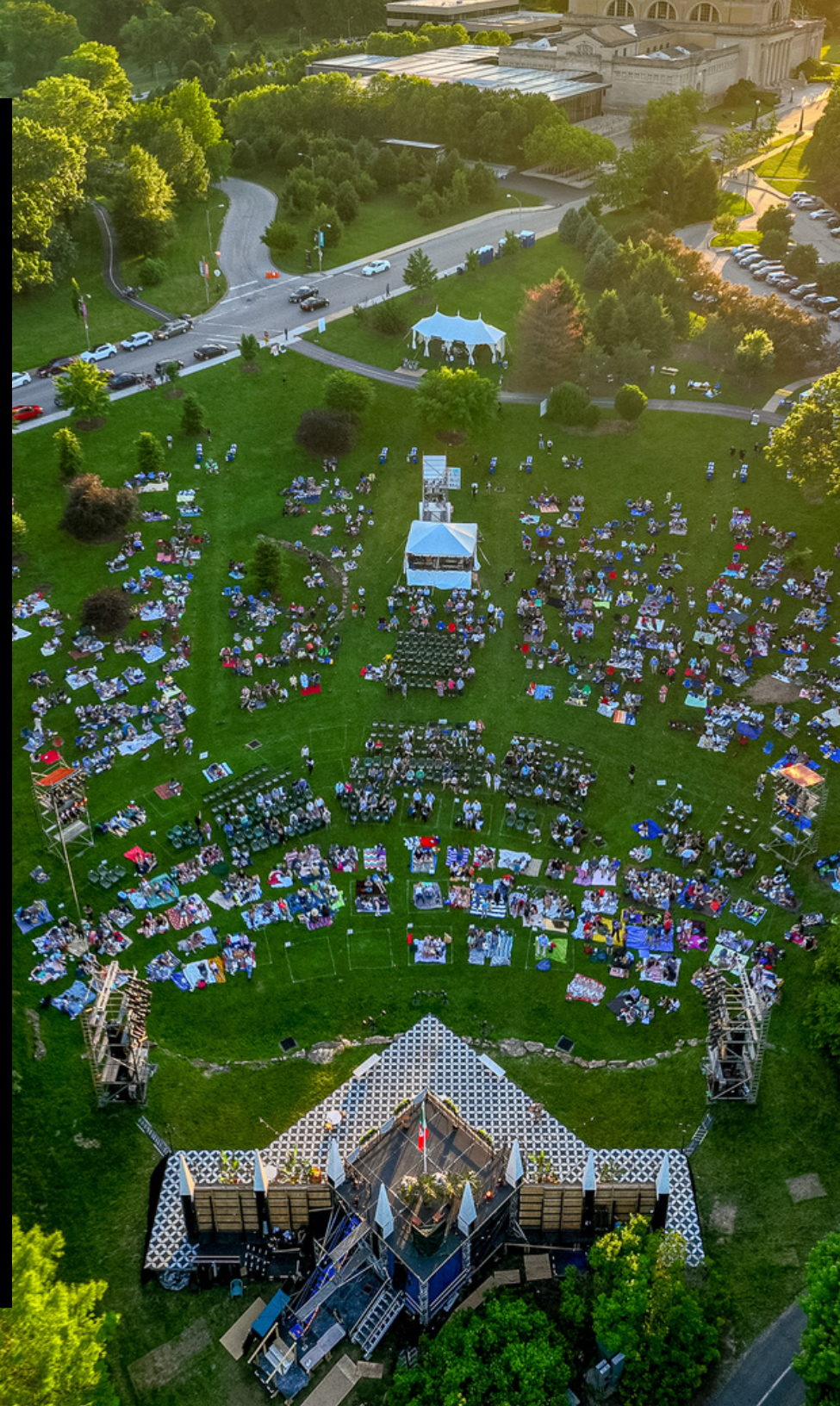


ST·LOUIS
SHAKESPEARE
FESTIVAL

Corporate Partnerships

OPPORTUNITIES FOR THE 2024 SEASON



Corporate partners of the Festival have a unique opportunity to support a broad range of efforts that bring radically accessible theater experiences to the St. Louis region.

Season sponsors are recognized at all sponsored shows and beyond in festival communications throughout the year.

50,000+

Attendees served annually.

1.72 Million

Online impressions each year.

60,408

Online followers across platforms.

125+

Earned media stories annually.

