



FRANKLIN PERFORMING ARTS COMPANY

Broadway Stars ■ *Professional Performers* ■ *Regional Talent* ■ *Emerging Artists*

— ANNUAL —

SPONSORSHIP
Opportunities



FRANKLIN PERFORMING ARTS COMPANY

Sponsorship Levels

FPAC SEASON

OPENING NIGHT \$10,000 (3) MUSICALS + (2) PLAYS + (2) HOLIDAY	MAINSTAGE \$10,000 (3) MUSICALS	DRAMA \$7,500 (2) PLAYS	SATURDAY NIGHT \$5,000 (3) MUSICALS + (2) PLAYS	DUAL WEEKEND \$4,000 (1) MUSICAL	SINGLE WEEKEND \$2,500 (1) MUSICAL OR (1) PLAY
---	--	--------------------------------------	---	---	--

HOLIDAY SEASON

HOLIDAY SEASON \$5,000 (1) MUSICAL + THE NUTCRACKER	HOLIDAY PRODUCTION \$2,500 (1) MUSICAL OR THE NUTCRACKER
---	--

TBB EVENTS

MUSIC EVENTS \$5,000 (10) TBB MUSIC EVENTS	SUMMER SERIES \$2,500 (4) TBB MUSIC EVENTS
--	--

FUNDRAISING EVENTS

FUNDRAISING GALA \$5,000 ENTERTAINMENT	FUNDRAISING GALA \$2,500 HOST	FUNDRAISING GALA \$1,000 AD BROADCAST	CULINARY CABARET \$2,500 ELECTRIC YOUTH	GOLF TOURNAMENT \$2,500 ACT ONE	GOLF TOURNAMENT \$1,000 ACT TWO
---	--	--	--	--	--

RENT THE BLACK BOX!

Email **Alan Mercer (Operations)** | amercer@fspaonline.com to rent the venue for pre-show parties, company meetings, trainings, and more!

See "Playbill Advertising" Form for ad specs, contact info, & payment instructions.



FRANKLIN PERFORMING ARTS COMPANY

Sponsorship Benefits

BRAND RECOGNITION

- Pre-show/ event acknowledgements
- Full-page, black & white ad in production playbills
- Recognition in show/ event press releases
- Representation at the FPAC annual membership meeting in October
- Marquee electronic signage on Route 140 **OPENING NIGHT & MAINSTAGE only**

MARKETING

- Printed promotional materials (posters, flyers, postcards)
- Sponsor page of FPAC & TBB websites with link to business website
- Show/ event descriptions on FPAC & TBB websites
- TBB lobby video screen
- Quarterly FPAC e-news & monthly TBB “what’s playing” (3,000+ mailing list)
- FPAC fundraising events (Fundraising Gala, Culinary Cabaret, Golf Tournament)
- Social media (Facebook & Instagram)
- News section of FPAC website **OPENING NIGHT only**
- Logo on Mainstage production cast & crew t-shirts **OPENING NIGHT only**
- Photo opportunity with guest artists **OPENING NIGHT only**
- Distribute info during event **GALA (ENTERTAINMENT) & GOLF (ACT ONE/ ACT TWO) only**

COMPLIMENTARY TICKETS

- ***OPENING NIGHT & MAINSTAGE***: 6 tickets per production & Gala table (6 tickets)
- ***DRAMA***: 4 tickets per production & 4 Gala tickets
- ***HOLIDAY SEASON, SATURDAY, & DUAL***: 2 tickets per production & 2 Gala tickets or 2 Golfer fees
- ***HOLIDAY PRODUCTION, SINGLE WEEKEND, & TBB EVENTS***: 2 tickets per production

