

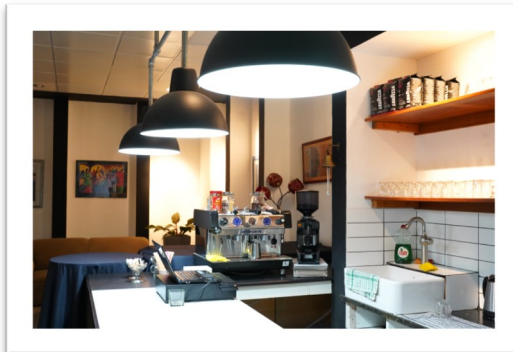
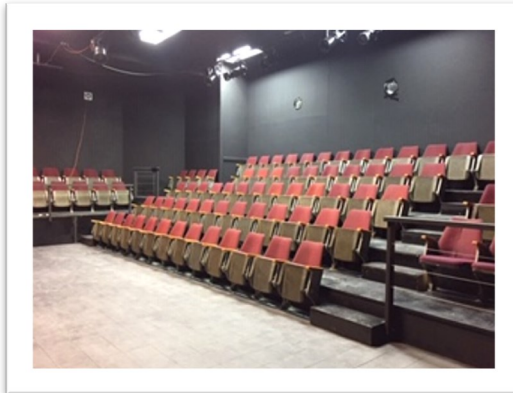
Center Stage

SPONSORSHIP PACKAGE



I regard the theatre as the greatest of all art forms, the most immediate way in which a human being can share with another the sense of what it is to be a human being.
~Oscar Wilde

WHAT WE DO



Center Stage is a unique, vibrant, professional, English-language performance venue in Ra'anana - the first of its kind in Israel. Our aim is to become the creative hub for English-language theater and bring it into the mainstream of Israeli culture. We hope to create a vibrant cultural center that inspires a creative exchange between artists, audiences and the community.

We have two performance spaces, an intimate 104 seater theater where we present works produced by Center Stage alongside touring productions from reputable companies as well as performances by community partners and our youth theater. We also have a flexible 50 seater café space. Here we present cabaret style performances, such as live music, stand-up comedians, etc.

Both spaces will accommodate performances, workshops, masterclasses, lectures, festivals, youth theater, live music, comedy, poetry slams and more.

Our performances range from much loved classics and musicals to new plays and original works from existing and rising talents.

Your commitment and support will help invigorate the cultural life of our community and raise the bar in English language learning through theater as well as contribute to our aim of nurturing, celebrating and supporting arts and artists through performance and education.

For more information on sponsorships and advertising with Center Stage, please contact:

Daniella Crankshaw: +972 9 978 2552 or email: daniella@centerstageisrael.com

PARTNERSHIP BENEFITS



We invite you to put your business Center Stage with creative PR activity and unforgettable events

Center Stage provides sponsors with premium visibility and brand exposure through media placement and direct marketing, as well as generous ticket and hospitality opportunities for employees and clients.

Powerful Brand Association with innovation, creativity, community and first rate English-language performances

Access to **multi-channel marketing activity** including campaign-wide branding and logo visibility

High profile marketing activity with national reach in print, online and social media

Direct connection with our audiences - communicate key messages to receptive audience

High quality hospitality opportunities - meet cast and creatives in vibrant location

A variety of activities to get involved in by **making it happen both on stage and in the community**

Create a **positive rapport** among residents and visitors alike



Sentimental Journey 2013



Broadway Bubba 2017

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SPONSORSHIP PACKAGES



The generous sponsorship support we receive from corporations and local businesses plays a key role in our success. In exchange, we are excited to be able to offer these valued partners with tangible benefits, and the opportunity to gain meaningful visibility with our audiences.

Center Stage serves a highly desirable demographic, and our sponsors are able to cultivate clients, reward employees and highlight their strong commitment to the arts and to the community through their support.

The list below describes opportunities that are currently available. It is in our nature to explore ideas so we would be happy to come up with a creative package that will suit your business aims, identity and budget. Call us now to tailor a package for your requirements

Season Sponsorship - Limited to 3 per season - NIS 30,000

Production Sponsorship - Limited to 2 per production—NIS 15,000

Performance Sponsorship - NIS 7,500

School Performance Sponsorship - NIS 6,000

Full Youth theater Scholarship - NIS 4500

Bar Lounge Events - NIS 1000



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SEASON SPONSORSHIP – NIS 30,000



Put your business center stage for the whole season (five months, three productions) and gain the highest level of exposure with access to city/country-wide high profile branding and a tailor-made plan of marketing activity.

