



Be a
Part of
Our
SEASON OF LOVE
2010-2011



'Be Part of It!'



2010/2011

Corporate Sponsorship Proposal

Bridgeport Theatre Company

info@bridgeporttheatre.org | bridgeporttheatre.org | info/fax: 203.416.6446

881 Lafayette Blvd #5K | Bridgeport, CT 06604

Be Part Of It



Welcome to the world of Bridgeport Theatre Company. We founded our non-profit community organization in May of 2010. We have 11 founding members comprised of local artists and community members who came together to create this valuable community based outlet for cultural development and community involvement in the cultural development of the Greater Bridgeport Area.

Funding from groups like yours is what makes our season possible. Only about 60% of our costs are covered by ticket sales, the other 40% comes from individual donations and sponsorships. Bridgeport Theatre Company believes in the power of the arts to revitalize communities. Support from enthusiastic local leadership, positive attitudes from within and around the community, local entrepreneurship support and investments like yours are what we need to succeed.

OUR MISSION

The mission of Bridgeport Theatre Company is to lead a culturally diverse collective of local artists to provide a quality, accessible, and affordable theatre arts experience for the community, by the community.

Bridgeport Theatre Company works hard at creating a theatrical experience that will be inspirational, and educational, and have a positive impact on and within the community. We strive to give audience members performances of the highest quality and caliber. The biggest compliment we can get, that also tells us that we are achieving our goals, is for you to share your BTC experience with your friends. So spread the word!! We appreciate your support and look forward to entertaining you for years to come.



2010/ 11 SEASON OF LOVE

Arts in Connecticut generate \$432.6 million in state and local revenue

Where do your dollars go?

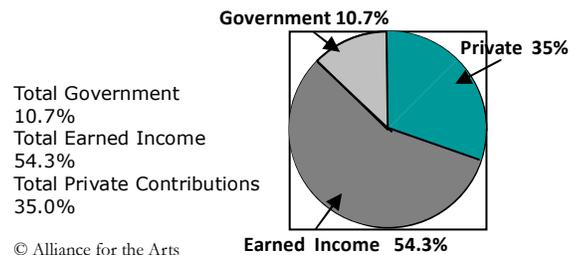
Putting on a full season of shows for a theatre company is very costly. The approximate cost for one show is \$25,000. Most of that money comes from private sponsorships from companies, organizations, and people like yourself. Where does all that money go you might ask?

Percentage Breakdown of \$100k budget:

Directors, Designers, Staff Fees	35%
Theater Rental & Rehearsal Space	17%
Royalties	15%
Marketing	10%
Sets	8%
Costumes	5%
Insurances	3%
Lights	2%
Sound	2%
Props	2%
Casting-Hiring	1%

(Figures based on an approximate budget of \$100k for a season of 4 mainstage Plays and Musicals)

Where do our dollars come from



- 54 percent of the total income we derive comes from Ticket sales, fundraising events, contracted services, workshop fees, endowment and concessions.
- 35 percent from individual, foundation and corporate contributions.
- 11 percent from federal, state and city government grants and contributions

Ways to Sponsor



By sponsoring Bridgeport Theatre Company with a donation, you enable us to continue to provide quality entertainment, and community programs that support our mission. In return, you will be prominently promoted throughout Fairfield County as an official sponsor. 86% of our participants say they are more likely to do business with a sponsor than with a non-sponsor.

Participants support BTC and want to spend their money with businesses that do, as well.

There are two ways you can sponsor an event or program:

- Provide a **cash donation** to underwrite the expenses of our shows and events.
- Provide **in-kind product**, such as food, supplies, costumes, sound equipment, or media time, or **in-kind service**, such as , graphic designers, or photographers. Whatever your business does, we probably have a program or event that could use it.



Volunteer



Putting a high quality show in a theatre entails many hours of work both onstage and off. As a community organization, we welcome individuals and groups to come and help out in the areas that interest them most. Each production offers the opportunity for anywhere from 25-50 volunteer positions from set building, to ushering. What ever your interest in theatre arts we have something that will fit the bill! If you are interested in being a volunteer or signing up as a group from your company for a team effort please sign up on our website today! www.BridgeportTheatre.org

Brand Exposure

As a corporate partner, we will match you up with the programs and events that provides the best demographic base for meeting your goals and objectives. Depending on the size and type of partnership, you may be promoted in the following ways :

Posters:



Programs and Brochures:



Web:



Sponsor Benefits

Demonstrates your strong community support.

