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SOBE INSTITUTE OF THE ARTS

A 501 (C) (3) NOT-FOR-PROFIT ARTS PERFORMANCE AND EDUCATION ORGANIZATION

# Hamlet World Premiere Event Sponsorship Information

## Our Mission:

SoBe Institute of the Arts promotes excellence, creativity and accessibility of the arts through performance events and instruction of the highest quality, in music and related artistic disciplines.

## Timing:

Friday, February 24 through Sunday, March 11, 2012

## Target Audience:

- New music theater/contemporary opera enthusiasts from across the country
- Young, hip alternative music concert goers
- Shakespeare fans

## Estimated Attendance:

1200+

## Objectives:

To further establish SoBe Arts as a seminal force for distinctive and extraordinary cutting-edge performances, and Miami-Dade County as a vibrant cultural destination for outstanding entertainment

## Event Summary:

*HAMLET Soundtheater (Opera)*

Music & Libretto by Carson Kievman

World Premiere of Stage Concert Version in the historic Carl Fisher Clubhouse. This is the last commission by Joseph Papp for the New York Shakespeare Festival / Public Theater but until now has never been performed due to his death. Based on: *The Tragedy of Hamlet Prince of Denmark* by William Shakespeare. The beautiful setting and excellent acoustics of this intimate venue will truly make this a once-in-a-lifetime experience for attendees.

## Sponsorship Levels:

Presenting Sponsor: \$25,000

Event Sponsor: \$10,000

Role Sponsor: \$2,500

Supporting Sponsor: \$1,000

Carl Fisher Clubhouse / Little Stage Theater Complex  
2100 Washington Avenue - Miami Beach, FL 33139 - Tel: 305-674-9220  
info@sobearts.org - www.sobearts.org

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## **Hamlet**

### **World Premiere Event Sponsorship Opportunities**

#### **Presenting Sponsor Benefits**

- Exclusivity by business sector
- Dedicated press release
- Premiere logo inclusion on all printed materials
- Premiere inclusion in all paid advertising (radio, newspaper, television)
- Premiere logo inclusion in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Inclusion in all press releases (event editorial coverage)
- Premiere event presence, including banner placement, mentions at events, and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Ten VIP tickets for sponsors and eight guests to attend the Opening Night Black Tie performance and "Meet the Artists and Composer" reception on Friday evening, February 24th

#### **Event Sponsor Benefits**

- Logo inclusion on all printed materials
- Inclusion in select paid advertising (radio, newspaper, television)
- Logo inclusion in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Inclusion in all press releases
- Event presence, including mentions at events and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Eight VIP tickets for sponsors and four guests to attend the Opening Night Black Tie performance and "Meet the Artists and Composer" reception on Friday evening, February 24<sup>th</sup>

#### **Role Sponsor Benefits**

- Company/sponsor name included in all program materials
- Company/sponsor name in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Special recognition at the Opening Night Black Tie Performance and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Six VIP tickets for sponsor and a guest to attend the Opening Night Black Tie Performance and "Meet the Artists and Composer" reception on Friday evening, February 24<sup>th</sup>

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### Supporting Sponsor Benefits

- Company/sponsor name included in all program materials
- Company/sponsor name in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Event presence, including mentions at events and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Four VIP tickets for sponsors and two guests to attend the Opening Night Black Tie performance and “Meet the Artists and Composer” reception on Friday evening, February 24<sup>th</sup>

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**Hamlet**  
**World Premiere**  
**Event Sponsorship Commitment**

Please indicate the level at which you wish to sponsor.

\_\_\_\_\_

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

\_\_\_\_\_ My check is enclosed.

\_\_\_\_\_ Please bill me.

\_\_\_\_\_ Please charge my credit card.

Circle one: MC / Visa #: \_\_\_\_\_

Exp. \_\_\_\_ / \_\_\_\_

Security Code: \_\_\_\_\_

Please return this form to:  
SoBe Institute of the Arts  
2100 Washington Avenue  
Miami Beach, FL 33139

Thank you for your support!