



**FREEWILL
SHAKESPEARE
FESTIVAL**

PLAYS FOR A MIDSUMMER NIGHT.

The Free Will Players Theatre Guild

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Sponsorship Levels

The following below represents several of our sponsorship levels, sponsorship can be monetary or in-kind. We are happy to negotiate with you alternative benefits if needed. Charitable tax receipts are available for a portion of each level.

Opening Night Sponsor – Investment \$750:

Both performances have Opening Night receptions, allowing for us to have two sponsors host these receptions, to kick off the Festival. This sponsorship can be given through In-Kind sponsorship, providing us the resources to support the Opening Night. Here are the benefits provided:

- Opening Night name sponsor.
- Option to speak to the audience.
- Social media posting promoting the sponsorship.
- Ten tickets to the Opening Night reception and performance.
- Logo displayed in the program and on the Freewill Players Website.

Bronze Sponsor – Investment \$1,000:

- Four tickets to either Opening Night of the Festival and our pre-show reception.
- Quarter Page, full colour ad in our Festival Program. (2.25 x 3.75)
- Logo displayed in the program and on the Freewill Players Website.
- Social media posting promoting the sponsorship.

Silver Sponsor – Investment \$2,500:

- Six tickets to either Opening Night of the Festival and our pre-show reception.
- Twelve tickets good for any show of the Festival.
- Half-page, full colour ad in our Festival Program (4.75 x 3.75 or 2.25 x 7.5)
- Logo displayed in the program and on the Free Will Players Website.
- Social media postings promoting of the sponsorship.
- On-site banner prominently displayed throughout the Festival.
- Option: 'Opening Night Sponsor', this will provide your company name to be mentioned in our opening night performance announcements acknowledging your sponsorship (limited to one sponsor)

Gold Sponsor – Investment \$5,000:

- Fifteen tickets to either Opening Night of the Festival and our pre-show reception.
- Twenty-five tickets good for any show of the Festival.
- Full-page, full colour ad in our Festival Program. (4.75 x 7.75)
- On-site banner prominently displayed throughout the Festival.
- Opportunity to host a pre-show company reception in the Special Events Tent.
- Two tickets to our annual Brunch of Love Fundraiser.
- Logo displayed in the program and the Free Will Players Website.
- Social media postings promoting the sponsorship.
- Opportunity to host one Sponsor Day during the Festival (ie: 'ABC Company' Day) including booth and direct interaction with audience members.

Community Program Sponsor (Student Sunday or Pay-What-You-Will) – Investment \$7,500:

- Twenty tickets to either Opening Night of the Festival and our pre-show reception.
- Forty Tickets good for any show of the Festival.
- Full-page, full colour ad in our Festival Program. (4.75 x 7.75)
- Opportunity to host a pre-show reception in the Special Events Tent.
- Opportunity to host Sponsor Days at two of the PWYW performances including booth and direct interaction with audience members.
- Two tickets to our annual Brunch of Love Fundraiser.
- On-site banner prominently displayed throughout the Festival.
- Logo displayed in the program and the Free Will Players Website.
- Social media postings promoting the Sponsorship.
- Logo placement on all Student Sunday or Pay-What-You-Will marketing materials.
- Announcement made at every performance acknowledging sponsorship (Total 32)

Being a Community Program Sponsor with Free Will Players allows for our patrons from all income brackets and students to enjoy the festival.

Platinum Sponsor – Investment \$10,000:

- Thirty tickets to either Opening Night of the Festival and our pre-show reception.
- Fifty Tickets good for any show of the Festival.
- Full-page, full colour ad in our Festival Program. (4.75 x 7.75)
- Two tickets to our annual Brunch of Love Fundraiser.
- On-site banner prominently displayed throughout the Festival.
- Logo displayed in the program and the Free Will Players Website.
- Social media postings promoting the Sponsorship.
- Opportunity to host two Sponsor Days during the Festival (ie: 'ABC Company' Day) including booth and direct interaction with audience members.
- Announcement made at every performance of company sponsorship (Total 32).
- Opportunity to host two pre-show company receptions in our Special Events Tent, including 25 complimentary tickets to the evening's performance

Thank you for your time and consideration, the Freewill Shakespeare Festival hopes you will join with us as a sponsor for our 27th Season, continuing to bring professional cultural entertainment to the City of Edmonton.

I look forward to speaking with you further about how your company can be a part of the growth of the Freewill Shakespeare Festival, for more detailed information on the festival please visit our website:
www.freewillshakespeare.com.

Contact:

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