An easy and effective way to market your business

Your ad in front of thousands of potential customers

Advertising expense tax write-off for your business

Target Consumers

Include people that are:

- family oriented
- active
- mature
- fun loving
- traditional
- married (58%)
- middle income (\$30-\$60K)
- baby boomers

In an independent study on sponsorship of the arts conducted by Performance Research, the world leader in consumer based sponsorship the following results were found:



56% of respondents said they would *almost always* or *frequently* buy a product or support a company sponsoring an arts or cultural event over one that does not.



48% of Americans with an interest in Art and Cultural events indicated that they hold a "*Higher*" trust in companies that sponsor these events compared to those who do not.

Sponsorship Opportunities

Executive Producer \$20,000

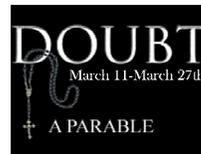
Producer \$15,000

Director \$12,500

Writer \$10,000

Actor \$5,000

BRIDGEPORTTHEATRE.ORG



2010/ 11 SEASON OF LOVE

Overall Sponsorship Benefits:

- Visible association with community leader in the Greater Bridgeport Area
- Commitment to economic and cultural development of Downtown Bridgeport
- Fostering a culture of philanthropy in the theatre arts arena of Fairfield County
- Enhancement of the reputation and philanthropic profile of your corporation
- Access to local entertainment providers, civic, cultural, and business leaders

Special Notes for Sponsors:

Bridgeport Theatre Company will customize all sponsorships to specifically meet your company's marketing objectives. If you desire a different level of contribution, such as an in-kind sponsorship, please contact us about unique underwriting opportunities.

Corporate Sponsor Benefit Chart



\$20,000

\$15,000

\$12,500

\$10,000

\$5,000

Promotional Visibility

Logo signage in the entrance of the performance space for all season events	X	X	X		
Reserved full page ad space in the season program (half page for \$10,00 and under)	X	X	X	X	X
Logo placement on our website for the duration of the season	X	X			
Logo placement on all print marketing for all season events	X	X			
Logo placement on monthly emailed newsletter	X	X	X	X	
Sponsor publicly thanked in the pre-show announcement of each event in the season	X	X	X		
2 free tickets to each event in the season to entertain clients, employees, or yourself	X	X	X	X	X
Framed and autographed show posters and cast photos	X	X	X		
Behind the scenes tour of the performance space	X	X			
Attendance to a rehearsal to see the creative process	X	X			
Four season tickets given to the drama club in the local school of your choice	X	X			
Invitation to our opening night pre-show reception and meet and greet for sponsors, BTC Board Members, and season subscribers	X	X	X	X	X
Recognition in radio ads	X				
Recognition on web banner ads	X	X			
Recognition in email blasts and e-newsletters	X	X	X	X	X
Recognition in print media	X				
Recognition on brochures and posters	X	X	X		
Logo on season t-shirts	X				
Name on website (no link for under \$15,000)	X	X	X	X	
Advertise as a sponsor of BTC	X	X			
BTC Logo use for promotional opportunity	X	X	X	X	X
Opportunity to add promo items to gift bags	X				
Corporate team & volunteer opportunities	X	X	X	X	X
Committee involvement opportunity	X				

BRIDGEPORT THEATRE COMPANY

BOARD OF DIRECTORS

Melinda Zupaniotis, President

Performing since the age of four, Melinda has been passionate about theatre arts for as long as she can remember. Melinda earned her BFA in Acting from the University of Connecticut at Storrs and worked on the business-end of the entertainment industry as a Talent Agent in NYC for 6 years at 3 top agencies. In 2008, Melinda settled in Norwalk and now runs her family's successful business in Stamford. She is thrilled to now use her immense knowledge of theatre and her well-rounded and diverse business experience to create an exciting, vibrant theatre company in the area where she grew up.

