



2018 SPONSORSHIP OPPORTUNITIES

The Sapphire Theatre Company presents **The Mobile Shakespearience®**

Key Details for Sponsors

Who?	The Sapphire Theatre Company (www.sapphiretheatre.com) Established 2008. Indy-based 501(c)3 mobile theatre company.
What?	Limited-Run Mobile Production of Modern-Day Shakespearian Adaptation
When?	June – July 2018 // Exact dates and locations pending partnership confirmations
Where?	Public + Private Spaces across Central Indiana + Satellite Shows
Why?	Funding for The Sapphire Fund + Teen Suicide Prevention Program Operating budget for The Sapphire Theatre Company and kickoff funding for school-based teen suicide prevention programming series // Fall 2018
How Much?	Ranging from \$10,000 - \$1,000 in Investment Opportunities

ROMEO + JULIET: The Mobile Shakespearience® ❖ Summer 2018

Imagine...an audience assembles in an empty space, eager with anticipation. From the distance, a customized car slowly drives into the center of the space. One by one, the actors pour out of the car. Over the next hour, the cast performs ROMEO + JULIET, the most notorious and romantic of all Shakespeare's plays. At the end of this tale of two star-crossed lovers is over, the car drives away, leaving only the magic of theatre behind.

ROMEO + JULIET is the most famous love story ever told. It's a fiery romance loaded with young love, raging rivalries, humor, passion and tragic loss. Though it's over 400 years old, it still speaks to us today, sparking our passion while striving to teach us the tragic consequences of hate and violence.

The Sapphire's ROMEO + JULIET is a fast-paced, present-day, top-shelf production of Shakespeare's play. We've streamlined the story, set it in today's world, and made it mobile so we can deliver entertainment to parks, breweries/wineries, festivals, public spaces as well as schools and universities.

What's a Mobile Shakespearience®?

The Sapphire is shaking up Shakespeare and serving it with a twist! Our "show" is more than a play. We expand the audience experience beyond the stage, creating a festive, fully immersive event that begins the moment you arrive.

- ❖ Attendees join the red Capulet or blue Montague families upon arrival
- ❖ Actors teach Shakespearian insults to attendees to prepare them for "bawdy, flap-mouthed" audience participation moments throughout the production
- ❖ The beatscapes of producer Wendel Patrick fill the air with hot hypnotic music before, during and after the show
- ❖ Shows for public audiences may also include fun and engaging pre-show activities and games
- ❖ Shows for adult audiences may also include adult beverages (for sale and/or pre-show tasting), tasty treats, food trucks, fun merchandise options and/or the ability to bring your favorite flavors with you (*Venue dependent*)



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Opportunity Overview

The Sapphire’s **ROMEO + JULIET: The Mobile Shakespearience®** will launch its **public tour Summer 2018** and start its school-based educational teen suicide prevention tour **Fall 2018**.

Sponsorship of the **public-facing summer tour** affords community advocates and businesses the opportunity to do the following with their funds:

- ❖ Cultivate relationships with a young, savvy, professional crowd (*a.k.a. the leaders of tomorrow*) and other cultural progressives by providing unique and engaging entertainment
- ❖ Cultivate community partnerships as playful, visionary organizations that are actively participating in expanding Indy's cultural scene
- ❖ Provide quality art and education programs for youth, schools and universities that will:
 - Provide needed, relevant, engaging, whole-brain educational experiences
 - Serve needs of schools (teachers, admin, students) with quality, affordable, easily accessible, performing arts and literary programs that meet/exceed academic standards
 - Provide supplemental programs, including program such as:
 - **PICTURE THIS Shows & Talk-Back Sessions:** We can help students and groups explore topics such as teen suicide, homeless youth, sex and sexuality, family conflict, bullying and violence
 - **Teaching Shakespeare:** This interactive workshop gives teachers tools and techniques to actively engage their students
 - **WILLIAM:** A one-man, interactive show in which Shakespeare shares the story of his life and times (focus on person/history, for smaller/class-sized audiences)

In order to bring ROMEO + JULIET to life, we need community support in the form of **cash sponsors** as well as **venue, automotive and promotional partners**.

Sponsorship Level + Benefit Summary

Levels	Investment	#
Presenting (Title) Sponsor	\$10,000	1
Presenting (Automotive) Sponsor	<i>Custom Package</i>	1
Executive Producer Sponsor	\$7,500	2
Series Sponsor	\$5,000	2
Opening Night: Live Ask Matching Gift	\$5,000	1
Opening Night Sponsor	SOLD OUT	1
Private Show – On Location Sponsor	\$3,000	5+
Public Show Sponsor	\$1,500	5+
Audience Sustainer Sponsor	\$1,000	4
Venue / Location Partner	<i>Custom Package</i>	6+
Media / Promotional Partner	<i>Custom Package</i>	6+