- Gold card providing holder and three guests with complimentary entrance to all shows for the season
- 20% employee discount (two tickets per employee per show) throughout the season
- VIP treatment of your guests - access to the best seats in the house throughout the season
- Plaque on "Friends of Center Stage" wall
- Creative PR launch and social media campaigns
- Full page advert in the all programs for the season
- A featured linked logo and/or ad and/or landing page on our website for the season
- Repeated promotional mention on our Facebook fan page and other social media
- Lobby recognition for the entire season
- Name/logo on all promotional material for the season (posters, flyers, adverts, tickets, e-newsletter, etc.)
- Featured inclusion in all press releases
- Inclusion as a season sponsor in our leaflets distributed at hotels, local businesses, local B&Bs, etc.
- A special place in our theater (table, kiosk, display) highlighting any company collateral, giveaways, product sampling

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PRODUCTION SPONSORSHIP – NIS 15,000



Connect to target audiences by supporting one of the plays in the Center Stage's 2019/2020 season. Production support offers a fantastic opportunity for recognition and a creative way to entertain clients, reward employees and host guests. Productions run for approximately 3 months.

- 4 Complimentary tickets to the production
- 15% employee discount (two tickets per employee per show)
- VIP treatment of your guests - access to the best seats in the house throughout the production run
- Pre-show branded image slide show/video in our Café Hall
- Lobby recognition for the entire run of the production
- Full page advert in the production program
- Name/logo on all promotional material for the production (posters, flyers, adverts, tickets, newsletter, etc.)
- Featured inclusion in all our press releases for the production
- A linked logo and/or ad featured on our website for the duration of the production
- Repeated promotional mention on our Facebook fan page
- Signed production poster by cast



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PERFORMANCE SPONSORSHIP – NIS 7,500



Put your business in the spotlight for one special night. Host an evening with a difference and entertain your guests in style whilst enjoying great visibility for your brand in our venue and marketing materials

- Up to 30 of the best seats in the house, for use on one special night at the theater
- Pre-show branded image slide show/video in our Café Hall
- Company A5 leaflet in the production program
- Promotional mention on our Facebook fan page
- Your company thanked and recognized before the performance
- VIP treatment of your guests
- Signed production poster by cast for each guest



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SCHOOL PERFORMANCE SPONSORSHIP – NIS 6,000



Although English is taught at school, English-language plays are not subsidized by the Israeli Education department (unlike plays in Hebrew or Arabic). As such, schools have to pay for productions out of their own pocket from thinly stretched budgets or ask parents to pay for the child. Your sponsorship will ensure that more students, particularly in economically disadvantaged areas, will enjoy educational English-language productions.

- Your company name, logo and URL featured on our website
- Your company name mentioned as a sponsor in all promotion associated with the production including print, digital, radio and online advertisements, email campaigns, event listings, press releases and television appearances
- Promotional mention on our Facebook fan page
- Sponsorship credit in our e-newsletter
- Thank you certificate signed by the cast
- Giveaways or printed material for the students to be handed out before the show



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YOUTH THEATER SCHOLARSHIP – NIS 4,500



We run a full youth theater program for kids ages 4-16. Performing arts positively contributes to young people's personal and social development. Regardless of whether they pursue careers as professional actors or not, they learn important skills that can be used in their everyday lives. These include teamwork, communication, productivity, presentation skills, responsibility, confidence and creativity. In an effort to give these theatre experiences to underserved children, we offer a needs based scholarship to at least one deserving applicant per class. .

- Your company name, logo and URL featured on our website
- Your company, name, logo and URL on our scholarship webpage
- Promotional mention on our Facebook fan page
- Scholarship certificate with your name and logo given to recipient
- Thank you certificate signed by Center Stage



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BAR LOUNGE EVENT – NIS 1,000 on a monthly basis



Every day of the week we have a regular event in the Bar Lounge. From our own On Cue Chat Show to standup comedy, poetry slams, live music and pub quizzes, we have something for everyone to enjoy every day of the week. These events garner a core loyal following as well as newcomers. We invite you to become the sponsor of one of these events on a monthly basis, giving you great exposure for four events during the month.

- Your company name, logo and URL featured on our website
- Promotional mention on our Facebook fan page
- Visibility of logo during the four events
- Continuous promotion on the days of the events



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SPONSORSHIP ACCEPTANCE FORM



We agree to the following sponsorship program:

- ☐ Season Sponsorship @ NIS 30,000
- ☐ Production Sponsorship @ NIS 15,000
- ☐ Performance Sponsorship @ NIS 7,500
- ☐ Education Sponsorship @ NIS 6,000
- ☐ Youth Theater Scholarship @ NIS 4,500
- ☐ Bar Lounge Event @ NIS 1,000

Company/Private Name: _____

Contact Name: _____

Address: _____

Telephone: _____

E-mail: _____

Signature: _____

Date: _____

Please Make Checks Payable To:

Center Stage Israel

Postal Address: 5 Hakalanit Street

Gan Haim, 449100, ISRAEL

For Bank Transfers - please contact Daniella
at Center Stage

Center Stage Israel

Daniella Crankshaw

6 HaMasger Street, Ra'anana

ISRAEL

+972 9 978 2552

daniella@centerstageisrael.com

Signature: _____

Date: _____

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