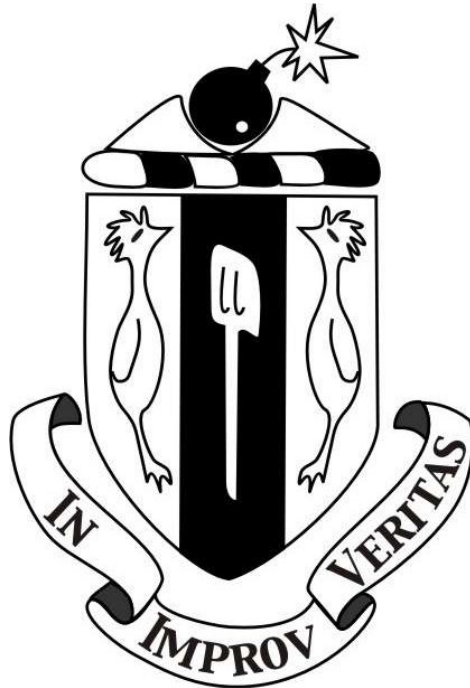


Victoria International Improv Festival

AN
IMPROMANIACS THEATRE COMPANY SOCIETY
PRODUCTION



St. Ann's Academy
September 16 – 18, 2004
Sponsorship Opportunities

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Modification Log

Date	Author	Description of Change	Version
2003-Dec-31	Jonathan Argue	Initial draft	0.1
2004-Jan-05	Jonathan Argue	Incorporated feedback from Steve May.	0.2
2004-Jan-08	Jonathan Argue	Added event schedule	0.3
2004-Feb-04	Jonathan Argue	Incorporated feedback from Sponsorship Coordinator	0.4
2004-Feb-05	Adrian Taverner	Final draft	1.0
2004-Feb-25	Jonathan Argue	Minor corrections to scheduled times.	1.01
2004-Apr-06	Jonathan Argue	Budget adjusted to reflect international guest travel expenses	1.10
2004-Apr-12	Jonathan Argue	Budget adjusted to reflect current confirmed funding	1.20
2004-Jun-01	Jonathan Argue	Updated budget to reflect sponsorship changes	1.30

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1. Introduction

The Victoria International Improv Festival will bring together amateur and professional improv troupes in a frenzy of funny. Designed to elevate the skills of local improvisers while providing inexpensive, high-quality improv comedy performances for the community, the festival will run September 16-18, 2004 at St. Ann's Academy in Victoria, BC.

This event will be a combination of workshops open to the public, skill building workshops for improvisers, and public performances. Expert improv theatre companies from Japan, Edmonton, Regina, Seattle and Vancouver, as well as other amateur Victoria troupes, have been invited to participate in both workshops and performances. The public performances will be geared towards an open audience including families, people familiar with improvisational comedy, and newcomers to this exciting genre of live theatre.

1.1 Festival Objectives

The project is designed to elevate the appreciation and delivery of improv in Victoria by creating opportunities for multiple groups:

- Members of the public can participate in an improv workshop;
- Local and invited improv actors will be challenged in skill building workshops and encourage mutual growth through sharing styles, games, and tips;
- Evening performances will provide entertainment both to audience members already familiar with this unique theatre style and to newcomers being introduced to the fun and wit of improv;
- Geographically diverse theatre companies will share techniques;
- Fledgling theatre companies will have the opportunity to work with well-established companies and begin making important contacts in the industry.

1.2 Activities

Thursday, September 16, 2004

4pm – 6pm	Reception
7pm – 11:30pm	Performances

Friday, September 17, 2004

7pm – 11:30pm	Performances
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Saturday, September 18, 2004

9:30am – 12:30pm	Public Workshop
1pm – 5pm	Professional Workshop
7pm – 12:30am	Performances
1am – 3am	Festival Closing Mixer (Festival participants and volunteers)

Sunday, September 19, 2004

10am – 12pm	Festival Wrap-Up Breakfast This is an opportunity to get feedback from participants.
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2. Sponsorship Opportunities and Benefits

The following is a list of the different categories of sponsorship that the festival is offering and the benefits that sponsors will receive under each category. "In-kind" contributions of goods and/or services are also available and recognition for their valuable support of this exciting event will be given at the equivalent level.