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Major Sponsor Benefit Chart

Sponsorship Types / Benefits	Presenting	Producer	Series	Matching Gift	Opening Night	Sustainer
Quantity Available + Price per Level	1 / \$10,000	2 / \$7,500	2 / \$5,000	1 / \$5,000	1 / \$3,000	4 / \$1,000
Opening Night VIP Ticket Experience <ul style="list-style-type: none"> Complimentary House Crest Bandana Priority Seating Complimentary Beverage Post-Show Premium Cast Access Luxury Seating Provided 	10 Tickets	8 Tickets	4 Tickets	6 Tickets		x
Opening Night General Admission Tickets	10 Tickets	8 Tickets	4 Tickets	8 Tickets	8 Tickets	6 Tickets
Run of Show VIP Ticket Experience	10 Tickets	8 Tickets	4 Tickets	x	x	x
Show Vehicle(s) Recognition	✓	Partial	Partial	x	x	x
Series Supporter Poster + Website	✓	✓	✓	x	x	x
Sapphire Supporter Recognition	✓	✓	✓	✓	✓	✓
Media Recognition	✓	✓	✓	Partial	✓	✓
Social Media Mentions	5+	4	3	✓	2	x
Print and Signage Recognition	✓	✓	✓	Partial	✓	✓

Public & Private Show Sponsors

Public & Private Show Sponsorships are designed to help underwrite the costs of either public shows, or private performance that have been requested by businesses or municipalities—oftentimes to present a show to a defined audience at no cost to attendees. (i.e. employees, residents, etc.)

A **Public Show Sponsorship** is **\$1,500** and includes **fifty (50) General Admission tickets** to the associated show, as well as series recognition and on select STC-related assets. Other audience members would be charged the established general admission ticket price.

A **Private Show Sponsorship** is **\$3,000** and includes **exclusive rights** to an entire show—a custom VIP and cast experience, a private or public location at the sponsor’s request and room for up to 300 attendees. Private shows can be customized for **all-adult or family audiences** and would be scheduled at a specified date, time and location. **Private Show** sponsors may also request multiple show dates over a specified two or three-day period. Private Show sponsors are recognized at the associated show(s), as well as on other series and STC-related assets.



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2017 Early-Adopter Special Sponsor Benefit Offers

Those **sponsors** with early commitments are entitled to special benefits and incentives including:

- ❖ 2017 + 2018 Sponsorship Payment Plan (*two (2) payments*)
- ❖ Immediate recognition on appropriate web and sponsorship pages, materials, etc.
- ❖ Right to offer suggestions, ideas and inspiration for performance locations (*as appropriate*)
- ❖ Early notification about confirmed performance dates and times (*public or private*)
- ❖ First dibs on advance ticket hold requests for specific performances (*as appropriate*)
- ❖ Framed + Signed Cast Poster

Investment ❖ Activation Rights ❖ Terms

Cash investment details are noted in each sponsorship category. Sponsorships may incur additional activation costs. Sponsorships are created and valued from most to least premium. Partners will be offered the first right of refusal on sponsorship renewals for other Mobile Shakespearience® performances and series, immediately following the event with special consideration given in choosing sponsorships based on availability at the time of sponsorship confirmation.

About Us

Theatre is the playground where all the arts come in to play—literature, music, dance, performance and visual arts. The Sapphire is a totally mobile arts and entertainment company. We play with the theatrical form, transform it into unique and engaging experiences and transport it around Indiana and beyond.

The Sapphire produces professional performances and events such as **ROMEO + JULIET: The Mobile Shakespearience®** and **ADULT SWIM Indy**. We offer enrichment programs for adults and educational programs for youth and schools, such as **PICTURE THIS**, the award-winning interactive theatre experience serving schools and organizations since 1984. We create a spectrum of theatre and museum sets, props, exhibits and finishes through our Design + Fabrication studio.



The Sapphire has proudly served the Indianapolis community with quality shows and programs since 2008. Proceeds from this program will allow us to bring vital programs on teen suicide prevention to thousands of Indiana students.



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2018 Sponsorship Pledge Form

Company Name: _____

Primary Sponsorship Contact: _____

Contact Phone: _____

Contact Email: _____

Sponsorship Pledge Information

Yes, our organization is interested in sponsoring **ROMEO + JULIET** for **Summer 2018**.

Sponsorship Level

Our organization would like to sponsor **ROMEO + JULIET** at the following level:

- | | | | |
|--|---|---|---|
| <input type="checkbox"/> Presenting \$10,000 | <input type="checkbox"/> Series \$5,000 | <input type="checkbox"/> Open SOLD OUT | <input type="checkbox"/> Private Show \$3,000 |
| <input type="checkbox"/> Producer \$7,500 | <input type="checkbox"/> Match \$5,000 | <input type="checkbox"/> Sustainer \$1,000 | <input type="checkbox"/> Public Show \$1,500 |

Pricing & Payment Options *Please indicate your billing preference by noting how you'd like to pay your sponsorship.*

Early Adopter Benefits. 50% due between **2017** and **2018** to begin receiving benefits.

2018 Pledge. Please defer our sponsorship invoice until it is due on **03/01/2018**

We prefer to pay via: **Invoice** (*Bill Us*) **Credit Card** (*Call for card information*)

Sponsorship Notes / Special Instructions

Pledge Agreement

Our agreement on this sponsorship pledge form indicates our formal sponsorship agreement with The Sapphire Theatre Company for ROMEO + JULIET: The Mobile Shakespearience®. We acknowledge and understand our sponsorship will only be considered confirmed once the Sapphire has received this completed sponsorship agreement from our organization and this agreement has been signed by a Company representative.

Authorized Signature & Title: _____

Date: _____

Submission Instructions:

Please sign, scan and return this form via e-mail to bonnie@sapphiretheatre.com. Or send via mail to Bonnie Mill, Artistic Director, The Sapphire Theatre Company, PO Box 44122, Indianapolis, IN 46244-0122.

Questions: Call Bonnie Mill at 317-966-7529.