



Studio 58 Sponsorship Kit

2019-2020 SEASON

Support the stars of tomorrow today.



Langara College
Foundation



from *Spring Awakening*

Your turn to play a key role.

Overview

Studio 58 is a nationally renowned professional theatre training program that began its creative journey in 1965, first as a part of Vancouver Community College and then as a department on the Langara College campus in 1970.

Industry and Community Impact

Studio 58 presents four full length and two indie-style (student-produced and directed) productions known as the *Risky Nights Series* annually. The productions are highly acclaimed, open to the public, and reviewed by the Vancouver media.

The theatre hires professional directors and designers for each production, thereby facilitating interaction between students and industry experts and allows for great mentorship opportunities. It offers a wide variety of theatrical styles including drama, comedy, contemporary, original work, and classical.

Our Studio 58 graduates...

- More than 90% find professional work in the theatre or the related arts within six months of graduating.
- Move on to successful careers in TV, film, and on the stage. Look in any playbill from any production at any major theatre company across the country and you will find the bio of a Studio 58 graduate.
- Appear in countless films, commercials, and voiceover work, locally and globally.
- Create independent film and theatre companies; write plays, screenplays and television shows; program lights and sound; design sets; and stage-manage at theatres across Canada.

Why support Studio 58?

- Over the last 50 years, our audience has developed into a stalwart legion of enthusiastic theatregoers, including students, alumni, corporate citizens, neighbors, theatre industry professionals, casting agents and the media. We often have sold-out shows and host up to 6000 patrons per season.
- Our productions are advertised in the Georgia Straight, which has an unduplicated readership of **800,000** per issue, and other media outlets from time to time, allowing for sizeable exposure. Studio 58 also sends out a newsletter to a readership that tops **6,500** readers.
- All shows are open to the public with tickets sold on Tickets Tonight, a ticket-selling website hosted by Tourism Vancouver.
- By sponsoring Studio 58, you are demonstrating your company's support for the local arts, and more specifically, student artists in a professional training program.

Your support will allow artists, producers, and technicians to hone their skills under the guidance of theatre professionals who themselves have graduated from this celebrated program.

2019-2020 Season: What it looks like

This year's season promises to be an exciting one! The 2019-2020 line-up consists of four full-length main stage productions, and two Risky Nights productions. Main Stage shows run for two weeks, with a show every night from Tuesday to Saturday and matinees on Saturdays and Sundays. Written, produced, and managed by the students, the Risky Nights series is directed by professionals and run for a week.

Full Length Productions	
ANTONY AND CLEOPATRA by William Shakespeare September 26–October 13, 2019 Directed by Cameron Mackenzie - alumnus	ANON(YMOUS) by Naomi Iizuka November 14–December 1, 2019 Directed by Carmen Aguirre- Outstanding Alumni recipient
URINETOWN by Mark Hollmann and Greg Kotis January 30–February 16, 2020 Directed by Courtenay Dobbie-Studio 58 Faculty member & alumnus	FOURPLAY: NEW WORK BY EXCITED WRITERS- March 25–April 5, 2020 A one-act play festival featuring original work by Studio 58 students & recent graduates
Student-Led and Directed Plays	
RISKY NIGHTS #1 October 7–13, 2019 (Risky Nights is designed as a bridge between classroom work and main stage productions. Students have an invaluable opportunity to create every aspect of an original theatre piece)	RISKY NIGHTS #2 February 10–16, 2020

Sponsorship Opportunities

We offer sponsorship opportunities at every level that range from a single show (\$500) to presenting sponsor for the entire season (\$10,000) and are designed to meet every budget. All sponsorship dollars are reinvested back into Studio 58's productions and training and help fund the "extras" that keep the studio as a leading national theatre program. Most importantly, sponsorship also allows you to introduce and strengthen your brand to a large and loyal group of potential clients and influencers.

The Benefits	Presenting Sponsor \$10,000	Production Sponsor \$2500 (Main Stage)	Production Sponsor \$1250 (Risky Nights)	In-Kind Sponsor * \$1000	Performance Sponsor \$500
Number available	1	4	2	4	5
Presented by logo in each production program	☆				
Advertising in each program	Full page	1/2 Page	1/2 Page	1/4 Page	
Presenting sponsor advertising on all website advertising	☆	☆	☆		
Advertising in the Studio 58 newsletter	☆	☆	☆		
Invitation to donor reception events	☆	☆	☆	☆	☆
Hospitality Opportunities (reserved seating for corporate groups with ticket purchase)	☆	☆	☆	☆	☆
Verbal recognition at all performance(s)	☆	☆	☆		
Reserved seating -tickets to the production	8	4	4	2	2

***In-Kind Support:** Your Company can also participate by offsetting some of our annual operating costs and building improvements through in-kind contributions. These opportunities include sponsorship but are not limited to this and could include production design (costumes, set, lighting, projection, and sound), merchandising, or media.

If you do not see a perfect fit, please let us know. We can tailor your sponsorships to meet your marketing goals.

For more information about Studio 58 and our Theatre Arts program, please visit www.Langara.ca/studio-58 or contact Shahin Virji at svirji@langara.ca