



# KIT & JOHN

MEDIA KIT



# ABOUT US

John Halbach and Kit Williamson are actors, internet entrepreneurs and husbands, best known as the producers and stars of the Emmy-nominated LGBT web series EastSiders (now available on Netflix). The couple met more than a decade ago in New York City, where they both performed on Broadway before making the move together to the west coast.

In addition to writing, directing and starring in EastSiders, Kit played the role of Ed Gifford on the final two seasons of Mad Men. He is also a travel writer and LGBT rights activist who has written for The Advocate, Out, Out Traveler, Huff Post, Indiewire and The Fight Magazine. John Halbach is an actor, producer and social media expert with an advertising agency background, whose clients have included: Fun Home, The Curious Incident of the Dog in the Night-time, Disney on Ice, Disney Live, Marvel Universe Live, Rituals Skincare, Chef Chris Santos, The Empire Hotel, Fusion TV and The History Channel. Together, they produce a branded travel series for Out Magazine and edit the gay men's travel and lifestyle blog Where Gentlemen Go.

The couple resides in Silver Lake with their cat Albee, and you can follow them at @kitwilliamson and @johnhalbach. Al doesn't have his own Instagram, but he is heavily featured on both his dads' accounts, much to his annoyance.

## LGBT + TRAVEL + FILM FITNESS + STYLE + HOME



@KitWilliamson	106K
@JohnHalbach	91.2K
@EastSidersTV	17.2K
@WhereGentlemenGo	4K



@KitWilliamson	16K
@JohnHalbach	9.2K
@EastSidersTV	7.5K



@EastSidersTV	15.6K
@KitWilliamson	3.1K

**TOTAL: 269.8K**





# VIDEO CONTENT

In addition to producing the Emmy-nominated LGBT series *EastSiders*, John and Kit are the co-owners of Go Team Entertainment, a production company and digital strategy agency whose clients have included Harper Collins, MGM Resorts, Key West Tourism, Out Magazine/Here Media, AHF, Freixenet, Audi, Parke and Ronen and numerous Broadway shows and digital series.

In addition to writing and directing *EastSiders*, Kit has sold television pilots to CBS, Awesomeness TV and Super Deluxe, and has an unscripted development deal at Authentic Entertainment.

With John's agency background and Kit's experience as an acclaimed writer/director, Go Team can manage every aspect of creating your campaign, from concept to post-production.

John and Kit also consult on branding, crowdfunding, social media and PR strategy. They've helped clients raise over \$500,000 on Kickstarter, rack up millions of views and garner coverage from USA Today, Entertainment Weekly, The NY Times, The LA Times, LA Weekly and many more outlets.





# INSTAGRAM POSTS

Because of their advertising background, Kit and John can offer much more than traditional “influencer activation.” They work with clients to create customized campaigns to help them reach the LGBTQ market, and offer detailed analysis reports with proven results.

Recent and upcoming collaborations include:

Home Polish and Orlando Soria

MGM Resorts in Las Vegas

An Instagram Takeover of Out Magazine

The Key West Tourism Board

Elevation Gay Ski Week: Mammoth

The Arrive Hotel in Palm Springs

David Kind Eyewear

Article

Perigold

Interior Define

Bend Goods

Parke & Ronen

Blade + Blue

Daily Harvest

Imperfect Produce

Big Chill Appliances





# EDITORIAL CONTENT

In addition to featuring brands on their gay men's travel and lifestyle blog WHERE GENTLEMEN GO, Kit and John can offer customized editorial content for your website, or work with you to pitch stories that feature your brand elsewhere.

Kit has contributed travel pieces, commentary and personal essays for The Advocate, Out Magazine, Out Traveler, The Huffington Post Queer Voices, The Fight Magazine, Indiewire and The Jackson Free Press. Many of his pieces have gone viral, and received additional pickups from local and national press outlets.







# WHERE GENTLEMEN GO

## MEDIA KIT





**WHERE GENTLEMEN GO** is a gay lifestyle blog created by husbands and business partners Kit Williamson and John Halbach. On the blog, Kit and John document their adventures as a newlywed couple and curate guest blogs from other LGBT influencers, with daily posts focusing on travel, interior design, men's style, fitness and wellness. Image driven, the concept of the website is an expanded Instagram feed, where readers can get to know the stories and inspiration behind the social media posts from their favorite internet personalities. Blog entries fall under three main categories: **GO OUT**, **GO HOME** and **GO FOR IT**.







# GO OUT

From traveling to Vienna to attend Life Ball, the world's largest HIV/AIDS charity event, to driving their vintage camper trailer up the PCH, Kit and John are passionate about exploring the globe together. The blog will showcase both luxury and budget experiences, and will highlight both global and local travel destinations near Los Angeles.



# GO HOME

Kit and John have a strong appreciation for design, and recently partnered with Home Polish Magazine and designer Orlando Soria to overhaul their Silver Lake home. The process will be documented on the blog, with posts showcasing partners like Article, Interior Define, Bend Goods and Big Chill Appliances. They will also share their appreciation for fashion in this section of the blog, featuring partners like Mr. Turk, Parke and Ronen, Blade+Blue and Allbirds.



# GO FOR IT

Committed to both fitness and wellness as a way of life, Kit and John are constantly searching for ways to better themselves and improve their overall health. Beyond merely documenting their Crossfit routine and showcasing their meal plans, Kit and John will explore unique approaches to expanding the idea of what it means to stay healthy, from cooking vegetarian recipes to taking rock climbing classes. Content partners include Imperfect Produce, Juicero and Daily Harvest.



# EVENT PRODUCTION

Go Team Entertainment can also help conceptualize and produce events for brands, from launch parties to industry panels to film festivals to red carpet premieres.

Go Team has produced dozens of events, including Brooklyn Web Fest and Content Creator Conference at the Made in NY Media Center by IFP. Now in its third year, BKWF has featured two full days of screenings, panels and networking events, with over a thousand attendees and executives from Comedy Central, IFC, Vimeo, Indiewire, Conde Nast and more speaking on panels.





# THANK YOU

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