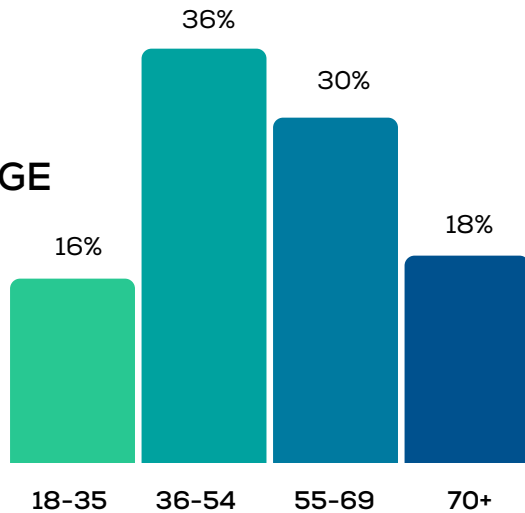
47 States

Represented by Glen Visitors

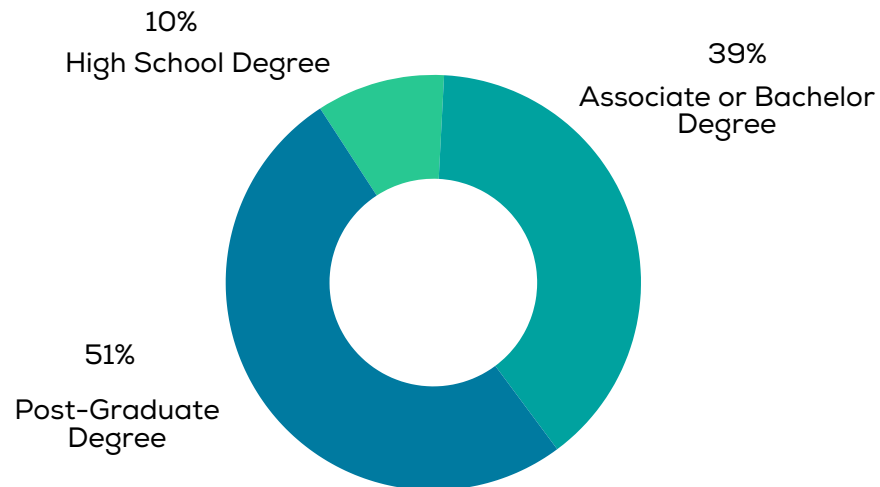
**FOSTERING COMMUNITY AND JOY ACROSS
THE ST. LOUIS REGION THROUGH THE
SHAKESPEAREAN TRADITION OF ART FOR ALL.**

