

*Jay Armstrong Johnson's*

# I PUT A SPELL ON YOU

*The 10th Anniversary*



WEBSTER HALL



# 10 YEARS OF WITCHERY!



Broadway's Biggest Halloween Party returns to celebrate its 10th Anniversary at the historic Webster Hall! "I Put a Spell on You" pays homage to the cult-favorite Disney film *Hocus Pocus* with a high-octane concert-meets-dance party as the entertainment community comes together to benefit the Ali Forney Center, the nation's largest agency serving LGBTQ+ youth experiencing homelessness.

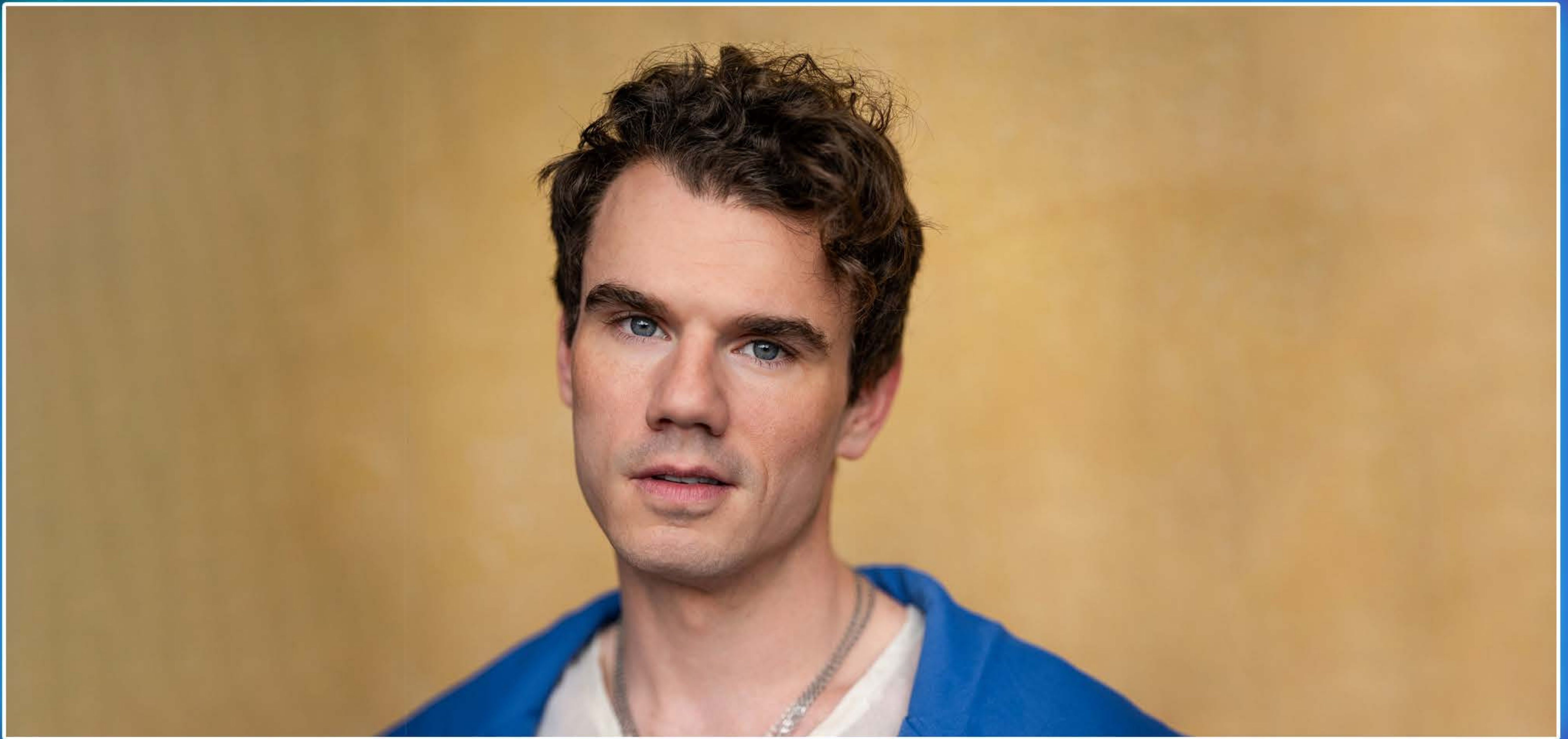
Executive producer/creator Jay Armstrong Johnson hosts the evening as Winifred Sanderson with Allison Godleski and Amanda Williams Ware joining him as sisters Sarah and Mary, respectively.

