertising asset which is required by this agreement.

Signature & Date

Witness

(Agreement Page 1 of 2)

CONTINGENCY: I, _____, fully understand in the unexpected and rare event of a technical failure with projection equipment, sponsors for the show will be verbally read to the audience before the start of the production. This is a working contingency clause, in case of an extremely rare technical failure and does not constitute reason for a whole or partial refund.

Signature & Date

Witness

I hereby agree to all terms and conditions of this advertising agreement for “The Alley Theater, LLC” and Joey Arena’s Production of “Evil Dead: The Musical” and agree to allow full use of logos, mascots, graphics, and any other advertising assets provided for use in the program, for projection, and other means to promote/sponsor the production of “Evil Dead: The Musical” at The Alley Theater, LLC, 1205 East Washington Street. I understand my ad will run as explained in this contract on the 2011 performance dates of October 7, 8, 13, 14, 15, 20, 21, 22, 23, 27, 28, 29, & 31st. I also understand my advertisement will continue to run, in both print form and in pre-show projection, in the event of extended performance dates.

Signature & Date

Witness

PAYMENT IS DUE UPON SIGNATURE and SUBMISSION OF THIS AGREEMENT.

Please make checks payable to: Joseph Arena

**PLEASE REMIT ADVERTISING AGREEMENT
AND PAYMENT TO:
Joseph Arena
1425 Baxter Avenue
Louisville, KY 40204**

If you have any questions, please feel free to call 502-802-5595

Thank you for your support, and we will see you at the show!

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