Fundraising Sponsors

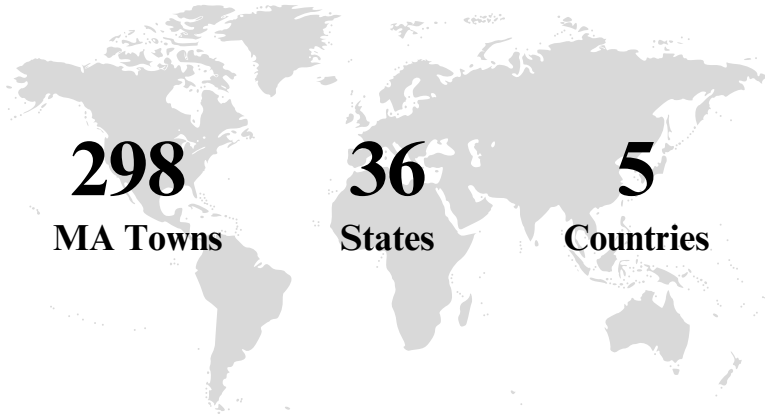
- ***GALA (ENTERTAINMENT)***: 4 Gala tickets
- ***GALA (HOST)***: 2 Gala tickets
- ***CULINARY CABARET***: 2 Culinary tickets
- ***GOLF (ACT ONE)***: 2 Golf foursomes
- ***GOLF (ACT TWO)***: 1 Golf foursome