Previous performers include the late Broadway legend and Tony Award winner Gavin Creel, Tony winner J. Harrison Ghee, Tony nominee Eva Noblezada, Tony nominee Robyn Hurder, International pop culture artist Todrick Hall, RuPaul's Drag Race stars Bob the Drag Queen, Marcia Marcia Marcia, and dozens more!

The performance begins at 8PM and will be followed by a dance party and costume contest. Attendees are encouraged to dress in their Halloween best for a chance to win fantastic prizes. Press, red carpet, exclusive pre-show receptions, and an after-party bookend the evening for sponsors, donors, VIPs, and more!



# A NOTE FROM JAY...



Dear Reader,

This year "I Put a Spell on You" celebrates its 10th anniversary! Reflecting on this milestone, I'm filled with gratitude. As a child, Halloween was my favorite night, and Disney's *Hocus Pocus* allowed me to experience its magic year-round. My secret goal was to be Winifred Sanderson for Halloween (Bette Midler in the film), but voicing that desire would have made my childhood even harder. Like many in the LGBT-QIA+ community, I faced bullying and ostracization in the public school system. My refuge came from a community of open-minded teachers and mentors at my local arts institutions who nurtured my interests and granted me the ability to study the art forms I so desperately loved despite my family's financial limitations.

While stepping into my queer identity had its challenges, I made it through with the support of my friends, family, and community and can't imagine facing that transition without such crucial backing. The Ali Forney Center addresses the urgent need for safe shelters and supportive services for those LGBT-QIA+ children who don't share in the same privilege many of us have been afforded.

Our team at "I Put a Spell on You" is proud to continue our partnership with AFC to support their important work as we celebrate community, identity, and the unabashed queer joy of Halloween. I hope you will consider joining the magic (and mischief) by becoming a sponsor of our 10th Anniversary celebration. Come . . . we fly!

With Gratitude,

Jay Armstrong Johnson  
Executive Producer and Creator of "I Put A Spell On You"  
[JayArmstrongJohnson.org](http://JayArmstrongJohnson.org)



# Our History...

2016

JAY'S NOT SO SCARY  
HALLOWEEN PARTY

FEINSTEIN'S 54 BELOW

JAY'S NOT SO SCARY  
HALLOWEEN PARTY

FEINSTEIN'S 54 BELOW

2017

2018

THE RETURN OF THE  
SANDERSON SISTERS

(LE) POISSON ROUGE

THE RETURN OF THE  
SANDERSON SISTERS

(LE) POISSON ROUGE

2019

2020

THE SANDERSON SISTERS  
BREAK THE INTERNET

VIRTUAL STREAM

THE SANDERSON VARIANT

VIRTUAL STREAM

2021

2022

ALIVE AT SONY HALL

SONY HALL

THE WITCHES ERA

SONY HALL

2023

2024

ALiVE AT WEBSTER HALL

WEBSTER HALL

THE 10<sup>TH</sup> ANNIVERSARY

WEBSTER HALL

2025





The Ali Forney Center's mission is to protect LGBTQ+ youth from the harms of homelessness and empower them with the tools needed to live independently. In 2002 the Ali Forney Center (AFC) was founded in memory of, and named after, a gender-non-conforming youth who was tragically murdered in 1997.

The organization has grown to become the largest agency dedicated to LGBTQ+ homeless youths in the country—assisting 2,200 youth per year through a 24-hour Drop-In Center and wrap-around services at 16 housing sites. The agency's work extends nationally and around the world providing capacity building and model replication support to smaller groups and activists working to support LGBTQ+ youth.

## OUR PROGRAMS

- A 24/7 Drop In Center
- Outreach Services
- Meals and Nutrition
- Emergency Services such as showers, restrooms, and laundry
- Medical Care
- HIV counseling, testing, and care
- Substance Abuse prevention and treatment
- Mental Health Care including evaluations, support groups, creative arts therapy, and counseling
- Community Programs and Activities
- Emergency Housing Sites
- Vocational and Educational Placement
- Assistance including High School
- Equivalency classes, work readiness programming, life skills training, and internship programs
- Transitional Housing Sites
- Model Replication

## OUR IMPACT

- 2,000+ youth served each year
- 77% of our youth are in school
- 99% of our youth are employed
- 80% of our youth graduate AFC into independent living compared to the National average of 20%
- 250 is the average number of young people on our emergency housing waiting list
- 85% of our youths in our program are enrolled in mental health counseling services, STD education prevention, testing, and treatment
- 100% of our youth work with a dedicated case manager and have a case plan to help them reclaim their lives
- 370,000+ meals served annually



