

NEW KIDS
ON THE
BLOCK

★ NSYNC

BACKSTREET BOYS

1D
ONE DIRECTION 98°

Broadway World
Award Winner

OTVN



THE ULTIMATE CONTEMPORARY BOY BAND EXPERIENCE

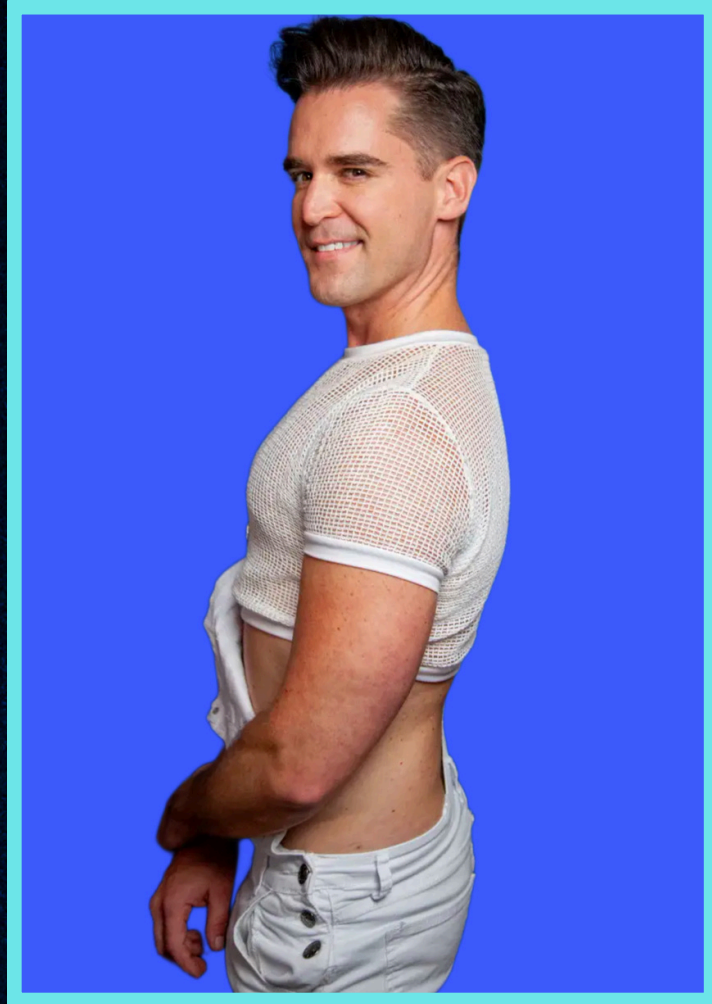
The Boy Band Project transports you back to a time when boy bands dominated pop culture and MTV's TRL was appointment television.

Delivered with their unique blend of tongue-in-cheek humor, Broadway talent, and charismatic good looks, these boys have captivated audiences across the globe with the ultimate homage to boy band culture. Even if you've never decorated a Trapper Keeper with pictures of your favorite boy bander, this show will make you party like it's 1999 before you can say.....Bye, Bye, Bye.

THE
BOY BAND
PROJECT

THE BOYZ

"THE BOY NEXT DOOR"



TRAVIS NESBITT

ALTAR BOYZ
THE PRODUCERS
THE CHRISTMAS SPECTACULAR
HAIRSPRAY

"THE SENSITIVE ONE"