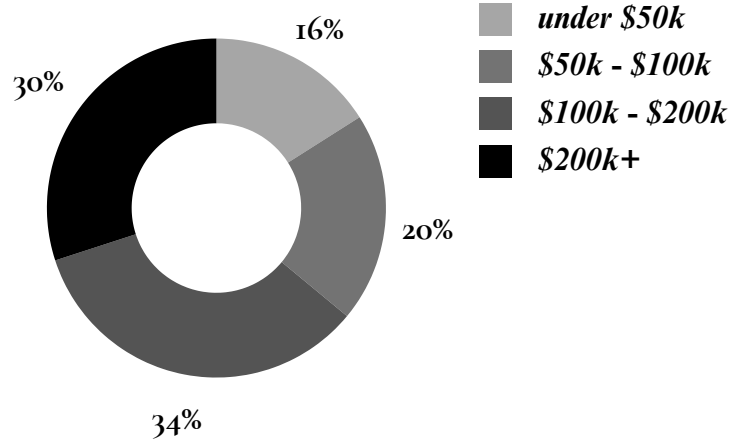
FRANKLIN PERFORMING ARTS COMPANY

Audience Demographics

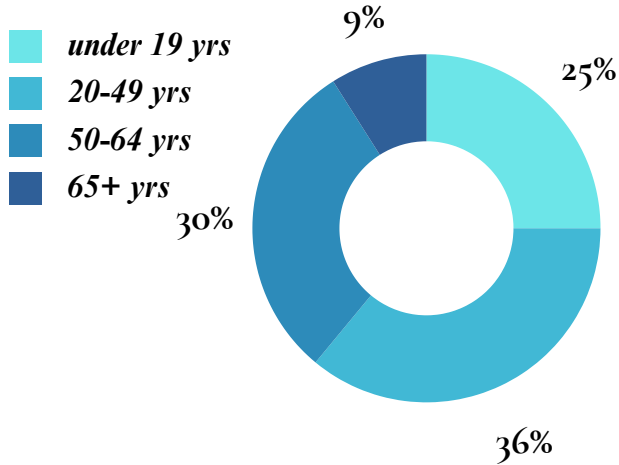
LOCATION



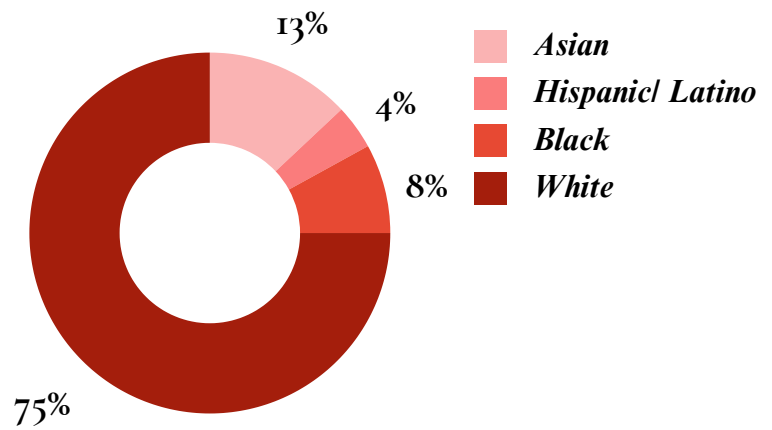
INCOME



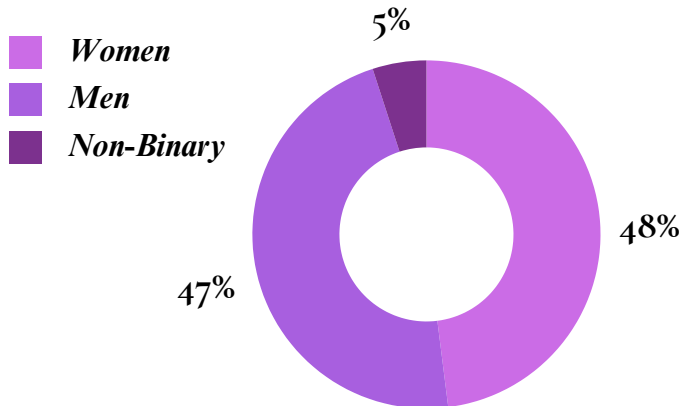
AGE



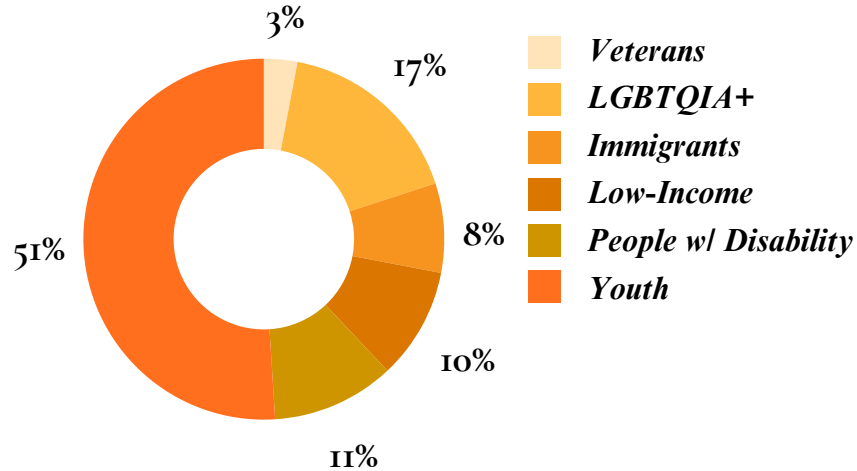
RACE/ ETHNICITY



IDENTITY



POPULATIONS





FRANKLIN PERFORMING ARTS COMPANY

Broadway Stars ■ *Professional Performers* ■ *Regional Talent* ■ *Emerging Artists*

ABOUT

Franklin Performing Arts Company at **THE BLACK BOX** is a 501(c)(3) non-profit organization founded in 1991. As the sole Actors' Equity Small Professional Theater in MetroWest Boston, the company showcases immersive performing arts experiences in downtown Franklin, MA. In the heart of the Boston-Worcester-Providence triangle, audiences delight in high-caliber entertainment featuring Broadway stars, professional performers, regional talent, and emerging artists!

MISSION

Franklin Performing Arts Company at **THE BLACK BOX** is committed to the professional development of emerging artists. We support educational arts experiences, quality entertainment, and outstanding performance opportunities for professional artists, amateur performers, and students. Galvanized by the belief that every person should have the opportunity for artistic expression, Franklin Performing Arts Company maintains a performance facility fostering a passion for the arts, disciplined approach to life skills development, and philanthropic spirit for future generations.

*FPAC SEASON**



**Official musicals & plays TBA.*

OCTOBER - JUNE

Fundraising *Gala*

ABOUT

Delight in a vibrant fundraising extravaganza filled with cocktails, fine dining, and Broadway celebrity guest entertainment! Join us in person or via livestream to participate in the live, silent, and online auctions. Proceeds of the **Fundraising Gala** support the professional development of emerging artists and enable world-class talent to perform in downtown Franklin, amplifying the cultural fabric of MetroWest Boston!

