



2017 SPONSORSHIP INFORMATION

WHAT: The 2017 Essential Theatre Festival

WHEN: July 28-August 27, 2017

WHERE: West End Performing Arts Center
945 Ralph David Abernathy Blvd
Atlanta, GA 30310

WHO: Anyone interested in supporting Georgia's writers and artists; anyone who enjoys seeing great theatre; anyone who believes that Georgia's playwrights are great *American* playwrights, too; anyone who wants to support Essential Theatre's work, or who has enjoyed our work in the past; anyone who is excited to see new creative and cultural opportunities in West End, where our Festival takes place, and in Georgia as a whole.

SYNOPSIS: This summer, the Essential Theatre presents the nineteenth annual Essential Theatre Play Festival, our fourth Festival in West End.

MISSION: Essential's mission is to nurture and produce exciting, challenging new work by Georgia playwrights and expand the theatre experience of our audiences by presenting world and regional premieres previously not seen in the Atlanta area. Our vision in moving forward is to give Georgia playwrights an ever-stronger voice across the country and in the world, and in so doing, to continue to enrich our own community of artists and audience members at home.

What does it mean to be a sponsor of the 2017 Essential Theatre Festival?

Sponsoring the 2017 Essential Theatre Festival means that you care about what we care about and you want to be a part of that process – maybe not up on stage, but in other, equally important ways. By choosing to become a sponsor of the 2017 Essential Theatre Play Festival, you are supporting the longest-running theatre dedicated exclusively to supporting the work of Georgia playwrights. You are helping to give Georgia playwrights a voice by supporting the production of their work here at home and providing a launching pad for their work to be seen and appreciated around the country and the world! You are saying, "I am committed to good theatre. I believe that Georgia playwrights are producing some of the best theatre around, and I want the world to know!"

How does one become a sponsor of the 2017 Essential Theatre Festival?

If you're interested in becoming a sponsor for the 2017 Essential Theatre Festival, let us know! Monetary donations are tax-deductible. If you'd prefer to contribute goods or services, or if you have any other questions, contact Jennifer Kimball at jennifer@essentialtheatre.com or (404) 587-3853 to discuss details.

SPONSOR LEVELS

2017 Essential Theatre Playwriting Award Sponsor (1 available) \$25,000

Playwriting Award naming rights are available for \$25,000. The Playwriting Award Sponsor's name and/or logo will be featured on the Playwriting Contest webpage and all literature advertising the Contest and its winner, including but not limited to the World Premiere production's playbill and promotional materials, the award certificate and the curtain speech for the award-winning play. The Playwriting Award Sponsor also receives ten free tickets to the play's Opening Weekend as well as ten more to be used at any time throughout the Festival. *Performance discounts and special seating can be arranged for Sponsor guests up to 4 per performance for the award winning play and 2 for any other event in the Festival with minimum 48 hours advance notice.*

Festival Presenting Partner (4 available) \$5,000

Festival Presenting Partners will be identified as such on all promotional materials and will also receive a free full-page ad in the Festival playbill, special mention in each night's curtain speech, and six free tickets to each play's Opening Weekend plus four more to be used at any time throughout the Festival. *Performance discounts and special seating can be arranged for Sponsor guests up to 4 per performance with minimum 48 hours advance notice.*

Production Sponsor (3 available) \$2,500

Each production sponsor will be identified as such on all promotional materials, including posters, postcards, flyers, e-mails and our website and will receive a free half-page ad in the Festival playbill adjacent to the sponsored production and special mention in the curtain speech for the show being sponsored. Production Sponsors will receive ten free tickets to the sponsored production's Opening Weekend as well as four more to be used at any time throughout the Festival. *Performance discounts and special seating can be arranged for Production Sponsor guests up to 4 per performance for the sponsored production or 2 for any other event in the Festival with minimum 48 hours advance notice.*

Gold \$500+ (monetary or in-kind)

Gold level sponsors receive a letter of thanks for tax purposes and name/logo recognition on our website, in our email newsletter and on press packets from the time of your donation until the conclusion of the Festival, as well as in any Special Thanks for the Festival, and each Gold Level Sponsor will receive four free tickets to each play's Opening Weekend as well as a 10% discount on any additional tickets anytime during the Festival.

Silver \$250-499 (monetary or in-kind)

Silver level sponsors receive a letter of thanks for tax purposes and name/logo recognition on our website, in our email newsletter and on press packets from the time of your donation until the conclusion of the Festival, as well as in any Special Thanks for the Festival, and each Silver Level Sponsor will receive two free tickets to each play's Opening Weekend as well as a 10% discount on any additional tickets anytime during the Festival.

Bronze \$100-249 (monetary or in-kind)

Bronze level sponsors receive a letter of thanks for tax purposes and name/logo recognition on our website, in our email newsletter and on press packets from the time of your donation until the conclusion of the Festival, as well as in any Special Thanks for the Festival, and each Bronze Level Sponsor will receive two free tickets to each play's Opening Weekend as well as a 10% discount on any additional tickets anytime during the Festival.

Community Partner up to \$100 (monetary or in-kind)

Community Partners receive a letter of thanks for tax purposes and name/logo recognition on our website, in our email newsletter and on press packets from the time of your donation until the conclusion of the Festival, as well as in any Special Thanks for the Festival, and each Community Partner will receive two free tickets to each play's Opening Weekend as well as a 10% discount on any additional tickets anytime during the Festival.