JESSE JP JOHNSON

WICKED
ALTAR BOYZ
XANADU
GREASE
9 TO 5

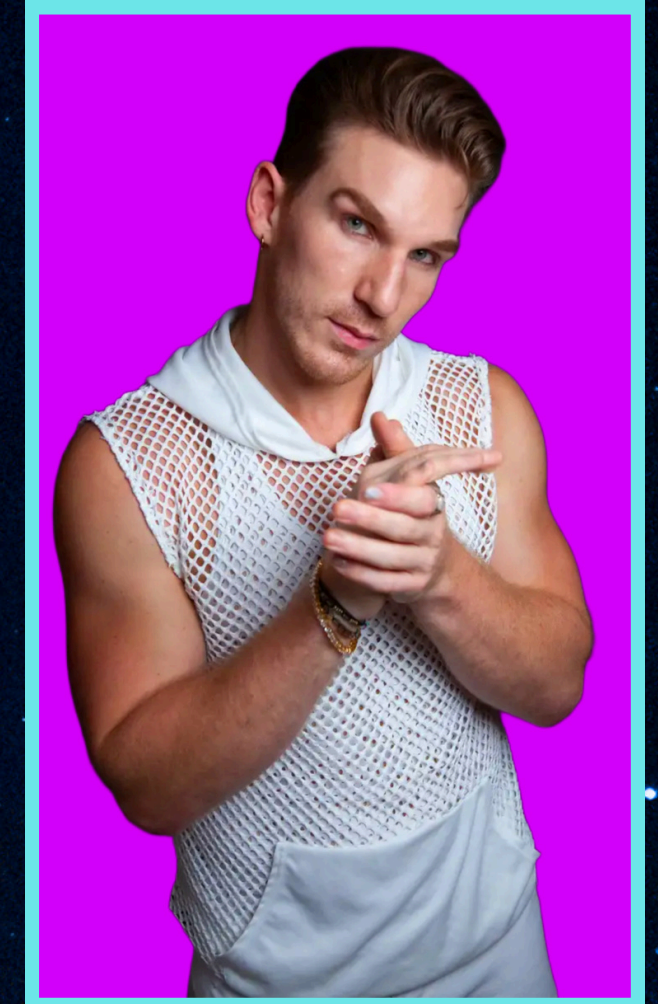
"THE SPORTY ONE"



CHRIS MESSINA

JERSEY BOYS
A BRONX TALE
HAIRSPRAY

"THE BAD BOY"



JESSE CORBIN

GREASE
SATURDAY NIGHT FEVER
MAMMA MIA
BOOK OF MORMON

THE SHOW

A BOY BAND TRIBUTE CONCERT LIKE
YOU HAVE NEVER SEEN BEFORE...