Eli Newsom, Artistic Director

Eli Newsom has worked for 15+ years in non-profit and professional theatre as a singer/actor/dancer, teacher, and Artistic Director of a successful theatre company in San Francisco. He is also the creator of a popular instructional tap dance DVD series aimed at adults with no previous experience. Eli holds a B.A. in Music and during the week works as a Financial Planner at a fee-only Financial Planning firm in Manhattan. Eli is a member of the Financial Planning Association (FPANY) and Actors' Equity Association.

Kevin Pelkey, Vice President

Kevin Pelkey has over 20 years of diversified experience as an IT professional and is proficient in the areas of Customer Support, Database Administration, IT Infrastructure and Software Development. He also has over 25 years of theatre experience with theatres throughout Connecticut, working both on and off the stage, in a variety of roles such as actor, director, technical director, set design, construction and season selection.

Christy McIntosh, Secretary

Christy McIntosh is a professional actress and teacher who has appeared Off-Broadway ("Evil Dead: The Musical," "Elvis & Juliet" with comedian Fred Willard, "The Truth"), in many regional productions, was featured in "Law & Order: SVU" and in several national commercials. She is a voice teacher and audition coach and helps many of her students book shows in and around Fairfield County, as well as in New York City. She is a writer/performer and the founder of the sketch comedy troupe, Honorable Mention. Christy is a resident of downtown Bridgeport.

Fran Charlip, Treasurer

Fran Appelbaum Charlip earned her Bachelor's of Science degree in Business Economics and Accounting from the State University of Oneonta. She joined Frankel Loughran Starr and Vallone LLP, a premier full-service business and high net worth individual advisory firm in January 2000. She works as a Senior Accountant for the Family Office Division as well as the Entrepreneurial Services Group providing accounting services for a number of high net worth individuals and corporate clientele.

Jim Buffone

Jim Buffone is a computer programmer/technical lead in SAP ERP software with 12 years experience with three companies (PriceWaterhouseCoopers, Unilever and currently Arch Chemicals). Jim has a Bachelor of Science degree from Pennsylvania State University in Management Science and Information Systems (1997). Jim currently resides in Milford, CT, where he has been a homeowner since 2001.

Joanne Pelkey

Joanne Pelkey has over 30 years of diversified experience in the continually changing Mortgage Banking Industry. She is proficient in the areas of personnel management, mortgage underwriting, processing and origination, and experienced in project management, marketing, sales support & compliance and training areas of mortgage. In addition to her experience in the Banking industry, she also has over 35 years of theatre experience including dance, vocals, directing, producing and acting throughout Connecticut.

Alisson Wood

Alisson Wood is a local actress, working throughout the Greater Bridgeport stages, including New Haven Theater Company, Eastbound Theater, Players in the Putney Gardens, Temple Players and Playhouse on the Green. Alisson has been an active force in the political and social organizing spheres for nearly ten years, and continues to utilize the arts to create positive change in her community. Currently, Alisson leads the Harding High School Drama Club, works as Educational Director at Playhouse on the Green and is on the Stratford Arts Commission, always seeking ways of promoting



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Eli Newsom, Artistic Director ext 1
Jessica Ferraday, Director of Marketing ext 5

Corporate Sponsorship Agreement

Business Name: _____

Address: _____

Email: _____

Telephone: _____

Fax: _____

Lead Contact Person: _____

Sponsorship Levels

\$20,000 (Executive Producer) _____ \$15,000 (Producer) _____

\$12,500 (Director) _____ \$10,000 (Writer) _____ \$5,000 (Actor) _____

Program Ad Space

Full Page \$100 _____ Half Page \$50 _____ Quarter Page \$25 _____

Payment Information

____ Check enclosed: payable to Bridgeport Theatre Company

____ Please Charge my credit card:

____ Visa ____ Mastercard ____ America Express ____ Discover

Card number : _____ Exp: _____

Name on the card: _____

Signature: _____

Please return completed form to:
Bridgeport Theatre Company
881 Lafayette Boulevard #5K
Bridgeport, CT 06604

2010-2011 SEASON

