THE 20TH ANNIVERSARY CONCERT

GARDEN STATE

MARCH 29TH, 2025 - THE GREEK THEATRE



BENEFITTING

THE MIDNIGHT MISSION OF LOS ANGELES

CURRENTLY SERVING THOSE IMPACTED
BY THE CALIFORNIA WILDFIRES AND THE THOSE
EXPERIENCING HOMELESSNESS

cocolittle

THE SOUNDTRACK OF A GENERATION, LIVE

Hailed as the spark that helped bring Indie music to the forefront of culture in 2004, the Platinum-selling Garden State Soundtrack is an enduring collection of songs that has been endlessly name-checked and revisited since its release. **Zach Braff** packed his directorial debut with hand-picked tunes from **Coldplay, The Shins, Iron & Wine, and more.**

Braff's movie mixtape has recently been called a "***pop culture phenomenon***" (The Hollywood Reporter, July 2024), an "***irrefutable touchstone***" (The Ringer, July 2024), and an ***"indie-rock phenomenon"*** (Stereogum, August 2024). This iconic soundtrack will be performed live, for the first time ever, at The Greek Theater in Los Angeles.



Grammy Winner:
Best Compilation soundtrack 2005

"The [soundtrack]choices still resonate"
-the New York Times
May, 2024

Named one of the Top Movie Soundtracks Ever: Time, Business Insider and more

cocolittle

THE 20TH ANNIVERSARY CONCERT

GARDEN STATE

MARCH 29TH, 2025 - THE GREEK THEATRE

A STACKED LINEUP

Executive Produced by Zach Braff, Cary Brothers, and Laura Glass and directed by Chris Henchy, the Garden State 20th Anniversary show will feature the majority of the original soundtracks artists.

SOLD OUT

CONFIRMED



+ SPECIAL GUESTS

cocolittle

THE 20TH ANNIVERSARY CONCERT

GARDEN STATE

MARCH 29TH, 2025 - THE GREEK THEATRE

BENEFITTING THE UNHOUSED

Midnight Mission is offering immediate assistance to those in need, including individuals and families displaced by the fires.

Their commitment to meeting the urgent needs of our community remains unwavering, ensuring the safety and well-being of everyone who seeks their help.

The Midnight Mission continues to focus on providing shelter, support, and hope during times of crisis.

SINCE 1914

step into the light

The Midnight Mission

cocolittle

THE 20TH ANNIVERSARY CONCERT

GARDEN STATE

MARCH 29TH, 2025 - THE GREEK THEATRE

L.A.'s GREEK THEATRE: AN ICONIC SETTING

- **Located in historic Griffith Park**
- **Seated capacity: 6,200**
- **Owned by the City of Los Angeles**

Throughout its almost 100-year history, the Greek has been a home for some of the biggest names in music – including Billie Eilish, Harry Styles, Alicia Keys, Sir Elton John, Lady Gaga, Stevie Nicks, Bruce Springsteen, and many more.

cocolittle



KEY PLAYERS



ZACH BRAFF

GARDEN STATE 20TH ANNIVERSARY CURATOR & EXECUTIVE PRODUCER

- **Garden State film director, lead actor, screenwriter, and soundtrack creator**
- **GRAMMY Winner for Best Compilation Soundtrack**
- **Emmy and Golden Globe Nominated Actor (Scrubs) and Director (Ted Lasso)**
- **Independent Spirit Award Winner for Best First Feature**

LAURA GLASS

GARDEN STATE 20TH ANNIVERSARY EXECUTIVE PRODUCER

- Executive Producer of “Foo Fighters - Live at The Acropolis”
- Executive Producer & Showrunner, Will Ferrell’s “Best Night of Your Life” productions
- Executive Producer of Landmark’s “Live in Concert” for PBS

CHRIS HENCHY

GARDEN STATE 20TH ANNIVERSARY DIRECTOR

- Funny Or Die co-founder
- Acclaimed Writer & Producer (Academy Awards, Emmys, Eastbound & Down, The Other Guys)

CARY BROTHERS

GARDEN STATE 20TH ANNIVERSARY EXECUTIVE PRODUCER

- Critically-acclaimed musician with songs featured in 100+ films/TV shows
- Producer of international tours/concert series

THE 20TH ANNIVERSARY CONCERT
GARDEN STATE
MARCH 29TH, 2025 - THE GREEK THEATRE

SPONSORSHIP TIERS

Presenting Title Sponsorship

$1,000,000

Category Exclusivity

Audience Exposure:
- Stage Signage
- Stage Recognition
- Opportunity to provide (2) 45 second promos or ads to be played 6x in pre and post show reel
- Ability to distribute a product and promo before or after the show
- Brand inclusion with all ticket buyer communication
- Brand Activation space in prominent Pavilion location

Talent Exposure:
- Talent Gifting opportunity
- (2) Full page ads in show program
- Inclusion in musician/cast present *(it's a cool, nostalgic toy - we'll explain)*

Content Opportunities:
- (2) Post-production sizzle reel provided for use with customers and followers acknowledging support
- Photos and video b-roll shot exclusively for the Presenting Title Sponsor

Onsite Experience:
- Branded VIP Lounge *(up to 100 people)*
- 2 Luxury boxes *(12 person capacity)* food and beverages included
- VIP Guest Entrance

Customer-Facing Contest: *(managed by Sponsor)*
- Sponsor permitted to run fly-in or like contest
  Contest tickets to come out of Title Sponsor ticket block.
- Ability to run a discounted offer to sponsor customers *(number of tickets TBD)*

Marketing + PR:
- PR inclusion throughout
- Premier logo positioning on all assets
- Elevated branding locations throughout the entire venue
- Press mention
- Show Poster inclusion

