

Livermore

SHAKESPEARE FESTIVAL

SPONSORSHIP 2016

*"The wine-cup is the little
silver well, where truth, if
truth there be, doth dwell."*

— WILLIAM SHAKESPEARE

*"Since the Bard should be obeyed in all things, let
us take this quote to heart and admit that wine
and Shakespeare may well be the perfect pairing.
Connoisseurs of the good life can now indulge their
appetite for couplets, quips and chardonnay."*

— KAREN D'SOUZA
The Mercury News



WHO WE ARE

Livermore Shakespeare Festival is a non-profit 501(c)(3) organization that produces theatrical events that celebrate the human experience. We are a company that is accessible and fully integrated with the Tri-Valley community through our flagship program, Livermore Shakespeare Festival, and our in-school education program in the Livermore Public schools.

SHAKESPEARE IN THE VINEYARD

Livermore Shakespeare Festival, now at **Wente Vineyards Estate Winery and Tasting Room**, is a 14-year-old Livermore Valley wine country cultural institution. With over 4,000 patrons, the festival is an established tourist destination. By setting the works of Shakespeare and other playwrights of literary merit amongst the gorgeous vistas of wine country and enhancing the evening with pre-show picnicking and award-winning wine, we have branded the **Shakespeare in the Vineyard** experience. This experience is unique to our region and a draw for theater lovers and wine enthusiasts alike. We produce 2 plays each summer which feature some of the Bay Area's top talent.

AN AUDIENCE OF INFLUENCE

Livermore Shakespeare Festival brings in over 4,000 patrons each summer and reaches hundreds of thousands through our extensive print, digital, radio and social media outreach. Our audience is affluent, well-educated and has significant discretionary income which they spend on travel, home improvement, vehicles and other cultural and culinary experiences.

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WHY SPONSOR

- Associate your company with Livermore Shakespeare Festival's positive brand image.
- Exhibit your company's dedication to the arts, education and community involvement.
- Introduce your products/services to our audience of influence
 - 66% are between 40-65 years of age
 - 67% college graduates, 31% have graduate degrees
 - 59% have a household income from \$100,000 to \$250,000
- Provide a unique wine country cultural entertainment experience for clients or employees.

SPONSORSHIP BENEFITS

Sponsorship benefit packages are customized based on participation level and can incorporate any or all of the following benefits:

- Option to display product at the venue - **exclusive**
- Sponsor signage placed at theater for duration of season
- Company logo on audience seat cushions
- Name/Logo/Ad featured on Homepage of LivermoreShakes.org (approx. 15,000 page visits from May to August season)
- Company Logo on ticket backs (4,000 to 5,000 tickets attendees) - **exclusive**
- Name/Logo on event collateral
- Name/Logo on paid advertising (\$25,000 in marketing value)
- VIP nights for friends and employees
- VIP show tickets and private wine tasting
- Ads in show program
- Company bio in show program, acknowledgement in curtain speech before the performances
- Company banner ad on Livermoreshakes.org
- Artist visit to your group before or after performance of your choice
- Pre-Show artist talk to your group at your place of business
- Announcement on Facebook (1,200 followers)
- Announcement in E-Blasts (5,000 plus subscribers)
- Press Release to local and greater Bay Area media outlets
- 501 (c)(3) tax deductible as allowed by tax law

For further information on how to become a corporate sponsor, contact:

Katie Marcel – MANAGING DIRECTOR
(925) 443-2273
Katie@LivermoreShakes.org