Audience Demographics

AGE



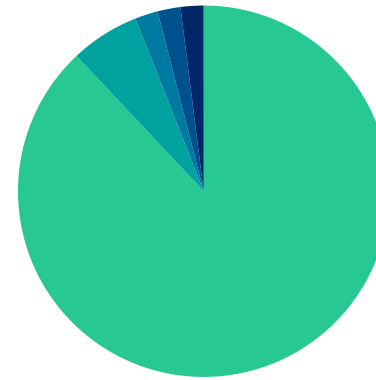
EDUCATION LEVEL



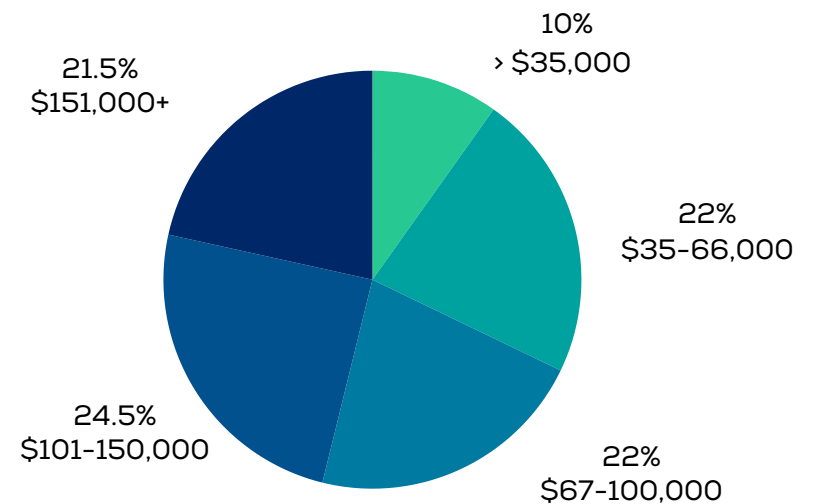
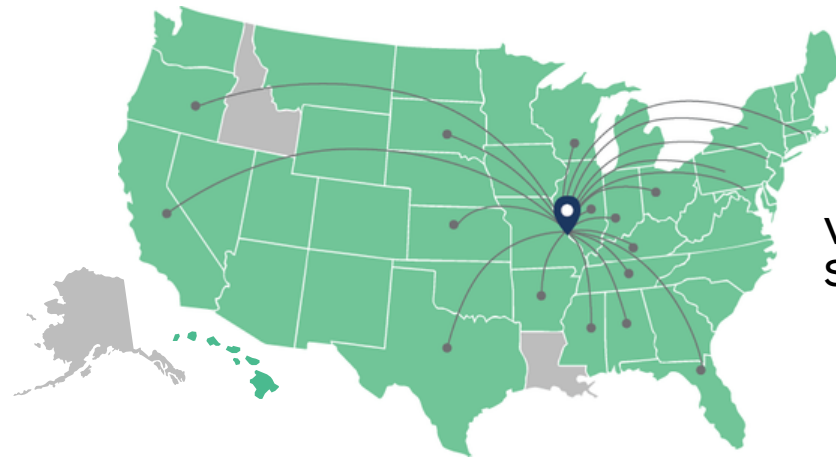
Sources: Annual audience survey, donation and ticket purchases, and social metrics (2021-2023).

RACE/IDENTITY

88% White/Caucasian
6% Black/African American
2% Asian/Asian American
2% Latino/Hispanic
2% Mixed/Other



VISITOR HOME STATES



HOUSEHOLD INCOME

Unique Benefits for Season Sponsors

All sponsor benefits listed throughout this packet at the designated level (Presenting or Lead) + additional recognition on organization communications throughout the year, including donor newsletters, promotional materials, etc.

- Recognition on digital and print communications throughout the year
- Client engagement opportunities at all shows, including tent parties, VIP experiences, complimentary tickets, corporate boxes, etc.
- Community engagement opportunities at all shows including distribution of collateral and/or themed take-aways
- Ability to reach a diverse sophisticated audience through a wide range of channels and engagement opportunities.

Shakespeare in the Park

One of St. Louis's favorite summer traditions. Shakespeare in the Park has entertained over a million people since 2001.

Broadway stars and local legends perform the world's greatest plays in America's best urban park- Forest Park. Nearly 50,000 attend each year: audiences travel from the surrounding region and across the country for this St. Louis summer staple. With no tickets required, audiences draw a strong connection between their favorite summer event and the generous sponsors who make it possible.

This year, fall in love with Shakespeare's pastoral romantic comedy featuring the brilliant and resourceful heroine, Rosalind. Exiled from the confines of city life to the Forest of Arden, she and her friends are free to explore new identities, friendships and (of course) love. Director Nancy Bell's *As You Like It* will weave live music from local music fixture Beth Bombara, forest animals, and gender-bending performances with a lavish gilded age setting.

“What an absolute gem in our city's arts landscape, and the whole region in general!”

“People everywhere come to experience this yearly joy. We travel from a very small town in Illinois every year.”



2022 GO! LIST AWARD - ST. LOUIS POST-DISPATCH

“Event That Most Beautifully Demonstrates Audience Open-Mindedness”

2021 BEST FESTIVAL

St. Louis Magazine

2022 THEATER CIRCLE

8 Wins, 17 Nominations

AS YOU LIKE IT

Directed by Nancy Bell

MAY 29 - JUNE 31, 8 PM

(nightly, Tuesday-Sundays)



Park Benefits

\$50,000 PRESENTING SPONSOR

- Logo on print and digital materials including on-site signage, playbill, festival website, annual report, promotional emails and postcard, staff and volunteer t-shirts, and digital tickets
- Mention in all show advertising and press releases
- Onstage recognition on Opening and Closing Nights
- Opportunity to make onstage remarks at two performances
- Full-page ad space in playbill
- Dedicated social post on all ShakesFest accounts (60K+ followers)
- Invitation to Opening Night VIP Party
- Option to host Tent Party (\$5,000 value) for up to 300 guests and unique pre-show dinner with actors or creative team
- Exclusive access to dedicated corporate box and unlimited parking passes nightly
- Opportunity for on-site activation opportunities nightly
- Up to 100 complimentary reserved tickets + unlimited pay-it-forward tickets distributed in sponsor's name

