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# ENTERTAINMENT MARKETING LETTER®

*MovieTunes Music Cinema Network Seeks Sponsors*

## Music DVDs Get Theater, Radio Push

**MovieTunes'** Music Cinema Network is seeking sponsors and promotional partners for a slate of in-theater music events planned for '04.

The company, which develops in-theater music marketing and advertising, created a national promotion and premiere event held November 3, '03, for the release of Avril Lavigne's **Arista Records** DVD "My World."

Tickets to the premiere events at AMC Theaters in 24 local markets were given away via radio promotions. In New York City, the evening also included a visit to **MTV's** "TRL" and a live appearance by Lavigne at the **AMC Empire 25 Theater** on 42nd St.

The hour-long program included concert footage of Lavigne's hit "I'm With You" and 40 minutes of backstage activity.

The Lavigne event was sponsored by **1-800-CALL-ATT**.

"Our model is not dependent on ticket sales," says Bob Martin, CEO of MovieTunes' Music Cinema Network. "We're providing a vehicle to labels that promotes their artists at little or no cost to the talent or the label. The sponsor picks up the bulk of the costs involved. It's important to both the music industry and the movie exhibition industry that we create opportunities that didn't exist before."

### CONTACTS & CONNECTIONS

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