# MEDIA POTENTIAL REACH

## AUDIENCES

- Historically **SOLD- OUT** Live Shows
- **900+ GUESTS** in both 2022 and 2023
- **80,000+ VIEWERS** on Livestream
- SmartTV app through Broadway on Demand - in **20 Million homes**
- Over **100,000 VIEWS** total

## PREVIOUS PARTNERSHIPS INCLUDE:

**PLAYBILL®**



**TIMES  
SQUARE  
ALLIANCE**

**BROADWAY**  
ON DEMAND



## SOCIAL MEDIA

\*PLUS CELEBRITY CASTING AND FULL COMPANY OFFERS ADDITIONAL EXPOSURE\*

**@ALIFORNEYCENTER**  
Instagram: 29.4k

**@JAY\_A\_JOHNSON**  
Instagram: 50.3k

**@PUTASPELLONYOUNYC**  
Instagram: 7.2k+  
TikTok: 19.3k

## PR OUTREACH



**BROADWAY.COM**



**DC METRO**  
THEATER ARTS

**DEADLINE**

**Hollywood**  
Soapbox

**LIVEDESIGN**

**People**

**PLAYBILL®**

**SPECTRUM  
NEWS**



# **PARTNER WITH PLAYBILL**

In celebration of its 10th anniversary, I Put a Spell on You has joined forces with PLAYBILL to create a first-of-its-kind advocacy + media sponsorship opportunity.

This partnership combines the star power and cultural reach of Broadway's biggest Halloween party with Playbill's unparalleled platform, delivering national exposure through print, digital, and editorial coverage.

Sponsors receive high-impact branding across Playbill's print editions, premium digital ad placements, and inclusion in native editorial content, paired with exclusive in-venue activations, VIP experiences, and social media integration.

Each package amplifies sponsor visibility while directly supporting The Ali Forney Center, ensuring every impression also makes a tangible difference for LGBTQIA+ youth experiencing homelessness.

# **PLAYBILL®**



# JOIN THE COVEN...

## SPONSORSHIP LEVELS

### HIGH PRIESTESS

**\$50,000**

- 10 VIP Show Tickets
- Pre & Post Show Reception Invitations
- Access to reserved viewing area
- Special recognition from the stage
- Logo on in-venue screens, and all event marketing (digital and print)
- Opportunity for customized integration and product placement
- Private meet-and-greet with show creator, Jay Armstrong Johnson
- Inclusion in social media post from The Ali Forney Center, I Put a Spell on You, and Jay Armstrong Johnson
- VIP Show Memorabilia & VIP Invitations to additional 10th Anniversary Celebrations!

### SORCERESS

**\$25,000**

- 8 VIP Show Tickets
- Pre & Post Show Reception Invitations
- Access to reserved viewing area
- Logo or listing on all event marketing (digital and print)
- Special recognition from the stage
- Inclusion in social media post from The Ali Forney Center, I Put a Spell on You, and Jay Armstrong Johnson
- VIP Show Memorabilia & VIP Invitations to additional 10th Anniversary Celebrations!



# IPASOY x PLAYBILL

## MEDIA PARTNER PACKAGES

### HIGH PRIESTESS

**+\$100,000**



- One (1) Full Page Ad in Event Playbill
- Mention in Native Articles on Playbill.com with IPASOY/Ali Fomey Center Content + 100% SOV Banners on Native articles.
- B-Roll/Still Images Provided to Sponsor for social media post-event (IPASOY must provide photographer and videographer).
- OPTIONAL: One (1) Full Page Ad in Playbill NY November '25 Edition (1.3 MM)  
\*Additional Cost\*
- DIGITAL PACKAGE (3-Month Campaign):

3x: ROS Sponsor-Produced Banners (533k Impressions – 5% SOV per month) - \$40k  
3x: Site Wide FITO Sponsor-Produced Pushdown (est. Impressions 75k) - \$30k  
3x: Site Wide FITO Sponsor-Produced Parallaxer (est. Impressions 50k) - \$15k  
6x: Playbill Post Newsletter Sponsor-Produced Banners (85k Subs) - \$15k

Investment: Advocacy + Media = \$150K

\$50,000 of this package will be donated to Ali Fomey Center which is fully tax deductible.

### SORCERESS

**+\$50,000**



- One (1) Full Page Ad in Event Playbill
- Mention in Native Articles on Playbill.com with IPASOY/Ali Fomey Center Content  
B-Roll/Still Images Provided to Sponsor for social media post-event.
- DIGITAL PACKAGE (2-Month Campaign)

2x: ROS Sponsor-Produced Banners (400k Impressions – 4% SOV per month) - \$20k  
2x: Site Wide FITO Sponsor-Produced Pushdown (est. Impressions 75k) - \$20k  
4x: Playbill Post Newsletter Sponsor-Produced Banners (85k Subs) - \$10k

Investment: Advocacy + Media = \$75K

\$25,000 of this package will be donated to Ali Fomey Center which is fully tax deductible



# JOIN THE COVEN...

## SPONSORSHIP LEVELS

### CONJURER

**\$10,000**

- 6 VIP Show Tickets, Pre and Post Show Reception Invitations, and access to reserved viewing area
- Logo or listing on all event marketing (digital and print)
- Special recognition from the stage
- VIP Show Memorabilia & VIP Invitations to additional 10th Anniversary Celebrations!

