



Franklin
Performing Arts
Company



THE BLACK BOX

possibilities limited only by our imaginations...



FPAC and THE BLACK BOX

Since 1991, the Franklin Performing Arts Company has presented 25 successful seasons of musicals, ballets, plays, and concerts, bringing together professional artists, community performers, families, and students of the arts in a creative and collaborative environment. With a focus on youth development and commitment to live music, we've become an integral part of the cultural fabric of this region, providing a dynamic outlet for artistic expression, quality entertainment, arts appreciation, and learning.

In September 2014, FPAC celebrated the grand opening of THE BLACK BOX, the company's new home and performance venue in the heart of downtown Franklin. THE BLACK BOX is a multi-use family- and community-oriented facility that allows FPAC to enhance both the quality and quantity of company performances and cultivate new audiences in the region. The facility provides almost 3,600 square feet of flexible space to serve as a performance venue, function room, event space, studios, meeting area for businesses and community activities, and more. With significant benefits for residents, restaurants, retailers, and other businesses, our vibrant arts organization and facility help drive a more robust cultural center contributing to economic growth and community enrichment in our area.

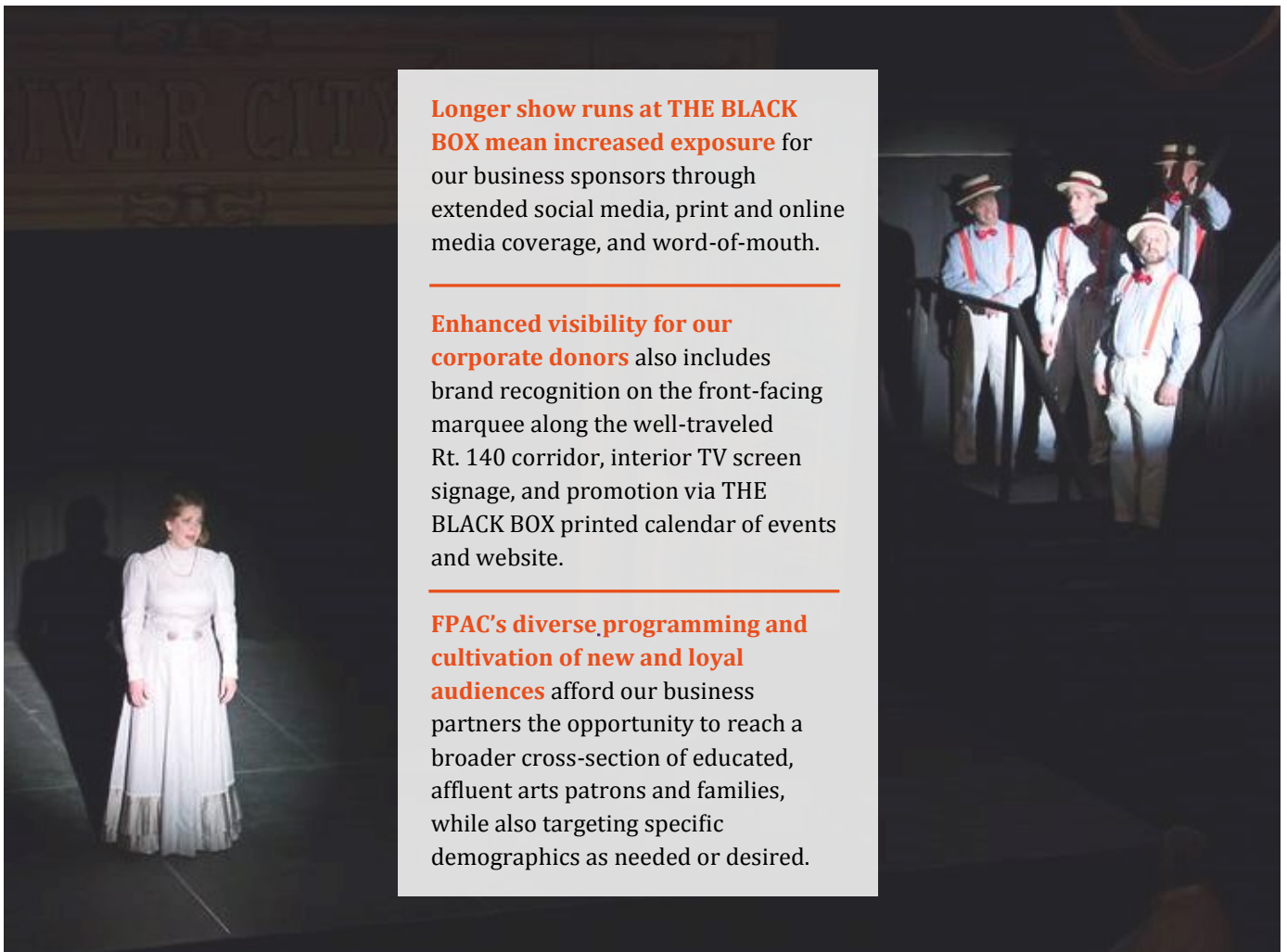


Why Partner with FPAC and TBB?