2.1 Improv God Sponsor Over \$3,000 CDN

Support at this level entitles the Sponsor to:

- Placement of organization name and logo on the outside back cover and inside front cover of the festival program. Sponsor will be highlighted as an "Improv God Sponsor"
- Placement of organization name and logo on the final report of the festival. Sponsor will be identified as an "Improv God Sponsor"
- Recognition (including signage) of organization as exclusive sponsor of specific activities, performances, or workshops as negotiated
- Acknowledgement of sponsor at every performance
- Placement of organization logo and name on VIIIF web site
- Special mention of organization as "Improv God Sponsor" in all press releases for the event, including letterhead
- Presentation of Victoria International Improv Festival Certificate of Appreciation
- Six complimentary festival passes
- Other arrangements as negotiated

2.2 Improv Shield Sponsor \$1,001 - \$3,000 CDN

Support at this level entitles the Sponsor to:

- Placement of organization name and logo on the outside back cover and inside front cover of the festival program. Sponsor will be identified as an "Improv Shield Sponsor"
- Placement of organization name and logo on the final report of the festival. Sponsor will be identified as an "Improv Shield Sponsor"
- Recognition (including signage) of organization as sole sponsor of specific activities, performances, or workshops as negotiated
- Acknowledgement of sponsor at every performance
- Placement of organization logo and name on VIIIF web site
- Inclusion of sponsor logo on festival letterhead & press releases
- Four complimentary festival passes
- Other arrangements as negotiated

2.3 Da Bomb Sponsor \$501 - \$1,000 CDN

Support at this level entitles the Sponsor to:

- Placement of organization name and logo on outside back cover and inside front cover of festival program. Sponsor will be identified as "Da Bomb Sponsor"
- Recognition (including signage) of organization as sole sponsor of specific activities, meals and workshops as negotiated

(continued over)

- Placement of organization logo and name on VIIF web site
- Acknowledgement of sponsor at all performances
- Inclusion of sponsor logo on festival letterhead & press releases
- Three complimentary festival passes
- Other arrangements as negotiated

2.4 Rubber Chicken Sponsor \$251 - \$500 CDN

Support at this level entitles the Sponsor to:

- Placement of organization name and logo on the outside back cover of the festival program. Sponsor will be identified as a "Rubber Chicken Sponsor"
- Placement of organization logo and name on VIIF website
- Special mention of organization as Rubber Chicken Sponsor in all conference press releases for the event
- Acknowledgement of sponsor at all performances
- Two complimentary festival passes
- Other arrangements as negotiated

2.5 Spatula Sponsor \$101 - \$250 CDN

Support at this level entitles the Sponsor to:

- Listing in the festival program. Sponsor will be identified as a "Spatula Sponsor"
- Acknowledgement of sponsor at all performances
- Placement of organization logo and name on VIIF web site
- One complimentary festival pass
- Other arrangements as negotiated

2.6 Friends of Improv \$25 - \$100 CDN

Support at this level entitles the Partner to:

- Listing in the festival program. Sponsor will be identified as a "Friend of Improv"
- Acknowledgement of sponsor at opening performance
- One complimentary ticket for the opening night performance
- Other arrangements as negotiated

Appendix A VIIF 2004 Projected Budget

Table 1 VIIF 2004 Projected Revenue

REVENUE			
Source	Confirmed	Speculative	Total
GRANTS			
CRD Arts Development Office Project Grant	\$3,000		
City of Victoria Festival Investment Grant	\$1,000		
Coast Capital Savings		\$5,000	
Subtotal Grants	\$4,000	\$5,000	\$9,000
BOX OFFICE/ADMISSION/FEES			
Workshop (public)		\$400	
Box Office		\$6,500	
Registration Fees		\$120	
Subtotal Box Office/Admission/Fees	\$0	\$7,020	\$7,020
OTHER EARNED			
Corporate sponsors cash		\$1,400	
Corporate sponsors in-kind donations	\$10,850		
Programme advertising		\$240	
Tee shirt sales		\$300	
Subtotal Other	\$10,850	\$1,940	\$18,115
TOTAL REVENUE	\$14,850	\$17,460	\$32,310

Table 2 VIIF 2004 Projected Expenses

EXPENSES	
Item	Amount
PRODUCTION	
Invited Theatre Groups' travel expenses	\$11,658
Invited Theatre Groups' accommodation expenses	\$5,865
Invited Theatre Groups' meal allowance	\$3,060
Total Production	\$20,583
FACILITIES/VENUE	
Rental and insurance	\$2,162
Technicians	\$240
Stage equipment	\$1,000
Total Facilities/Venue	\$3,402
ARTISTIC	
Honorarium Artistic Director Professional Workshop	\$900
Honorarium Artistic Director Public Workshop	\$225
Total Artistic	\$1,125
MARKETING/PROMOTION	
Printing (programmes, posters, etc.)	\$1,500
Advertising	\$2,500
Promotional materials (Tee shirts, etc.)	\$1,000
Total Marketing/Promotion	\$5,000
OTHER	
Supplies (back stage supplies, front-of-house supplies, meetings, fundraising support)	\$1,100
Tickets	\$100
Financial audit	\$1,000
Total Other	\$2,200
TOTAL EXPENSES	\$32,310