\$25,000 Lead Sponsor

- Logo on print and digital materials, including on-site signage, playbill, festival website, annual report and promotional emails and postcards
- Onstage recognition for two performances (excluding opening and closing night)
- Option to host Tent Party (\$5,000 value) for up to 100 guests
- Half-page ad space in playbill
- Dedicated social post on all ShakesFest accounts (60K+ followers)
- Invitation to Opening Night VIP Party
- Exclusive access to dedicated corporate box nightly
- Ability to request unlimited parking passes nightly
- Opportunity for on-site activation opportunities nightly
- 25 complimentary reserved tickets + 25 pay-it-forward tickets distributed in sponsor's name

\$10,000 Supporting Sponsor

- Listing on print and digital materials including on-site signage, playbill, festival website, annual report and promotional emails and postcard
- Onstage recognition for one performance (excluding opening and closing night)
- Quarter-page ad space in playbill
- Invitation to Opening Night VIP Party
- Access to dedicated corporate box for ten nights
- Ability to request up to six parking passes nightly
- Opportunity for up to six nights of on-site activation opportunities

\$5,000 Partner

- Listing on print and digital materials including on-site signage, playbill, festival website, annual report and promotional emails
- Access to dedicated corporate box for three nights
- Ability to request up to three parking passes nightly
- Opportunity for up to three nights of on-site activation opportunities (3,000+ nightly audience)



Build Your Own Sponsorship!

Shakespeare in the Park offers unique opportunities to build personalized festival experiences that feature your company's area of interest and/or provide exclusive sponsorship of existing program spaces (concessions, parking, etc.). The opportunities are endless as we partner together to bring joy and community to all in Shakespeare Glen at Forest Park.

To create your exclusive sponsorship opportunity,
reach out to:

Kate Tichelkamp
Director of Development
kate@stlshakes.org

TourCo

Free theater in your own backyard! It's a traveling show unlike any other.

TourCo stages an abridged Shakespeare play in 24 parks across the bi-state with six actors in multiple roles. A pre-performance conversation introduces Shakespeare's text, characters, and themes to a modern audience. Then it's 90 minutes of incredible theater in your local park.

TourCo strives to reach diverse communities in the region. Over 75% of performances are hosted in low- to middle-income neighborhoods. The tour also visits rural communities with limited access to the cultural offerings of St. Louis. Because there are no tickets or admission fees at TourCo, our audiences draw a strong connection between these hyper-local performances and the generous sponsors who make it possible.

“I attended the Ferguson show last Saturday. You all WOWED me.”

“We truly were delighted to attend in our hometown of Hermann.”

“The crowd was totally happy to be there, welcoming and made us feel like we were at a family get-together.”



**Only free public arts tour of the region.
450 miles traveled across MO and IL.**



THE TEMPEST

Directed by Tom Ridgely

FREE JULY 30 - AUGUST 25, 6:30 PM

(nightly, Tuesday-Sundays)

TourCo Benefits

\$25,000 PRESENTING SPONSOR

- Logo on print and digital materials including on-site signage, playbill, festival website, annual report, promotional emails, and staff and volunteer t-shirts
- Onstage recognition on Opening and Closing Nights
- Opportunity to make onstage remarks at two performances
- Full-page ad space in playbill
- Dedicated social post on all ShakesFest accounts (60K+ followers)
- Invitation to Opening Night VIP Party
- Opportunity for on-site activation opportunities nightly

\$10,000 LEAD SPONSOR

- Logo on print and digital materials including on-site signage, playbill, festival website, annual report, and promotional emails
- Onstage recognition at two performances
- Half-page ad space in playbill
- Invitation to Opening Night VIP Party
- Opportunity for up to 3 nights of on-site activation opportunities

EXCLUSIVE TO TOURCO

\$5,000 SITE SPONSOR

- Logo on exclusive signage at sponsored site
- Listing on other print and digital materials including additional signage, playbill, festival website, annual report, and promotional emails
- Onstage recognition at sponsored site
- Quarter-page ad space in playbill
- Dedicated day-of social post on all ShakesFest accounts (60K+ followers)
- Opportunity for on-site activation opportunities at sponsored site

Christmas Carol: The Remix

The family, holiday classic – like you’ve never heard it before. Set to the freshest hip hop beats, this remix of Dickens is a hilarious and heartwarming 90-minute ride to redemption. See four dazzling performers play all the parts: Scrooge, Marley, Cratchit, Lil’ Tim and more – all brilliantly updated with catchy hooks and the funniest flow. Be the first to see St. Louis’s newest and coolest Yuletide tradition.