The corporate sponsorship program provides an extraordinary opportunity for businesses to showcase their support of the performing arts and gain exclusive access to a target audience of loyal and potential new customers.

A range of customized benefits include:

- **brand visibility**
- **regional recognition as a supporter of the arts**
- **marquee recognition**
- **complimentary tickets to outstanding programming to entertain clients and reward employees**
- **discounted ticket program for your employees**
- **promotional opportunities**
- **waiver of rental fee for one-time use of venue**
- **discounted rental of venue for company meetings or parties**



Longer show runs at THE BLACK BOX mean increased exposure for our business sponsors through extended social media, print and online media coverage, and word-of-mouth.

Enhanced visibility for our corporate donors also includes brand recognition on the front-facing marquee along the well-traveled Rt. 140 corridor, interior TV screen signage, and promotion via THE BLACK BOX printed calendar of events and website.

FPAC's diverse programming and cultivation of new and loyal audiences afford our business partners the opportunity to reach a broader cross-section of educated, affluent arts patrons and families, while also targeting specific demographics as needed or desired.

Programming

Our expanded annual season now includes five musicals, three plays, *The Nutcracker* ballet, and a summer festival. The company has also launched Children's, Jazz, Cabaret, Classical, New England Artist, and Local Artist Series at THE BLACK BOX, which have helped to establish the new venue as a suburban hub for great music. From ballet to Broadway, the enthusiasm of Boston and NYC artists for our venue has helped FPAC showcase renowned entertainers and raise the curtain on world-class talent right in our own backyard.

Mainstage Series

FPAC's annual production season features three mainstage musicals in addition to our popular holiday presentations. Recent productions have included the family classic *Peter Pan*, the Broadway charmer *The Music Man*, the under-the-sea spectacular *Disney's The Little Mermaid*, and the blockbuster musical comedy *The Addams Family*.

Drama Series

FPAC stages three plays annually at THE BLACK BOX, such as Shakespeare's legendary tragedy *Othello* and Neil Simon's Pulitzer Prize-winning *Lost in Yonkers*, which highlighted our 25th anniversary season.

Holiday Series

FPAC's holiday season includes two festive musicals and *The Nutcracker* ballet. Presented with a 27-piece professional orchestra, our magical journey of *The Nutcracker* showcases more than 100 area dancers, choir, and special guest artists. Original FPAC musicals have included the jazzy holiday extravaganza *'Tis the Season!*, American panto *Snow White and the Seven Elves*, and *Humbug!*, a contemporary adaptation of Charles Dickens' *A Christmas Carol*.

FPAC Family Concert Series

A treasured FPAC tradition for more than two decades, FPAC's Family Concert Series is offered free to the public. Geared to young audiences, concerts introduce music of different genres and feature talented, professional musicians in an interactive format. Presented annually as part of the Family Concert Series, FPAC's popular Opera for Kids showcases such family-friendly fare as *The Three Little Pigs*, *Little Red Riding Hood*, and *Alice in Wonderland*.

FPAC Whatever Theater Festival

Presented free to the community, FPAC's annual summer festival showcases eclectic one-act plays and a production of Shakespeare staged under the stars on Franklin Town Common. The Whatever Theater Festival is now featured as part of the new Franklin Cultural Festival.



THE BLACK BOX Children's Series

Delivering fun and engaging programs of favorite songs and animated storytelling for audiences of all ages, the Saturday afternoon series has featured singer-songwriter-guitarist Jamie Barrett and actor Nick Paone.

THE BLACK BOX Local Artist Series

Shining a spotlight on this region's bright musical talent, this series has welcomed such popular local acts as Stilburnin Southern Rock and the acoustic rock band Ben Gardner's Boat (featuring State Representative Jeff Roy).

THE BLACK BOX New England Artist Series

The wide-ranging musical entertainment headlining this series has included Celtic musician Robbie O'Connell, the folk-rock trio Brothers McCann, and country recording artist Ayla Brown.

