

Bridge to Hollywood and Broadway is an independent entertainment consultancy and registered LLC with a successful track record for identifying and delivering groundbreaking marketing partnerships between advertising sponsors and entertainment seen on stage, screen and film.

► We match brands with entertainment properties and we do this by looking beyond what has been done to consider what could be done! We do this more efficiently and cost effectively than any of our competitors.

► If you're a savvy Advertiser or Producer curious about how the evolving media and creative landscapes can provide your brand or production with partnership opportunities to build your business, then make Bridge to Hollywood and Broadway your next stop.

*"As our entertainment consultant since 2003, Amy has brought Aflac some of the best strategic film placements in the business. Even The New York Times identified the casting of our Aflac Duck in 'LEMONY SNICKET'S A SERIES OF UNFORTUNATE EVENTS' as one of the best film placements of 2004."*

-AL JOHNSON  
Second Vice President, Director of Branding & Advertising

**Aflac**

*"Hennessy's opening night sponsorship of 'A Raisin in the Sun,' starring Sean Combs, was an important sponsorship for the brand and demonstrated our continued support of African-American artists. We are grateful to Amy and her team for bringing us this opportunity, and for helping us to build a relationship with such important leaders in the community."*

-PATRICIA COSTANTINO  
Director of Public Relations and Events

**DIAGEO**

*"Amy Willstatter is a matchmaker at heart. As president of Bridge to Hollywood & Broadway, a New York City advertising consultancy, she is one of the brokers behind Broadway's newfound love for product-placement offerings."*

-NEIL PALMAR  
THE WALL STREET JOURNAL

*"American Express Presents Broadway Live on Yahoo! is the brainchild of Amy Willstatter, President of Bridge to Hollywood and Broadway, a firm that matches marketers to entertainment properties for product placement deals, and Jim Moloshok, senior vice president for media and entertainment at Yahoo."*

-LISA SANDERS AND KRIS OSER  
**AdvertisingAge**