EXPERT CHOREOGRAPHY

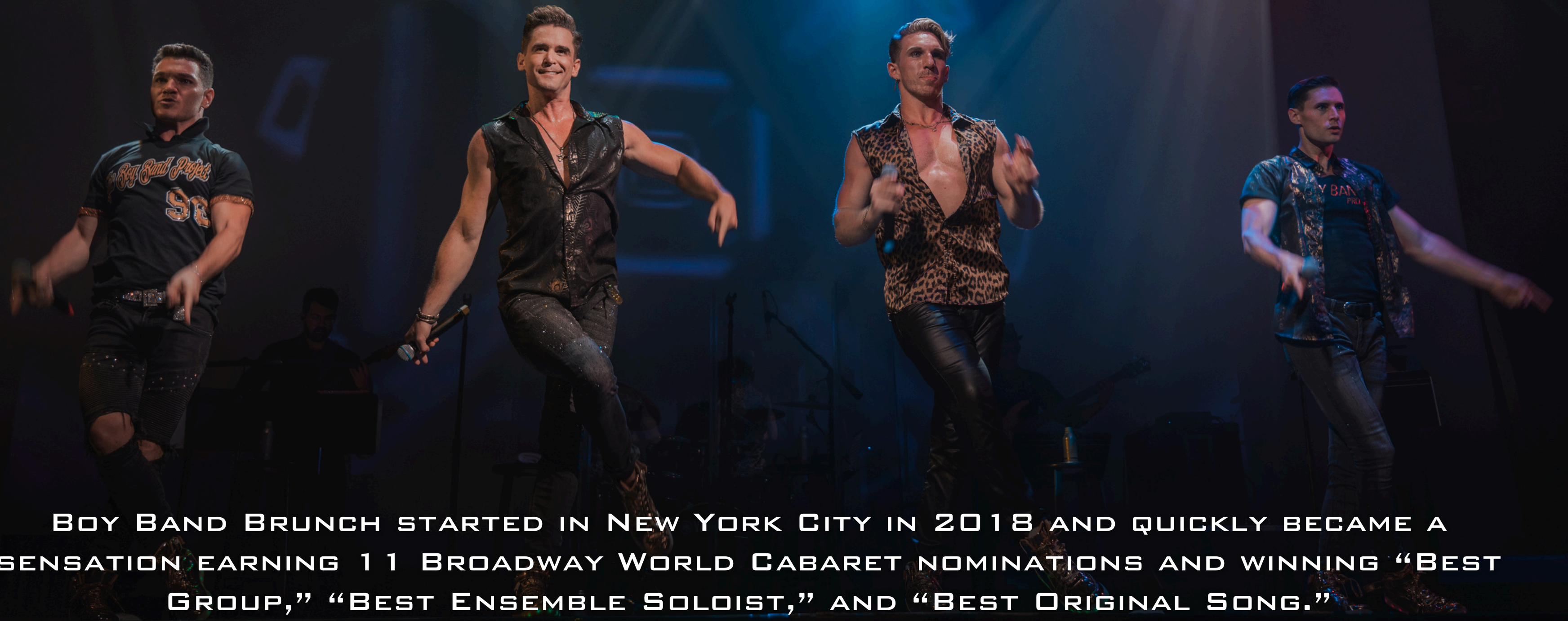
POWERHOUSE VOCALS



"THE VIBE FEELS LIKE BACKSTREET BOYS MEETS BROADWAY"
-NEW YORK TIMES

BOY BAND BRUNCH

BOY BANDS, BOOTY SHAKING, AND BRUNCH!



BOY BAND BRUNCH STARTED IN NEW YORK CITY IN 2018 AND QUICKLY BECAME A SENSATION EARNING 11 BROADWAY WORLD CABARET NOMINATIONS AND WINNING “BEST GROUP,” “BEST ENSEMBLE SOLOIST,” AND “BEST ORIGINAL SONG.”

IMAGINE.....MAGIC MIKE MEETS *NSYNC PERFORMED BY GUYS DIRECT FROM BROADWAY SHOWS

"What they have created is marketable, palatable, and downright genius because it is based, at its core, on two very important foundations: the public's love of boy bands, and the unquestionable talent of THIS boy band."

-Stephen Mosher, BroadwayWorld

"A hot roster of musical-theater stars from Broadway and Off-Broadway that will "light up [your] world like nobody else" "

- DC METRO

98°
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*NSYNC BACKSTREET BOYS

OTVN 1D



THE AWARDS & PRESS



The New York Times

Booze, Biscuits and Bands: Musical Brunch Is Back in New York

Here are six brunches that, after a long pandemic pause, are entertaining and feeding weekend crowds in Manhattan and the Hudson Valley.



broadway WORLD CABARET 2020 AWARDS

8 Nominations

Best Vocal Group - The Boy Band Project
Best Original Song - Jingle My Bells
Best Original Song - Get Behind My Love
Best Quarantine Music Video - Back Here
Best Soloist - Jamison Scott
Best Soloist - Chris Messina
Best Soloist - Jesse Corbin
Best Soloist - Travis Nesbitt

broadway WORLD CABARET 2019 AWARDS

Sponsored by TODAY TIX

[Click Here for More Articles on BWW Cabaret Awards](#)

Winners Announced For The 2019 BroadwayWorld Cabaret Awards!

Best Revue/Group Show

The Boy Band Project - *Boy Band Brunch*
Green Room 42

THE TOUR

In 2019, The Boy Band Project opened for American pop singer, songwriter, dancer, and internet sensation Todrick Hall on his international "Haus Party Tour." They then went on to headline residencies in Provincetown, Puerto Vallarta, and Rehoboth Beach and have performed to sold-out crowds at NYC's The Green Room 42, Chelsea Table + Stage, Iridium, City Winery, and LA's The Bourbon Room. The Boyz have also enchanted numerous passengers on voyages around the globe with Celebrity Cruises, Holland America Cruises, and Princess Cruises.

Since early 2024, The Boy Band Project has been in residence at City Winery NYC with the Boy Band Brunch.