BLACK BOX Jazz

The jazz series has included a Sunday Big Band Brunch with the renowned 16-piece Kenny Hadley Big Band, as well as a Valentine's Day evening featuring acclaimed jazz vocalist April Hall and love songs from The Great American Songbook.

BLACK BOX Cabaret

Showcased in an intimate, nightclub atmosphere, series programming has introduced a Rising Stars Cabaret, spotlighting promising young area performers, and An Unfinished Coda, celebrating the music of artists who left us too soon.

THE BLACK BOX Classical Series

Classical artists have included violinist Irina Fainkichen and pianist Irina Kotlyar, who presented Tea for Two featuring classical arrangements of popular North and South American music, all enjoyed with tasteful tea service.

THE BLACK BOX Artist-in-Residence Series

Artist-in-Residence educational and artistic programming has featured a concert, master classes, and choreography session with the prestigious Joffrey Ballet Concert Group.

Support

A thriving performance venue, with long-term impact for our extended community, relies upon the support of corporate partners and individual donors. Corporate underwriting makes it possible for FPAC to present an ambitious schedule of programming each season at THE BLACK BOX. Sponsor leadership gives back to the economy and cultural landscape on a local and regional level and sets the stage for superior theater experiences for audiences of all ages. Where ticket sales leave off, your support helps to meet the costs of production, live music, and operations.

Grant Support

In 2015, FPAC received a \$220,000 grant from the Massachusetts Cultural Facilities Fund, a capital grant program of the Commonwealth of Massachusetts, administered collaboratively by MassDevelopment and the Massachusetts Cultural Council. This prestigious grant is awarded to cultural organizations for facilities projects with demonstrated benefit to the local economy and transformative impact to the community served. FPAC's \$220,000 grant award was the largest made to a MetroWest cultural organization that funding cycle. FPAC was recognized among some of the finest cultural organizations statewide, including 2015 MCFF grant recipients Boston Ballet, Isabella Stewart Gardner Museum, and John F. Kennedy Library Foundation.

FPAC was also honored in 2015 with a \$40,000 grant from the Amelia Peabody Charitable Fund, as well as a \$100,000 matching gift pledge to the Capital Campaign from a private donor.

Corporate Sponsors

Local businesses continue to lend financial support to FPAC and THE BLACK BOX through advertising, sponsorships and event attendance. Rockland Trust was a 2015 Premier Sponsor. Middlesex Bank sponsored THE BLACK BOX Children's Series, Classical Series and Cabaret Series performances, as well as the mainstage musical *The Addams Family*. The Milford National Bank and Franklin Ford were BLACK BOX Series Sponsors of Cabaret Series and Big Band Brunch concerts, respectively, and Berry Insurance was an FPAC Family Concert Series Sponsor. Big Y and Waters Corporation were 2015 Holiday Performance Sponsors. FPAC also received several in-kind donations of construction materials and labor from local businesses for THE BLACK BOX.



FPAC Annual Circles

FPAC's constituents, including the company's Advisory Board of regional businesses and community leaders, have provided both leadership and grassroots support through the FPAC Annual Giving Circles, which exceeded membership projections by 20% this year.

Patrons

FPAC attracts performers and audiences from more than 120 communities across the Boston MetroWest region, western Massachusetts and the New England states. The various events held at THE BLACK BOX draw different audiences to the diverse programming. Students and families of the Franklin School for the Performing Arts, which enrolls more than 600 students from 40 surrounding towns, are active with FPAC as cast members, donors, and regular patrons.

Volunteers

FPAC enjoys an engaged level of commitment from a dedicated community of volunteers, numbering over 160 for the holiday shows alone. The company's loyal volunteers dedicated more than 300 man hours to facilitate property clean-up, painting, installation of the venue's sprung performance floor, and more to minimize construction costs and maximize productivity in advance of the grand opening of THE BLACK BOX.