BROADWAY GUESTS



*Ben
Cameron*



*Jim
Hogan*



*Tyrick
Wiltez
Jones*



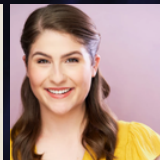
*Emily
Koch*



*Christopher
Rice-
Thomson*



*Clay
Rice-
Thomson*



*Kaley
Were*



*Benjamin
Camenzuli*

LOCATION

THE BLACK BOX
15 W Central St.
Franklin, MA 02038

NOVEMBER

FPAC HOLIDAY PRODUCTIONS

ABOUT

The Franklin Performing Arts Company Holiday Season includes two festive musicals and *The Nutcracker* ballet. Presented with a 29-piece professional orchestra, our magical journey of *The Nutcracker* showcases more than 100 area dancers, choir, and special guest artists. Original musicals include the jazzy holiday extravaganza *'Tis the Season!* and *Humbug!*, a contemporary adaptation of Charles Dickens' *A Christmas Carol*.

PRODUCTIONS*



**The Nutcracker is performed annually. 'Tis the Season! & Humbug! alternate every year.*

LOCATION

Franklin High School
218 Oak St.
Franklin, MA 02038

DECEMBER



CULINARY CABARET

ABOUT

Indulge in a delicious celebration of local culinary talent showcasing fine wines, craft beer, delectable spirits, flavorful dishes, and mouth-watering desserts! Proceeds of **Culinary Cabaret** directly support **Electric Youth**, a teenage performance group backed by The Boston Show Band, delivering high-energy entertainment for all: contemporary pop, classic rock, and country hits!



LOCATION

THE BLACK BOX
15 W Central St.
Franklin, MA 02038

APRIL

Golf Tournament

ABOUT

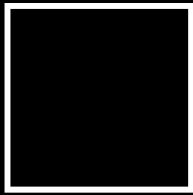
Invite your friends, family, and co-workers to test your skills in 18 holes of golf! Proceeds of the **Golf Tournament** support the professional development of emerging artists and enable world-class talent to perform in downtown Franklin, amplifying the cultural fabric of MetroWest Boston!



LOCATION

New England Country Club
180 Paine St.
Bellingham, MA 02019

JUNE



THE BLACK BOX

Theater ■ Live Music ■ Events

ABOUT

THE BLACK BOX is downtown Franklin's multi-use, design-flexible event venue. The facility has a modern, industrial ambiance with an open layout supporting customizable special event arrangements. This 6,000 sq. ft. venue includes a 3,300 ft. theater space, lobby with bar, and catering prep space. **THE BLACK BOX** is also the home of **Franklin Performing Arts Company**, showcasing professional arts entertainment and immersive audience experiences.

MUSIC SERIES*

ARTIST IN
RESIDENCE

CABARET

CLASSICAL

DECADES

JAZZ

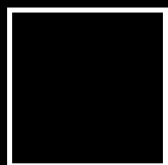
LOCAL
ARTIST

NEW
ENGLAND
ARTIST

TBB
SINGS...

**Series vary each year.*

SUMMER



THE BLACK BOX

MUSIC SERIES DESCRIPTIONS

ARTIST-IN-RESIDENCE

Artist-in-Residence educational and artistic programming features a concert and master classes with guest professional companies and ensembles.

CABARET

Showcased in an intimate, nightclub atmosphere, this series includes Rising Stars, alumni, and FPAC performers in themed Cabaret shows.

CLASSICAL

Classical artists including violinist and FPAC concert mistress Irina Fainkichen are featured in Sunday afternoon programming at THE BLACK BOX.

DECADES

Featuring a fantastic band and talented area performers, the “decades” tributes feature some of the greatest songs and cultural icons of a decade.

JAZZ

Our jazz series includes Sunday Big Band Brunches with the renowned 16-piece Kenny Hadley Big Band, as well as Boston area jazz artists and ensembles.

LOCAL ARTIST

Shining a spotlight on this region’s bright musical talent, this series welcomes such popular local acts to THE BLACK BOX stage.

NEW ENGLAND ARTIST

Wide-ranging musical entertainment headlining this series includes artists with New England roots or connections.

TBB SINGS...

Modeled after the popular cabaret series “54 Sings” at Feinstein’s/54 Below in NYC, this series celebrates the songs of musicals, composers, and artists sung by FPAC favorites.