



Sponsorship invitation for The Micro Theatre Festival 22 – 26 August 2017

About Micro Theatre

Micro Theatre is an independent festival of short plays (5-20 minutes each) performed in intimate spaces such as cafés and small art galleries in Newcastle – where the venue is the stage.

Micro Theatre supports local business and theatre talent in bringing new and adapted works to audiences. The Micro Theatre Festival is also a competition where participants vie for honours in acting, directing and production.

Micro Theatre Pty Ltd is a social enterprise company. All net profits from the festival are reinvested in the Micro Theatre Festival for its ongoing success. As writers, directors and actors share their craft for no financial gain, so too do the management team. Your sponsorship will go directly towards bringing the Micro Theatre Festival to the public.

Micro Theatre Festival Aims

The company and festival aims are:

- To deliver a high quality short play festival that enhances practitioner skills and presentation opportunities as well as giving audiences a brilliant experience by being entertained, challenged and surprised.
- To partner with small businesses in co-presenting the festival, growing audiences for Micro Theatre and customers for the businesses

Our audiences are:

- Existing audience members of Micro Theatre - from young people, couples and older groups of friends, Micro Theatre has attracted an audience that is not simply categorised by age or standard demographic.
- Customers and networks of the partner venues - this is where audience development is key and venue patrons have a whole new experience
- New audiences who like to 'support local'
- People engaged in culture in general are open to a new theatre experience.
- People who are not normally theatre goers but attracted by the economical ticket price and the quirky performance experience.

Feedback from 2016

- *Love the concept*
- *Keep it going*
- *Brilliant show. Well done, 5 stars.*
- *Great to see local talent supported by local venues.*
- *It was super enjoyable.*
- *Great venue and lovely people running it. Very interesting stuff.*
- *A for awesome.*

- *Keep it small and intimate*
- *Excellent*
- *Liked the brevity and the spontaneousness of the pieces. Lots of energy.*
- *Long may you prosper!*
- *Fantastic idea. Fantastic venue. Fantastic plays. I'm happy!*
- *Keep it accessible to all. Loved the length of time for each piece – fast and engaging and still able to send the message.*
- *Magnificent! Great initiative for Newcastle.*
- *Excellent work. Can't wait for the next one.*
- *Great format, short and accessible. Great venues.*

Team effort

The Micro Theatre Festival is a huge team effort with around 70 volunteer participants (actors, readers, writers, directors, judges and some amazing helpers). Sponsors are an integral part of the team that enhances what can be delivered.

Would you like to join the team and have fun being part of Newcastle's own quirky short play festival?

2017

We are seeking support to help us deliver an even better event. Your investment in Micro Theatre is invited with the following opportunities:

- Prize Money Sponsor - \$4300 (includes 12 tickets to the Micro Theatre Festival and a huge thanks from the participants for the cold hard cash)
- Production sponsor - \$1200. This gives each Micro production a small budget to support the artists (includes 6 tickets to the Micro Theatre Festival)
- Venue hire - \$800 (includes 6 tickets to the Micro Theatre Festival where you can see the results of the rehearsals and meetings)
- One off lighting sponsor - \$800. This allows us to buy some portable lights we can use in any venue over future years (includes 6 tickets to the Micro Theatre Festival and actors get to bask in your glow)
- ~~Writers Workshop sponsor~~ – \$400 (includes either 2 tickets to the workshop and 2 tickets to the Micro Theatre Festival, or 4 tickets to the Festival). The workshop supports writers aiming to enter a script in Micro Theatre. *Sponsored by Hunter Valley Fairs Pty Ltd.*
- Web hosting for 2017 - \$200 (includes 2 tickets to the Micro Theatre Festival and keeps us 'live' for the year)
- In-kind prize sponsors – are fantastic. Support with vouchers, tickets, items, discounts and so on are highly prized by the people who receive them as acknowledgement for their outstanding work.

Would you like to join the fun of Micro Theatre?

Please contact Mardi Ryan for more information about sponsoring Micro Theatre and let's chat about how we can work together on email: mardi@microtheatre.com.au

Other benefits for the above investments are included and can be supplied. Mardi is also happy to talk through ideas for sponsorship or other opportunities you may identify.