THE GREEN ROOM 42

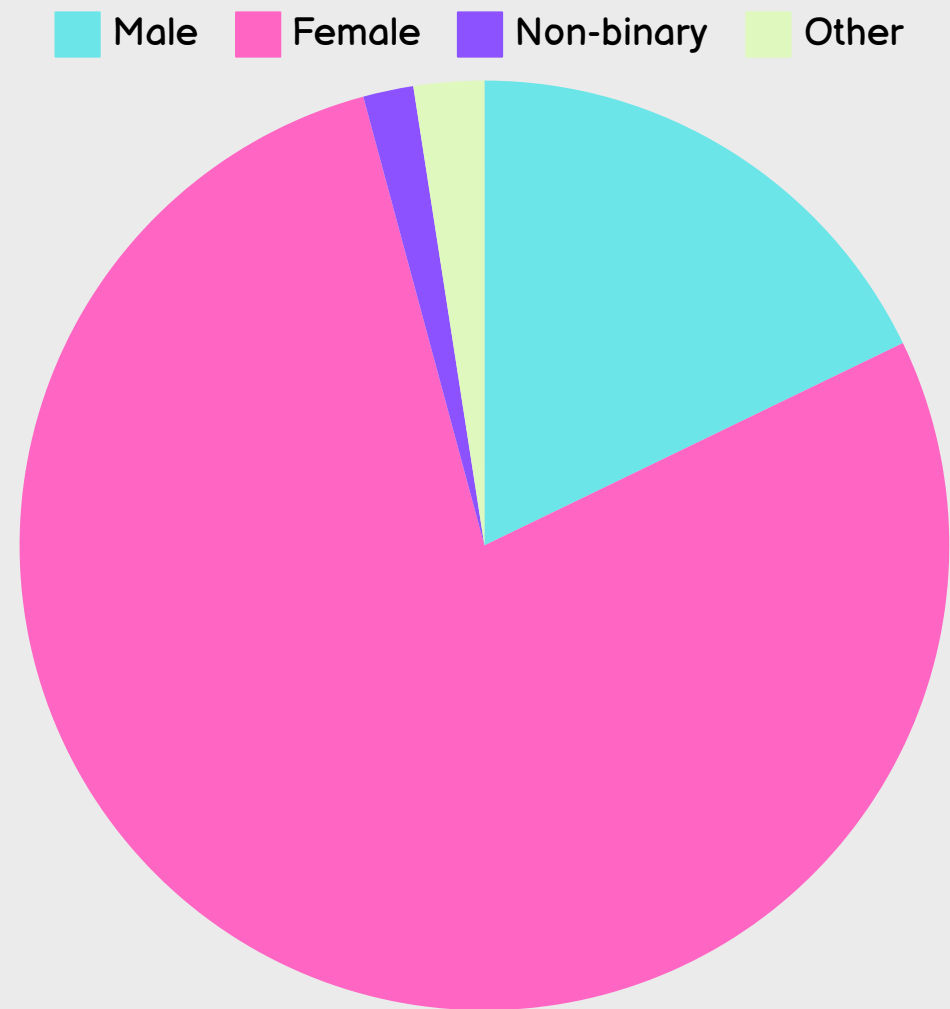


THE AUDIENCE

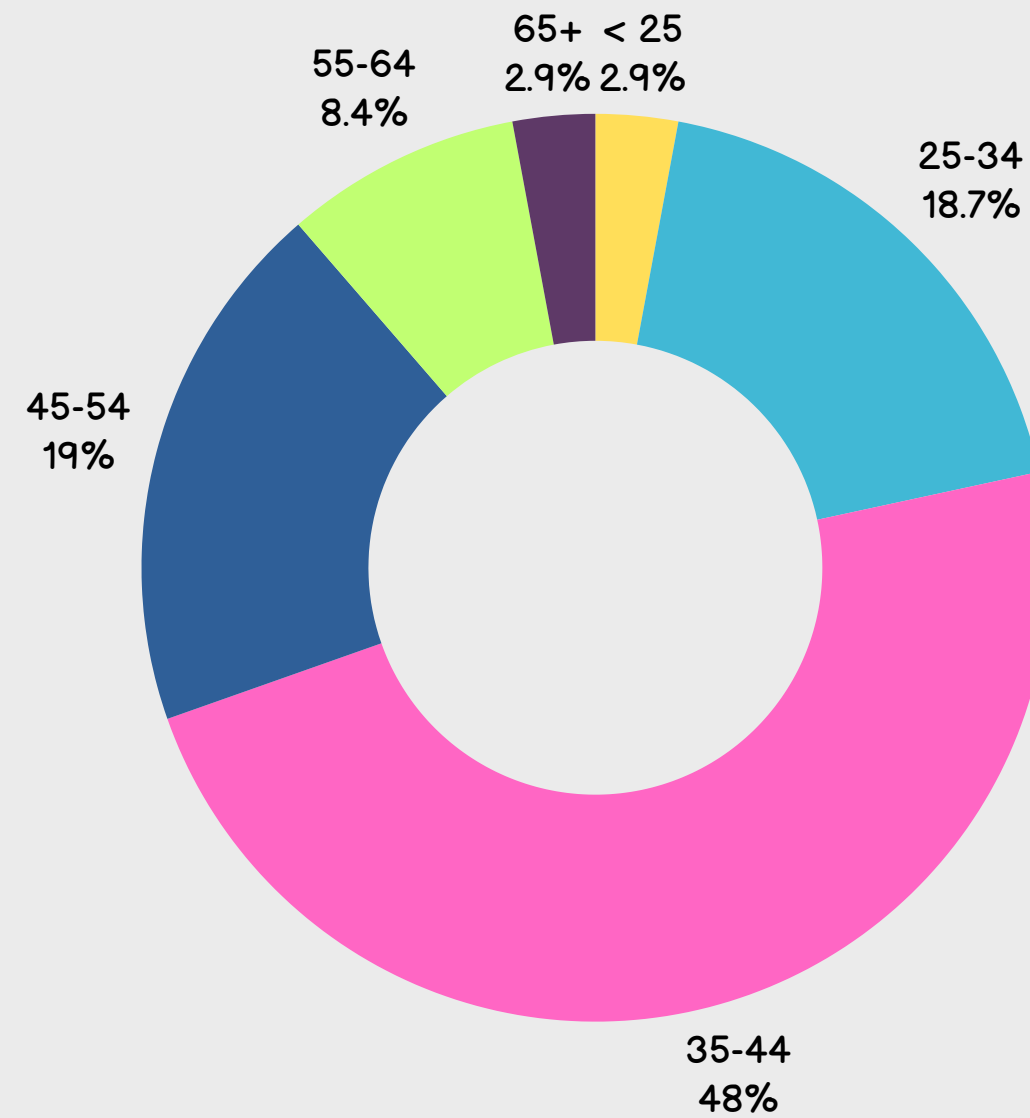


WHO IS A BOY BAND FAN?

