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# PUNCHLINES COMEDY BENEFIT TOUR

IN AID OF  
SUSTAINABLE  
PROGRAMS  
WORLDWIDE

**9** CITY NATIONWIDE COMEBACK TOUR

**FALL/WINTER 2021**

**SPONSORSHIP OPPORTUNITIES**

# ABOUT THE TOUR



"Punchlines Comedy Benefit Tour", is the latest comedy installment of Penny Appeal USA's and illMuslims' hilarious collaboration. The nine-city national tour is in benefit of Penny Appeal USA (501 c3) and headlines six of the funniest comics across North America: Zainab Johnson, Yasmin Elhady, Paul Elia, Ahamed Weinberg, Moses The Comic, and Mo Kheir. These comics represent diversity in the expression of faith, ethnicity, professional background, and identity. The tour highlights the spectrum of Muslim experiences as they navigate the Muslim community and American society at large. Through comedy, themes of sexism/patriarchy and gender roles are challenged. From exploring the first-generation experience to appreciating the contributions of incredible Muslims, Punchlines comically celebrates life as a Muslim in 2021. Audiences will gather for timely, relevant, and just plain fun family-friendly engagement. The best part is, 100% of the revenue will go directly to fighting poverty through sustainable projects!

## DATES

Fri, Oct 29  
SWP Nov  
Sat, Nov 13  
Sun, Nov 14  
Sat, Nov 20  
Sun, Dec 5  
Fri, Dec 10  
Sun, Dec 12  
Sat, Dec 18

## CITIES

Chicago, IL  
Washington, DC  
New York, NY  
Paramus, NJ  
San Francisco, CA  
Los Angeles, CA  
Houston, TX  
Dallas, TX  
Dearborn, MI

## THEATER

Apollo Theater  
~~REMOVED~~  
Gerald W. Lynch Theater  
AMC Garden State 16  
Herbst Theatre  
AMC Century City 15  
MATCH  
AMC Northpark 15  
AMC Fairlane 21

# ABOUT THE TOUR



## SUPPORT SUSTAINABLE PROGRAMS

One of Penny Appeal USA's key areas of focus is sustainability. We're empowering families in the fight against cyclical poverty. Our sustainable programs focus on alleviating the underlying conditions that place families in a cycle of poverty.

This tour will raise funds for life-changing sustainable programs, including vegetable gardens and livestock gifts that allow women to build a livelihood, solar powered wells that provide water for entire communities, and education support for vulnerable children around the world.

## THE NUMBERS

We have been hosting nationwide tours since 2016. As well as hosting a six-city tour with former World Champion Boxer Amir Khan in December 2016, we visited 10 cities as part of our Super Muslim Comedy Tour in 2017 and four cities as part of our One Day in the Haram Film Tour in 2018, and our iLLARIOUS 8-city comedy tour this year. At each of these events, we have been able to attract crowds varying from 150 people to 400 people.

Each of our tours have been a tremendous success and have raised significant funds for, and awareness of, our poverty elevation programs.

As well as marketing this tour to our +90,000 existing donors via emails and physical mailers, we will also be conducting an aggressive social media campaign on all our platforms (Facebook, Instagram, Twitter, Snapchat, Linked In). This campaign, both organic and paid, will reach at least 250,000+ American Muslims between 25 and 50.

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For more information or to discuss a custom or local sponsorship deal, please contact Hoda Lajili at [hlajili@pennyappealusa.org](mailto:hlajili@pennyappealusa.org) or call her at [973.931.3440](tel:973.931.3440).



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Questions?  
Contact  
Hoda Lajili

Phone:  
973.931.3440

Website:  
[pauusa.org/punchlines](http://pauusa.org/punchlines)

Email:  
[hlajili@pennyappealusa.org](mailto:hlajili@pennyappealusa.org)

Follow us  
[@pennyappealUSA](https://www.instagram.com/pennyappealUSA)



PENNY APPEAL USA is a  
recognized 501(c)(3) nonprofit.  
All donations are tax-deductible.  
EIN/Tax ID: #47-5165837

TOUR SPONSORSHIP PACKAGE

## Platinum Sponsor

1 PACKAGE AVAILABLE

**\$15,000**

- Recognized as Platinum Sponsor on the official tour webpage and all ticket webpages.
- Recognized as Platinum Sponsor on all online marketing materials.
- Recognized as Platinum Sponsor in all email communications. (promotion emails, ticket emails, thank you emails etc....)
- Allowed to present a 60 second video or in-person presentation at each of the ten events.
- Allowed to have a table/booth at each of the ten events.
- Will be given 10 free tickets (online code) for each of the ten events which you can give to your customers/ supporters.
- Will be given a table at each of the ten events to showcase material or merch during the event. 10% of merch proceeds should go towards a PA USA programs of your choice.



**Questions?  
Contact  
Hoda Lajili**

**Phone:**  
973.931.3440

**Website:**  
[pauusa.org/punchlines](https://pauusa.org/punchlines)

**Email:**  
[hlajili@pennyappealusa.org](mailto:hlajili@pennyappealusa.org)

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TOUR SPONSORSHIP PACKAGE

## Gold Sponsor

2 PACKAGES AVAILABLE

**\$10,000**

- Recognized as Gold Sponsor on the official tour webpage and all ticket webpages.
- Recognized as Gold Sponsor on all online marketing materials.
- Recognized as Gold Sponsor in all email communications regarding the tour. (promotion emails, ticket emails, thank you emails etc....)
- Recognized as Gold Sponsor during the event by the Emcee.
- Will be given 5 free tickets (online code) for each event which you can give to your customers/supporters.



**Questions?  
Contact  
Hoda Lajili**

**Phone:**  
973.931.3440

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**Email:**  
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**TOUR SPONSORSHIP PACKAGE**

## **Silver Sponsor**

5 PACKAGES AVAILABLE

**\$5,000**

- Recognized as Silver Sponsor on the official tour webpage and all ticket webpages.
- Recognized as Silver Sponsor on all online marketing material.
- Recognized as Silver Sponsor during the event by the Emcee
- Will be given 3 free tickets (online code) for each event which you can give to your customers/supporters.



Questions?  
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## TOUR SPONSORSHIP PACKAGE

# Bronze Sponsor

10 PACKAGES AVAILABLE

**\$1,000 (1 EVENT)**

- Recognized as Bronze Sponsor on the official tour webpage and event ticket webpage.
- Recognized as Bronze Sponsor during the event by the Emcee
- 5 free tickets (online code) to the event which you can give to your customers/supporters.
- Will be given a table to showcase material or merch during the event. 10% of merch proceeds should go towards a PA USA program of your choice.

## A La Carte Sponsorship

Choose what works best for you\*

<b>Video during 1 event</b>	<b>\$400</b>
<b>1 Event Sponsorship Table</b>	<b>\$300</b>
<b>Logo on digital material for 1 event</b>	<b>\$200</b>
<b>15 Tickets (discount code will be given)</b>	<b>\$400</b>

\*ALL A LA CARTE OPTIONS ARE PER EVENT, NOT FOR THE WHOLE TOUR