



## **Sponsorship proposal for SummerStage Tulsa**

### ***What is SummerStage?***

SummerStage is an eight-week performing arts festival held during June and July in the Tulsa Performing Arts Center's John H. Williams Theatre, Liddy Doenges Theatre and Charles E. Norman Theatre. Performances include a variety of disciplines from musicals, drama, comedy and dance to cabaret theatre events. SummerStage provides local arts groups and individual artists the opportunity to work together in forming a showcase of artists from Tulsa and the surrounding communities. The result is a cohesive, colorful, balanced, diverse and high-energy festival that culminates in a unique departure from main season arts events and one that offers something for everyone. The Tulsa Performing Arts Center Trust is a major sponsor of the festival providing free rent/security and administrative support to all participants.

### ***SummerStage history***

SummerStage was originally organized in the 1980s to provide entertainment opportunities at the Tulsa Performing Arts Center in the off-season. With no major productions scheduled during the summer months, the Tulsa Performing Arts Center Trust offered to underwrite the cost of rent and security to five local arts organizations if they would produce events during July and August. In 2003, the Board of Trustees created a task force to examine the SummerStage festival and to produce a new model that would better reflect the Tulsa community as a whole. The festival was expanded from six to eight weeks and provided a greater variety of entertainment choices. The task force wanted to see more family events, more dance, more world music and the participation of more local artists from Tulsa's diverse community. Today SummerStage includes more than 30 local artists and arts organizations performing in approximately 40 different events.

The Tulsa PAC Trust in no way benefits financially from hosting SummerStage.

## ***What is the Tulsa Performing Arts Center Trust?***

The Tulsa Performing Arts Center Trust (TPACT) is a non-profit organization formed with private funds in 1977 after the construction of the City of Tulsa's Performing Arts Center. Its Board of Trustees, appointed by the Mayor, share a passionate love of the arts. TPACT's goal is to offer a variety of performance choices to Tulsa's diverse community at affordable prices.

TPACT programming features a wide range of music, theatre, dance, film and comedy events that appeal to both families and mature audiences. Each season (September – June), TPACT presents 30-36 events in the Tulsa Performing Arts Center theatres. Many of these events include educational opportunities. We are asking for your support and sponsorship of the enclosed list of events, many of which include educational elements.

## ***How does SummerStage benefit local arts organizations and artists?***

The goal of SummerStage is two-fold: 1. to create something unique within the performing artists in Tulsa; and, 2. To use SummerStage as a training ground for arts organizations and artists to provide the tools and the education to assist the growth of each beyond the festival and encourage each groups independence.

Each year the festival, hosted by the PAC Trust and facilitated by the PAC Trust staff, provides the following for every participating event:

- Organization of festival
- Assistance and guidance of each group during the festival
- Press/launch party for the festival
- Marketing of the festival as a whole via print, TV, radio, marketing materials and web
- Focused marketing assistance for each group
- Professional photos for print use in magazines, papers, flyers, posters and web
- Video for use during TV interviews, digital ads and web
- Professional workshops that provide information from the basics, such as Marketing 101 to the latest information on fund raising, playwrighting, design, performance and new marketing trends for the arts

## ***What kind of economic impact does SummerStage generate?***

If the festival structure is strong, the community also benefits. Based on the average of the last four years of this festival, SummerStage sold 14,000 tickets per festival. This translates into roughly \$95,000 in sales back to the arts groups each year, minus their production costs, which cannot be overlooked.

Using the Broadway League's formula for gauging the economic impact of the arts, the festival generated more than \$643,000 in revenue for the City of Tulsa.

## ***How is SummerStage funded?***

The Tulsa PAC Trust is the official host of the festival providing \$15,000 annually which is used on rent and security for each participant. Each participant is charged a minimal marketing fee (1.5%) based on their number of performances, the size of their theatre and their ticket prices. Since fees are collected after a show closes, the marketing budget accumulates slowly over the course of the festival.

In order to continue growing the festival and to provide a higher level of attention to the groups involved while lessening the financial obligations on them, we are actively seeking sponsors.

## ***What can your sponsorship dollars provide?***

Financial sponsorship is applied to numerous marketing projects, educational workshops and media to benefit participants beyond the festival.

Please join the Tulsa Performing Arts Center Trust in continuing to grow Tulsa's gifted performing arts culture and in helping Tulsans become leaders in the arts.

## **Presenting Sponsor - \$15, 000 and up**

Tulsa Performing Arts Center Trust

What 's included:

- Everything below plus your logo placed on canopy wrap of the 2<sup>nd</sup> Street entrance (festival main doors)

## **Premier sponsor - \$7,500 and up**

What 's included:

- Name of individual or company on a sponsor board located in festival lobby
- Logo on festival flyers
- Logo on PAC Trust website (Festival page)
- Invite to launch party
- Logo on festival poster
- Logo with link to your site on all weekly web eblasts
- Logo on festival shirt worn by all volunteer ushers
- Logo on all printed advertising media
- Logo on all inserts for the festival (over 15,000 printed on average)

## **VIP Sponsor - \$5,000 and up**

What 's included:

- Name of individual or company on a sponsor board located in festival lobby
- Logo on festival flyers
- Logo on PAC Trust website (festival page)
- Invite to launch party
- Logo on festival poster
- Logo with link to your site on all weekly web eblasts
- Logo on all printed advertising media

## **Sustaining Sponsor - \$2,500 and up**

What 's included:

- Name of individual or company on a sponsor board located in festival lobby
- Logo on festival flyers
- Logo on PAC Trust website (festival page)
- Invite to launch party
- Logo on festival poster

## **Supporting Sponsor - \$1000 and up**

What 's included:

- Name of individual or company on a sponsor board located in festival lobby
- Logo on festival flyers
- Logo on PAC Trust website (festival page)
- Invite to launch party

## **Friends of SummerStage Tulsa - \$250 and up**

What 's included:

- Name of individual or company on a sponsor board located in festival lobby
- Invite to launch party

***This can be a cash sponsorship or the equivalent in-kind support***

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