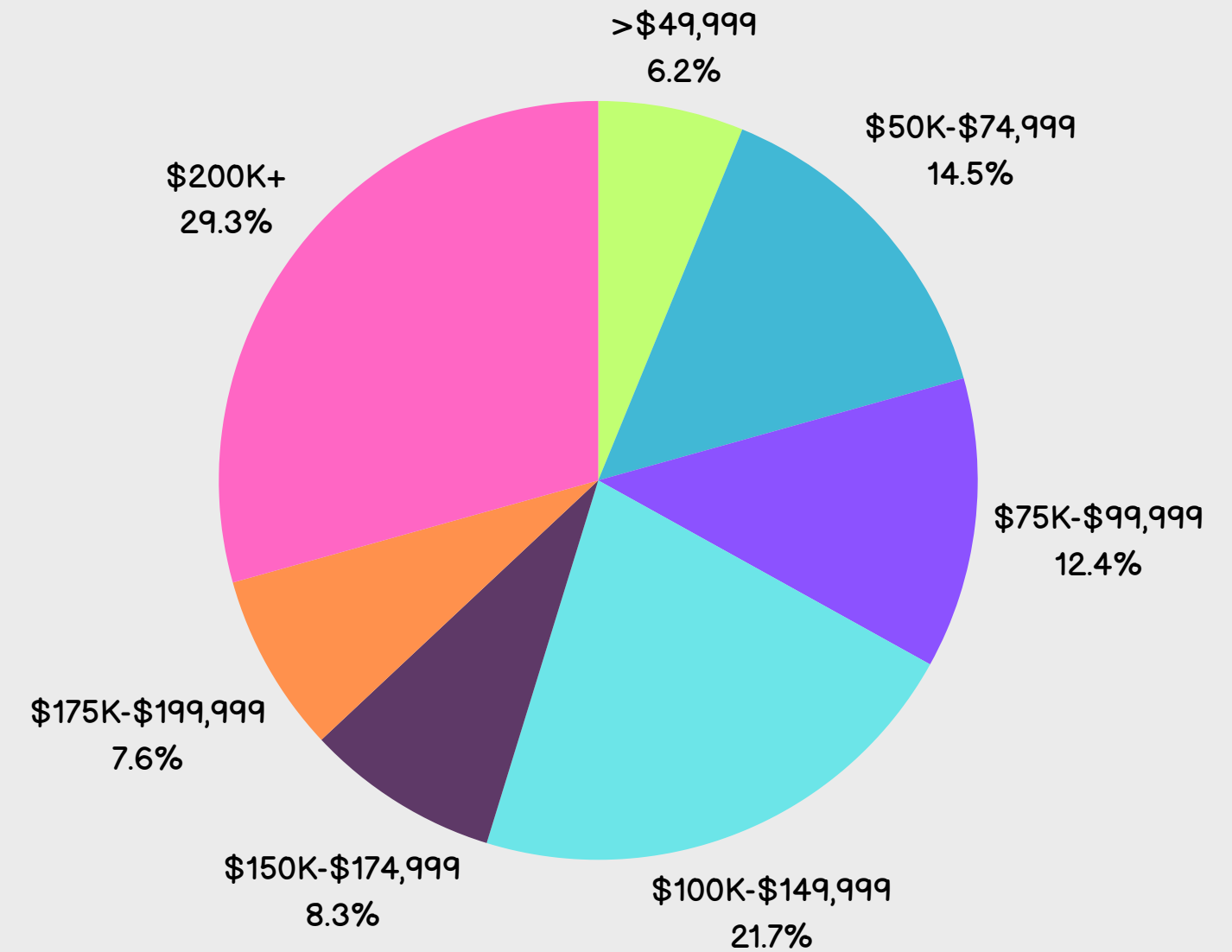
GENDER



AGE

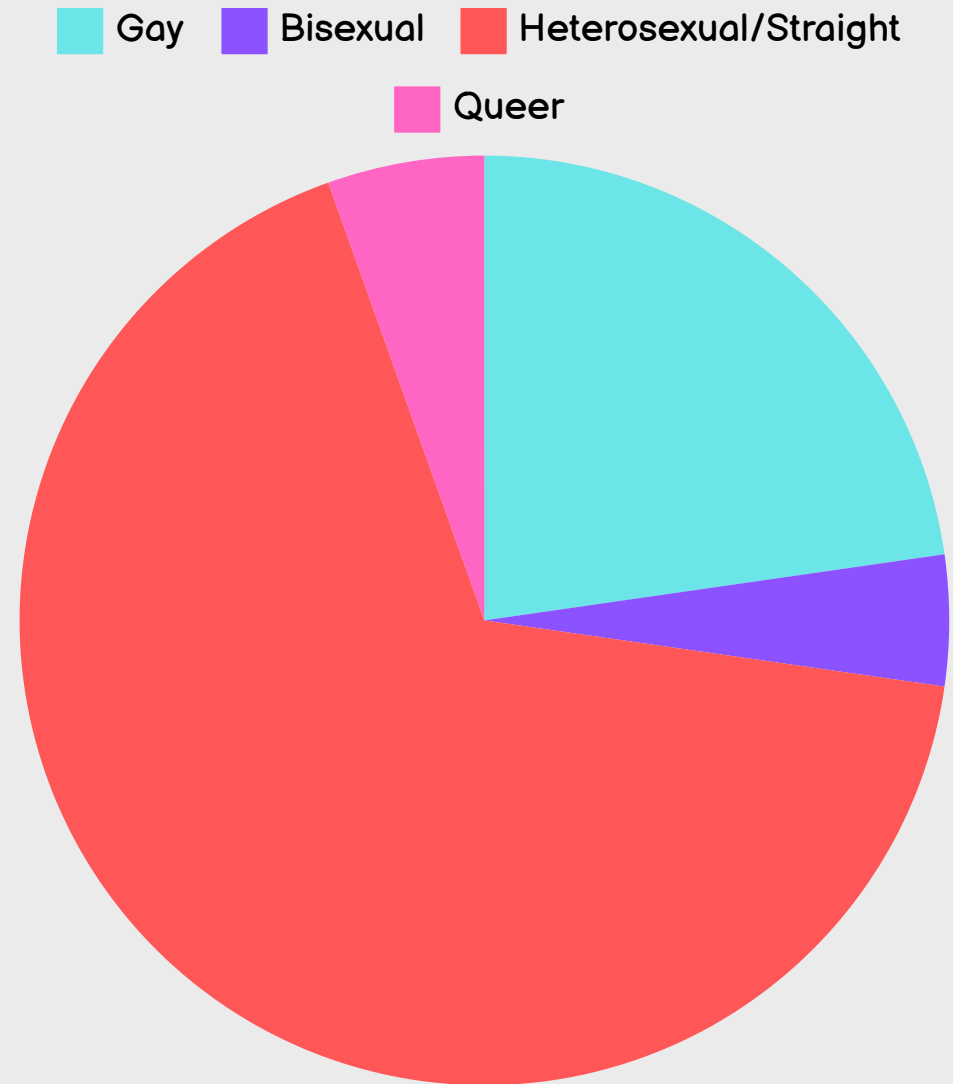


HOUSEHOLD INCOME

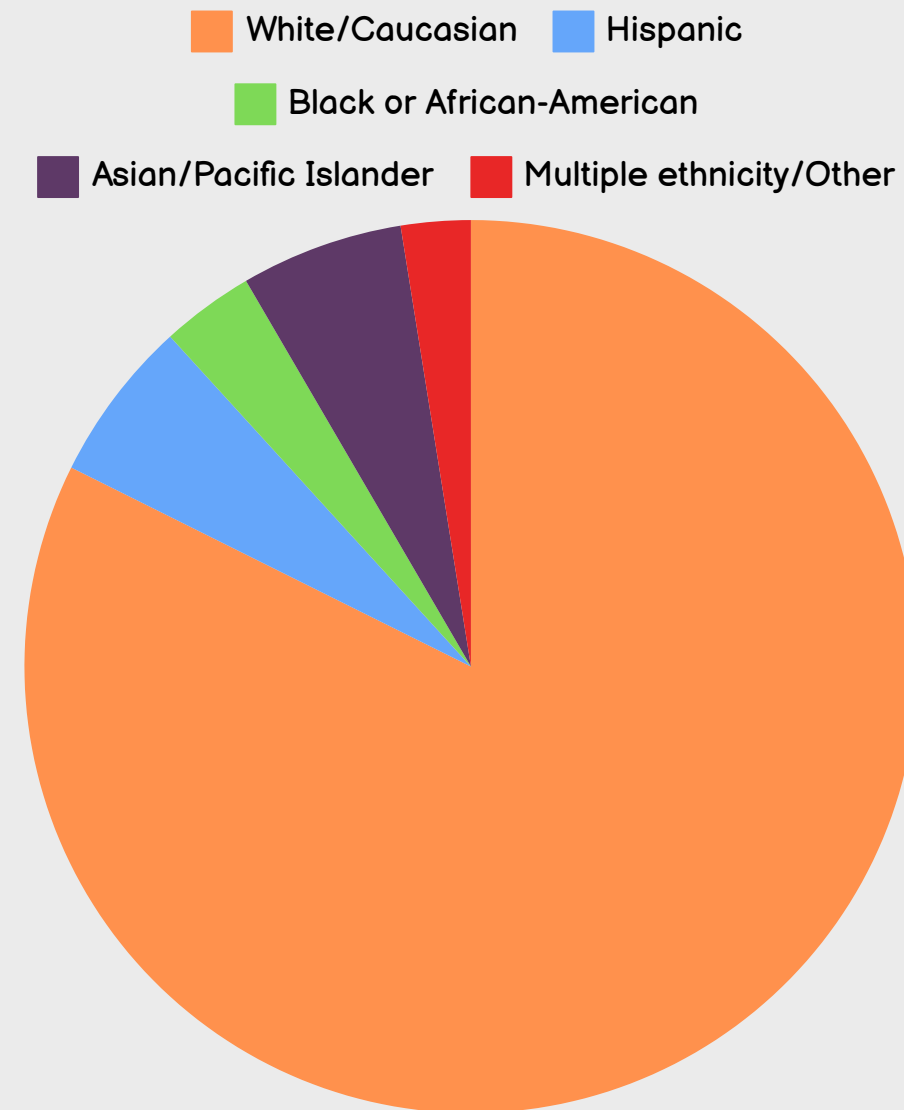


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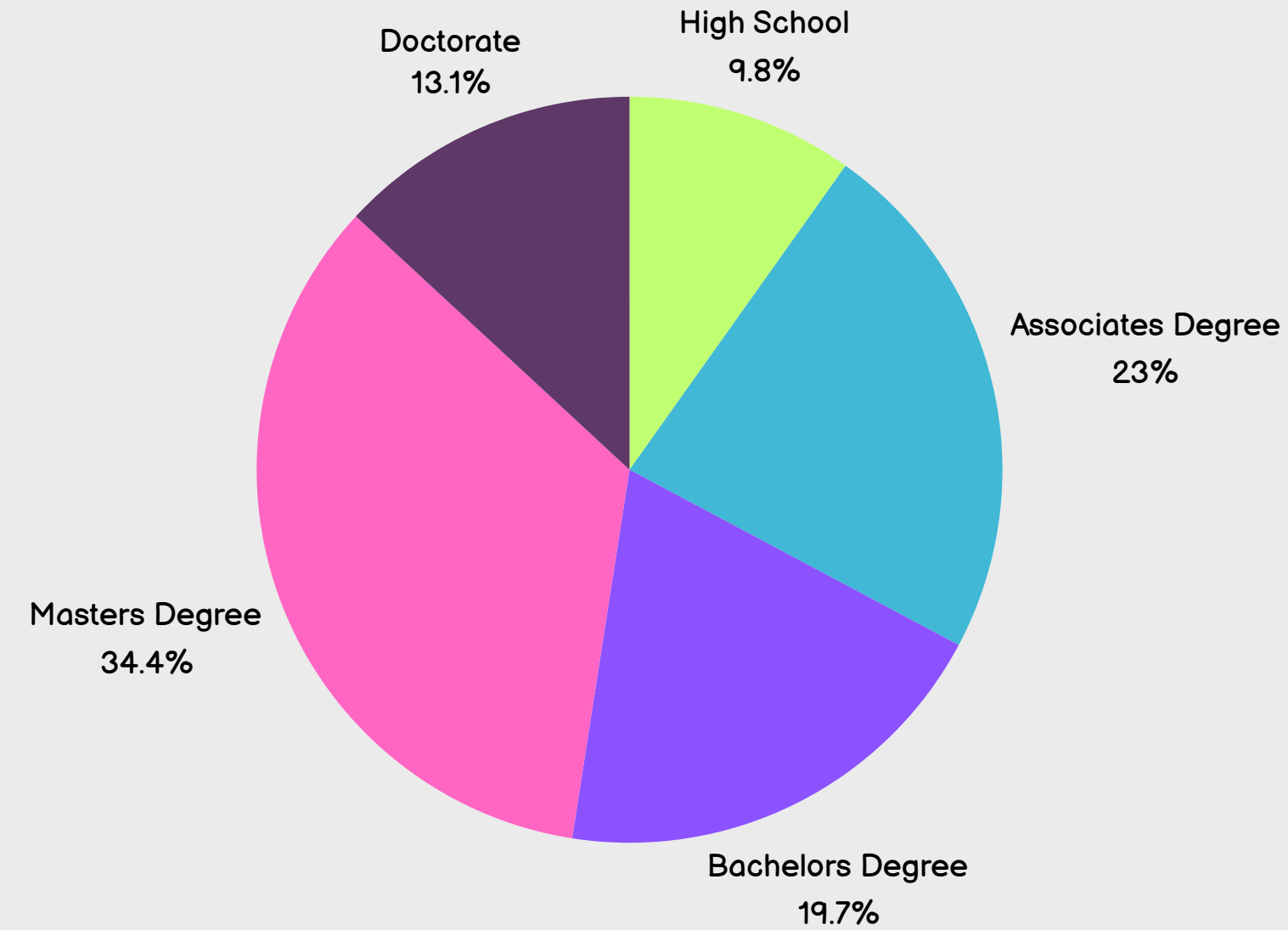
SEXUAL ORIENTATION



RACE/ETHNICITY



EDUCATION



THE BOY BAND BRUNCH AUDIENCE MEMBER