Marquis Sponsors

\$35,000+

The Marquis level allows a comprehensive and exciting package of sponsor acknowledgment, tickets and hospitality for the entire season! Recognition for FPAC and THE BLACK BOX programming as follows, September 2016-August 2017:

Marquis Brand Recognition

- marquee electronic signage on Route 140 (your company logo on bottom line, constant for season)
- pre-curtain thank you at all shows
- sponsor title/text acknowledgment on every ticket
- sponsor title/company logo on cover of all playbills
- full-page ad inside front cover of all playbills
- sponsor title recognition in all press releases for the season (minimum 15 releases)
- sponsor title/logo acknowledgment on ticketing website

Core Marketing Benefits

Sponsor title/company logo featured on:

- lobby video screen for entirety of season
- all printed promotional materials (posters, flyers, tent-cards)
- home page of THE BLACK BOX website with link to business website
- projected image on wall of theater prior to curtain and during intermission of all shows
- each show description in THE BLACK BOX Event Calendar
- event show descriptions on FPAC and THE BLACK BOX websites
- quarterly FPAC e-news (3,000+ mailing list)
- social media (each event on TBB and FPAC Facebook pages)
- news item on the FPAC website
- back of all mainstage production cast and crew t-shirts
- FPAC fundraising event programs (Gala, Culinary Cabaret, Golf Tournament)

Hospitality Benefits

- opportunity to host one pre-performance reception for colleagues, employees, clients (up to 50 people) in the upstairs lounge of THE BLACK BOX (Wine and cheese/crudité provided.)
- one day/night rental of THE BLACK BOX for company party, training, divisional meetings, etc. (Blackout dates apply. Capacity: 140 guests. Includes usage of space and 20 tables with chairs and linens.)
- promotional opportunities available throughout the year at this level include:
 - sponsorship of photo opportunity with the actors in costume
 - introduction and product sampling at the annual FPAC membership meeting

Marquis Tickets

Requested prior to the performance or event.

- two hundred (200) complimentary seats to productions of your choice during your sponsored season
- 20% discount on tickets for employees (up to 500 tickets to shows selected by your company during your sponsored season)
- ten (10) tickets to FPAC's Annual Gala



Season Sponsors

\$20,000+

The Season Sponsor level allows FPAC to produce the highest caliber programming and entertainment and offers unparalleled benefits of acknowledgement, tickets and hospitality for the 2016-2017 Season! Recognition and acknowledgement for FPAC and THE BLACK BOX programming as follows, September 2016-August 2017:

Season Brand Recognition

- pre-curtain thank you at all shows
- marquee electronic signage on Route 140 (text acknowledgement for run of every show in the season)
- full-page ad in all playbills
- sponsor title/text acknowledgment on ticketing website
- sponsor title recognition in all press releases for the season (minimum 15 releases)

Core Marketing Benefits

Sponsor title/company logo featured on:

- lobby video screen for entirety of season
- all printed promotional materials (posters, flyers, tent-cards)
- home page of THE BLACK BOX website with link to business website
- projected image on wall of theater prior to curtain and during intermission of all shows
- each show description in THE BLACK BOX Event Calendar
- event show descriptions on FPAC and THE BLACK BOX websites
- quarterly FPAC e-news (3,000+ mailing list)
- social media (each event on TBB and FPAC Facebook pages)
- back of all mainstage production cast and crew t-shirts
- FPAC fundraising event programs (Gala, Culinary Cabaret, Golf Tournament)

Hospitality Benefits

- opportunity to host one pre-performance reception for colleagues, employees, clients (up to 25 people) in the upstairs lounge of THE BLACK BOX. (Wine and cheese/crudité provided.)
- one day/night rental of THE BLACK BOX for company party, training, divisional meetings, etc. (Blackout dates apply. Capacity: 140 guests. Includes usage of space and 20 tables with chairs and linens.)
- promotional opportunities available throughout the year at this level include:
 - sponsorship of photo opportunity with the actors in costume
 - introduction and product sampling at the annual FPAC membership meeting

Season Tickets

Requested prior to the performance or event.

- one hundred and fifty (150) complimentary seats to productions of your choice during your sponsored season
- 20% discount on tickets for employees (up to 400 tickets to shows selected by your company during your sponsored season)
- eight (8) tickets to FPAC's Annual Gala



Choose from the following Series Sponsor packages:

Mainstage Series \$10,000+

Three (3) mainstage musicals – two weekend runs each production

Drama Series \$5,000+

Three (3) plays – one weekend run each production

Holiday Series \$5,000+

Two (2) holiday musicals and *The Nutcracker* – one weekend run each production

THE BLACK BOX Series \$3,000+ (choose one)

Two (2) New England Artist Series events

Two (2) BLACK BOX Cabaret events

Two (2) BLACK BOX Jazz events

Two (2) Artist-in-Residence Series events

Two (2) Children's Series events

Two (2) Local Artist Series events

Two (2) Classical Series events

THE BLACK BOX Free Concert Series \$2,500 (choose one)

Two (2) Family Concert Series events

Two (2) Conservatory Concert Series events

Whatever Theater Festival – Summer Festival of Events \$2,500

Shakespeare on the Common

One Acts at THE BLACK BOX

Production Partners \$2,500

One weekend run of a single production of a mainstage musical, drama, or holiday production