ABOUT THE Q BROTHERS Hailing from Chicago and known world-wide for their hip-hop add-rap-tations of Shakespeare plays and other classic works, the Q Brothers are a collective of humans who make art that rhymes. From their recent family-friendly album *Buggin*, to their freestyle-inspired sets at Lollapalooza and Austin City Limits, to DJ’ing dance parties for people of all ages and backgrounds, one thing is for certain – these brothers are about family. @qbrothers1

“*Riverfront Times*: “FABULOUS... NEAR PERFECTION!.. An incredibly entertaining and refreshed version. A fun holiday show for the whole family that may have you dancing in the aisles by the final bow”.

Talkin’ Broadway: “THRILLING... KINETIC... GENUINELY UPLIFTING! Swooping in to our holiday rescue is the St. Louis Shakespeare Festival...”

- **Tickets \$35-\$75 per person, higher levels include parking**
- **Best enjoyed by ages 12 & up.**
- **Group tickets and holiday party packages, are available now!**

Created by Q Brothers Collective
NOV-DEC 2024
In Grand Center



Holiday Benefits

\$50,000 PRESENTING SPONSOR

- Pre-show dinner with the actors
- Mention in all show advertising
- Press release to local outlets with a presenting sponsorship mention
- Logo Recognition on Festival website, ticket page, and printed ticket
- Curtain speech mention on opening and closing night with opportunity for corporate partner to address the audience
- Full-page ad and logo on the cover of the show playbill
- Social media mentions on opening and closing night
- Annual St. Louis Business Journal Corporate Partners Ad
- Parking passes + 25 tickets to the show
- 25 Pay-It-Forward tickets distributed in sponsor's name
- + Everything below

\$25,000 LEAD SPONSOR

- Full-page ad in show playbill
- Curtain speech mention on opening and closing night performances.
- Logo Recognition on Festival partner signage for the 2024 season
- Parking passes + 15 tickets to the show
- + Everything below

\$10,000 SUPPORTING SPONSOR

- VIP Pre-Show cocktail party on opening night
- Mailed promotional postcard to 5,000 +homes
- Interior and exterior signage at the National Blues Museum
- Social media mentions
- Curtain speech with a mention
- Parking passes and 15 tickets to the show
- + Everything below

\$5,000 SUPPORTING SPONSOR

- At least five promotional emails to 23,000 addresses
- Recognition on the Festival website
- Half-page ad in show playbill
- Mention in annual report
- Parking passes + 10 tickets to the show

Shakespeare in the Streets

Shakespeare in the Streets is a grassroots theatrical experience that invites St. Louis neighborhoods to tell their own stories. Internationally celebrated, this 18-month residency empowers communities to lift up their unique experiences by working with a creative team to develop an original play based on one of Shakespeare's works and featuring themes that reflect the community's character.

Residents of the year's selected community contribute to all aspects of the production, from story development to live performance. The result is a weekend-long celebration of their collective effort, with three live, outdoor performances reaching 1500+ attendees. Free and open to the public, these performances unite the neighborhood and introduce it as a creative force to the greater St. Louis area.

“...[the] production last week blew me away. Writing, direction, acting. What a homage to the soccer DNA of our city. I have appreciated performances of Shakespeare in the Glen many times, but now I'll make it a point to see Shakespeare in the Streets.”

“What a gift we have in St. Louis that @STLSHAKESFEST consistently provides unforgettable entertainment all over the city”.



**5x winner of “Best New Play”
St. Louis Theater Circle Awards**



Shakespeare in the Streets:
East St. Louis
Written by DeAsia Paige
COMING SEPTEMBER 2025

Shakespeare in the Streets Benefits

\$25,000 PRESENTING SPONSORSHIP - EXTENDED RECOGNITION!

Presenting Sponsors of Shakespeare in the Streets who commit their support during the 2023/2024 season will provide foundational support during the story collection phase AND receive extended benefits throughout two seasons.