25% of the average NYC Boy Band Brunch audience answered yes when asked if they had attended a Boy Band Brunch before. Of those repeat attendees, 60% have attended four to five times, and 19% have attended nine or more times.

78% of the Boy Band Brunch audience identifies as female, and almost 50% of them are between the ages of 35-44



THE OPPORTUNITY

Sponsors of the Boy Band Brunch residency at City Winery New York City have the opportunity to access a captive audience of passionate, engaged fans, many of whom return to the brunch two or three more times.

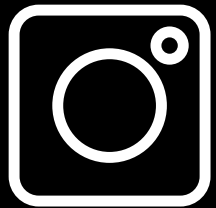
Example Sponsorship Benefits:

- On-stage digital signage
- Custom branded step & repeat
- In-person activations/product placements at performances
- Promotional video screened pre-show & during intermission
- Branded table tents
- Social media recognition (30K+ combined reach)
- Presenting sponsor naming: Boy Band Brunch NYC presented by 'brand'

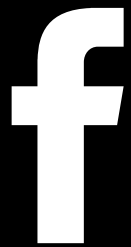
THE LINKS



THEBOYBANDPROJECT.NET



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[YOUTUBE.COM/@THEBOYBANDPROJECT4678](https://www.youtube.com/@THEBOYBANDPROJECT4678)



EMBRACE YOUR INNER SUPERFAN

THE
BOY BAND
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