Series Brand Recognition

- pre-curtain thank you at all shows
- marquee electronic signage on Route 140 (text acknowledgement for run of each sponsored production in the series—mainstage series only)
- full-page ad in playbills of sponsored productions
- sponsor title/text acknowledgment on ticketing website
- sponsor title recognition in all press releases for sponsored productions (minimum 1-3 releases)

Core Marketing Benefits

Sponsor title/company logo featured on:

- lobby video screen for entirety of season
- all printed promotional materials (posters, flyers, tent-cards)
- home page of THE BLACK BOX website with link to business website
- projected image on wall of theater prior to curtain and during intermission of all shows
- each show description in THE BLACK BOX Event Calendar
- event show descriptions on FPAC and THE BLACK BOX websites
- quarterly FPAC e-news (3,000+ mailing list)
- social media—each event on TBB and FPAC Facebook pages (Mainstage, Drama and Holiday Series only)
- FPAC fundraising event programs (Gala, Culinary Cabaret, Golf Tournament)

Series Tickets

Mainstage Series

- fifty (50) complimentary seats to Mainstage Series productions
- six (6) tickets to FPAC's Annual Gala

Drama Series

- twenty-five (25) complimentary seats to Drama Series productions
- four (4) tickets to FPAC's Annual Gala

Holiday Series

- twenty-five (25) complimentary seats to Holiday Series productions
- four (4) tickets to FPAC's Annual Gala

TBB Series

- table of four (4) or four (4) front row complimentary seats for each sponsored TBB Series event
- two (2) tickets to FPAC's Annual Gala

TBB Free Concert Series

- four (4) front row seats for each free event
- two (2) tickets to FPAC's Annual Gala
- two (2) complimentary tickets to one performance of choice

Whatever Theater Festival

- four (4) front row seats or lawn seats for each Summer Festival event
- two (2) tickets to FPAC's Annual Gala
- two (2) complimentary tickets to one performance of choice

Production Partners

six (6) complimentary seats to your sponsored production

Program Advertising Available

Ask about special position ads in our playbills

NEW Broadway Series

A series of one-night-only performances with world-class, Broadway talent! This is a new corporate sponsorship opportunity to customize an exclusive theater experience for clients, employees, and friends. Host this incredible evening of Broadway power and energy at an intimate venue accessible to guests from Boston, Providence, and the greater MetroWest area. Customize a package of benefits with a minimum investment of \$15,000.



Tony winner Beth Leavel



Tyler Hanes, currently appearing in *Cats* on Broadway



Alexander Gemignani, Broadway's Jean Valjean in *Les Misérables*



Michael James Scott, Broadway's Genie in *Aladdin*
Jenn Colella, opening this fall in *Come from Away* on Broadway

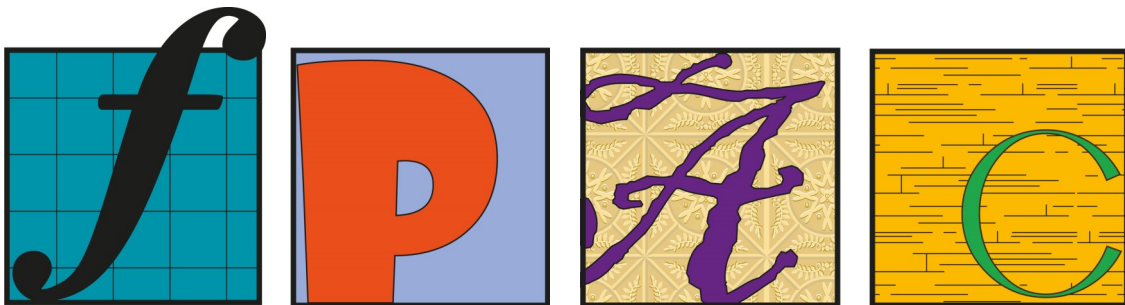
Launching the company's premiere year at THE BLACK BOX, FPAC's high-flying Peter Pan received Honorable Mention recognition from the New England Theatre Conference (NETC) 53rd Annual Moss Hart Awards, which honored six productions from across New England.





“In my own philanthropy and business endeavors, I have seen the critical role that the arts play in stimulating creativity and in developing vital communities...the arts have a crucial impact on our economy and are an important catalyst for learning, discovery, and achievement in our country.”

- Paul G. Allen, Co-Founder, Microsoft



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