- 2023/2024: Logo recognition on the Festival website, all promotional materials, and on-site signage and materials at story-collection events.
- Logo on print and digital materials, including on-site signage, playbill, festival website, annual report, promotional emails and postcards, and staff and volunteer t-shirts
- Onstage recognition at all performances
- Full-page ad space in the playbill
- Dedicated social post on all ShakesFest accounts (60K+ followers)
- Invitation to Closing Night VIP Party
- Opportunity for on-site activation opportunities nightly

Confluence Regional Writers Project & New Play Festival

Created in 2018 to foster a culture of playwriting in the Midwest, the Confluence Regional Writers Workshop supports an annual cohort of three emerging writers in Missouri and Illinois with a fellowship. After a competitive application process, cohort members begin a seven-month program each August, with dedicated time and space to write together under the leadership of an experienced program director and workshops with guest artists and industry professionals.

Cohort members receive a stipend and participate in monthly writing sessions, workshops and mentor activities, culminating in a full-length play for a public reading during the weekend-long celebration of new works at the Confluence New Play Festival. Sixteen new plays have been commissioned under Confluence, five of which have received full productions throughout the U.S.

\$10,000 PRESENTING SPONSOR

- Logo on print and digital materials, including on-site signage, festival website, annual report, promotional emails, and digital tickets
- Onstage recognition at all readings
- Full-page ad space in the playbill
- Dedicated social post on all ShakesFest accounts (60K+ followers)
- Up to 15 complimentary tickets to all readings

\$5,000 SUPPORTING SPONSOR

- Listing on print and digital materials, including on-site signage, festival website, annual report, promotional emails, and digital tickets
- Half-page ad space in the playbill
- Recognition in promotional posts on all ShakesFest accounts (60K+ followers)
- Up to 10 complimentary tickets to all readings

Confluence New Play Festival
APRIL 12-14, 2024, 7:30 PM
3333 Washington



PLAYWRIGHT FELLOWS

- Elizabeth Archer (Chicago)
- Courtney Bailey (STL)
- Melda Beaty (Chicago)
- Shualee Cook (STL)
- Maiya Corral (Chicago)
- e.k. doolin (Edwardsville)
- Myah Gary (Carbondale)
- Kristen Idaszak (Chicago)
- Hannah Kime (Chicago)
- Cater Lewis (STL)
- Rob Maesaka (STL)
- Charlie Meyers (STL)
- Cameron Noel (Carbondale)
- Novid Parsi (St.Louis)
- Delaney Piggins (STL)
- Mariah Richardson (STL)

BEYOND THE STAGE

The St. Louis Shakespeare Festival's commitment to fostering community and joy through the Shakespearean tradition of art for all extends well beyond the stage. Corporate sponsorship of the Festival's education and new work programs allows you to have an impact in target communities while supporting artistic engagement at all ages.

To discuss support of education and new work programs, contact: Kate Tichelkamp at kate@stlshakes.org

SUMNER HIGH SCHOOL

Co-led with 4theVille, the Sumner Recovery Plan brings together every major cultural institution in St. Louis and local universities, nonprofit organizations and government agencies to restore excellence to the oldest Black high school west of the Mississippi. Through integrated arts education and teaching artist residencies, Sumner is building on the legacy of alums like Chuck Berry, Tina Turner, and Grace Bumbry.

EDUCATION PROGRAMS

A series of in-school workshops, residencies, touring shows and summer camp programs provide introduction and instruction to kids in 4th-12th grades using the language and lessons of Shakespeare's work to inspire tomorrow's leaders.

DIRECTING FELLOWSHIP

Modeled after the Confluence Regional Writer's Workshop, the Directing Fellowship is a 6-month tailored opportunity designed to encourage the next generation of directors through professional development, networking, and in-depth training alongside veterans of the theater industry. Similar fellowships are being considered in other roles as resources allow.

NEW WORKS:

The Festival's commitment to Midwest voices has resulted in award-winning presentations of regional and world premieres, including *Into the Breeches!*, *"Such Sweet Thunder"*, *Dress the Part* and *Q Brothers Christmas Carol*.

YOUR PARTNERSHIP INCLUDES

- Group Volunteer Opportunities
- Board and Committee Service Opportunities
- Board & Governance Committees
- Community Engagement Committee
- Major Gifts Committee
- Planned Giving Committee
- Education Programs Committee

OTHER PARTNER BENEFITS

Exclusive invites to corporate partner experiences, tent party rental discounts, and behind the scenes previews of each show.

FOR MORE INFORMATION, CONTACT

Kate Tichelkamp • kate@stlshakes.org • 314-410-8639