### WIZARD

**\$5,000**

- 4 VIP Show Tickets, Pre and Post Show Reception Invitations, and access to reserved viewing area
- Logo or listing on all event marketing (digital and print)
- Special recognition from the stage
- VIP Show Memorabilia & VIP Invitations to additional 10th Anniversary Celebrations!

### ENCHANTRESS

**\$2,500**

- 2 VIP Show Tickets, Pre and Post Show Reception Invitations, access to reserved viewing area, and VIP show memorabilia
- Logo or listing on all event marketing (digital and print)
- Special recognition from the stage

### CHARMER

**\$1,000**

- 2 VIP Show Tickets and VIP show memorabilia
- Designated VIP Viewing Area
- Pre and Post Show Reception Invitations



# IPASOY x PLAYBILL

## MEDIA PARTNER PACKAGES

### CONJURER

**+ \$20,000**



- One (1) Half-Page Ad in Event Playbill
  - Mention in Native Articles on Playbill.com with IPASOY/Ali Forney Center Content B-Roll/Still Images Provided to Sponsor for social media post-event.
  - DIGITAL PACKAGE (1-Month Campaign)
    - 1x: ROS Sponsor-Produced Banners (400k Impressions – 4% SOV) - \$10k
    - 1x: Site Wide FITO Sponsor-Produced Parallaxer (est. Impressions 50k) - \$5k
    - 2x: Playbill Post Newsletter Sponsor-Produced Banners (85k Subs) - \$5k
- Investment: Advocacy + Media = \$30K
- \$10,000 of this package will be donated to Ali Forney Center which is fully tax deductible.

### WIZARD

**+ \$10,000**



- One (1) Half-Page Ad in Event Playbill
  - Mention in Native Articles on Playbill.com with IPASOY/Ali Forney Center Content B-Roll/Still Images Provided to Sponsor for social media post-event.
  - DIGITAL PACKAGE (1-Month Campaign)
    - 1x: ROS Sponsor-Produced Banners (400k Impressions – 4% SOV) - \$10k
- Investment: Advocacy + Media = \$15K
- \$5,000 of this package will be donated to Ali Forney Center which is fully tax deductible.



# JOIN US...

- ☐ "HIGH PRIESTESS" – \$50,000
- ☐ "SORCERESS" – \$25,000
- ☐ "CONJURER" – \$10,000
- ☐ "WIZARD" – \$5,000
- ☐ "ENCHANTRESS" – \$2,500
- ☐ "CHARMER" – \$1,000



## CORRESPONDING PLAYBILL PARTNERSHIP

(HIGH PRIESTESS \$100K, SORCERESS \$50K, CONJURER \$20K, WIZARD \$10K)

Name(s):

Address:

Phone:

Email:

Please charge my credit card: ☐ M/C ☐ Visa ☐ AMEX

In the amount of: \$

Cardholder Name:

Card Number:

CVV:  Exp. Date:

Signature:

Please find my check enclosed ☐

Please email me for payment via Donor Advised Fund ☐

Please send me wire information ☐

Please invoice me ☐

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# JOIN US...

## PLEASE SEND THIS FORM TO:

**ALI FORNEY CENTER**

307 W. 38th Street, Second Floor, New York, NY 10018

## FOR ANY QUESTIONS, CONTACT:

**KIM RAJAMANI**

Special Events Manager | Ali Forney Center

[KRajamani@AliForneyCenter.org](mailto:KRajamani@AliForneyCenter.org)

212.202.2454

## THANK YOU FOR YOUR DONATION TO THE ALI FORNEY CENTER!

FOR MORE INFORMATION, VISIT [IPASOY.LIVE](http://IPASOY.LIVE)

THE ALI FORNEY CENTER IS A NON-PROFIT, TAX-EXEMPT ORGANIZATION UNDER THE PROVISIONS OF SECTION 501(C)(3) OF THE INTERNAL REVENUE CODE. AFC'S FEDERAL TAX IDENTIFICATION NUMBER (EIN) IS 30-0104507. DONATIONS ARE TAX-DEDUCTIBLE TO THE EXTENT ALLOWED BY LAW.



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