The Huge Extras:
- Private Meet & Greet for up to 8 people
- 2 full cast signed posters
- Sound Check invitation for up to 10 people
- Exclusive Invitation for 2 people to attend the Private Post Show Dinner with The Cast *(non transferable)*

Presenting Title Sponsor Ticket Block Included

cocolittle

THE 20TH ANNIVERSARY CONCERT

GARDEN STATE

MARCH 29TH, 2025 - THE GREEK THEATRE

SPONSORSHIP TIERS

Premier Sponsor

$550,000

Category Exclusivity

Audience Exposure:

- Stage Recognition
- Opportunity to provide a 45 second ad shown 4x in the pre show reel
- Ability to distribute a product and promo before or after the show
- Brand Activation space
- Half page ad in show program

Talent Exposure:

- Talent Gifting opportunity

Content Opportunities:

- Post-production sizzle reel provided for use with customers and followers acknowledging support

Onsite Experience:

- Branded VIP Lounge *(up to 100 people)*
- 2 Luxury boxes *(12 person capacity)* food and beverages included
- VIP Guest Entrance

Marketing + PR:

- PR inclusion throughout
- Premier logo positioning on all assets
- Elevated branding locations throughout the entire venue
- Press mention
- Show Poster inclusion

The BIG Extras:

- Private Meet & Greet for up to 4 people
- 1 Full cast signed poster
- Sound Check invitation for up to 6 people

Presenting Title Sponsor Ticket Block Included

Platinum Sponsor

$300,000

Category Exclusivity

Audience Exposure:

- Stage Recognition
- Opportunity to provide a 30 second ad shown 3x in the pre show reel
- Ability to distribute a product and promo before or after the show
- Brand Activation space
- Half page ad in show program

Talent Exposure:

- Talent Gifting opportunity

Content Opportunities:

- Post-production sizzle reel provided for use with customers and followers acknowledging support

Onsite Experience:

- Branded VIP Lounge *(up to 50 people)*
- 1 Luxury box *(4 person capacity)* food and beverage included
- VIP Guest Entrance

Marketing + PR:

- PR inclusion throughout
- Premier logo positioning on all assets
- Press mention
- Show Poster inclusion

Presenting Title Sponsor Ticket Block Included

Silver Sponsor

$150,000

Category Exclusivity

Audience Exposure:

- Stage Recognition
- Opportunity to provide a 30 second ad shown 2x in the pre show reel
- Brand Activation space
- Half page ad in show program

Content Opportunities:

- (2) Post-production sizzle reel provided for use with customers and followers acknowledging support

Onsite Experience:

- Branded VIP Lounge *(up to 30 people)*
- 1 Luxury box *(4 person capacity)* food and beverage included
- VIP Guest Entrance

Marketing + PR:

- PR inclusion throughout
- Premier logo positioning on all assets
- Press mention
- Show Poster inclusion

Presenting Title Sponsor Ticket Block Included

cocolittle

THE 20TH ANNIVERSARY CONCERT
GARDEN STATE
MARCH 29TH, 2025 - THE GREEK THEATRE

PRIVATE VIP LOUNGE EXPERIENCES



Private VIP Lounge Experiences

Host the ultimate Garden State soundtrack experience stage right in one of seven private lounges which accommodate 30 to 100 guests.

Each VIP Lounge includes:

- **VIP tickets to the show**
- **Catered Food and Beverages**
- **Dedicated VIP show entrance**
- **VIP Lounge sponsorship includes a full page ad in the show program (optional)**

Currently Available:
100 person lounge: $100,000
75 person lounge: $75,000
50 person lounge: $50,0000
25 person lounge: $25,000

cocolittle

THE 20TH ANNIVERSARY CONCERT

GARDEN STATE

MARCH 29TH, 2025 - THE GREEK THEATRE

VIP BOX PACKAGES



$20,000

Boxes include 4 VIP tickets in a private box and complimentary food and beverage.

cocolittle

THE 20TH ANNIVERSARY CONCERT

GARDEN STATE

MARCH 29TH, 2025 - THE GREEK THEATRE

LOCATION

The Greek Theatre in Los Angeles

EVENT DATE

March 29, 2025

CUSTOM MERCHANDISE CAPSULE

Created by Aviator Nation

- **To be sold at the event and online.**

GEN Z POWERS 2000s NOSTALGIA

A 2023 GWI study found that Gen Z (adults 18-29) is the most nostalgic generation alive, and that over half of them are specifically nostalgic for movies and music from 2000-2009.



Gen Z ranks as the most nostalgic generation, Millennials (Gen Y) are a close second.*

Gen Z nostalgia is driven by a feeling of comfort for things made before they came of age surrounded by social media, COVID's disruptions to work and school, and current inflation.



THE GARDEN STATE SOUNDTRACK "WAS A MIXTAPE OF MUSIC THAT I WAS LISTENING TO IN THAT ERA OF MY LIFE, MY MID- 20S..."

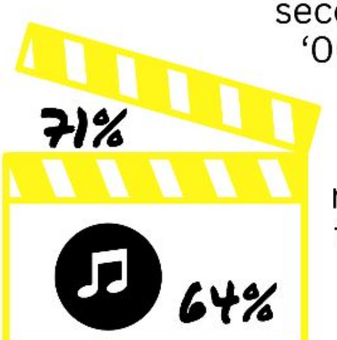
-ZACH BRAFF / NEW YORK TIMES MAY, 2024



Percentage of Gen Z is nostalgic for media made in the '00s, the highest of any decade.*



Millennials are a close second in terms of '00s nostalgia.*



Movies (71%) & music (64%) are the two leading nostalgia triggers*

cocolittle



CONTACT

LAURA GLASS
LAURA@COCOLITTLE.COM
COCOLITTLE.COM

THANK YOU!