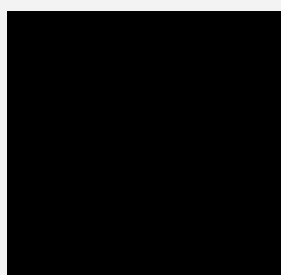


Franklin  
Performing Arts  
Company

*2019-2020 Season*



**THE BLACK BOX**

*possibilities limited only by our imaginations...*

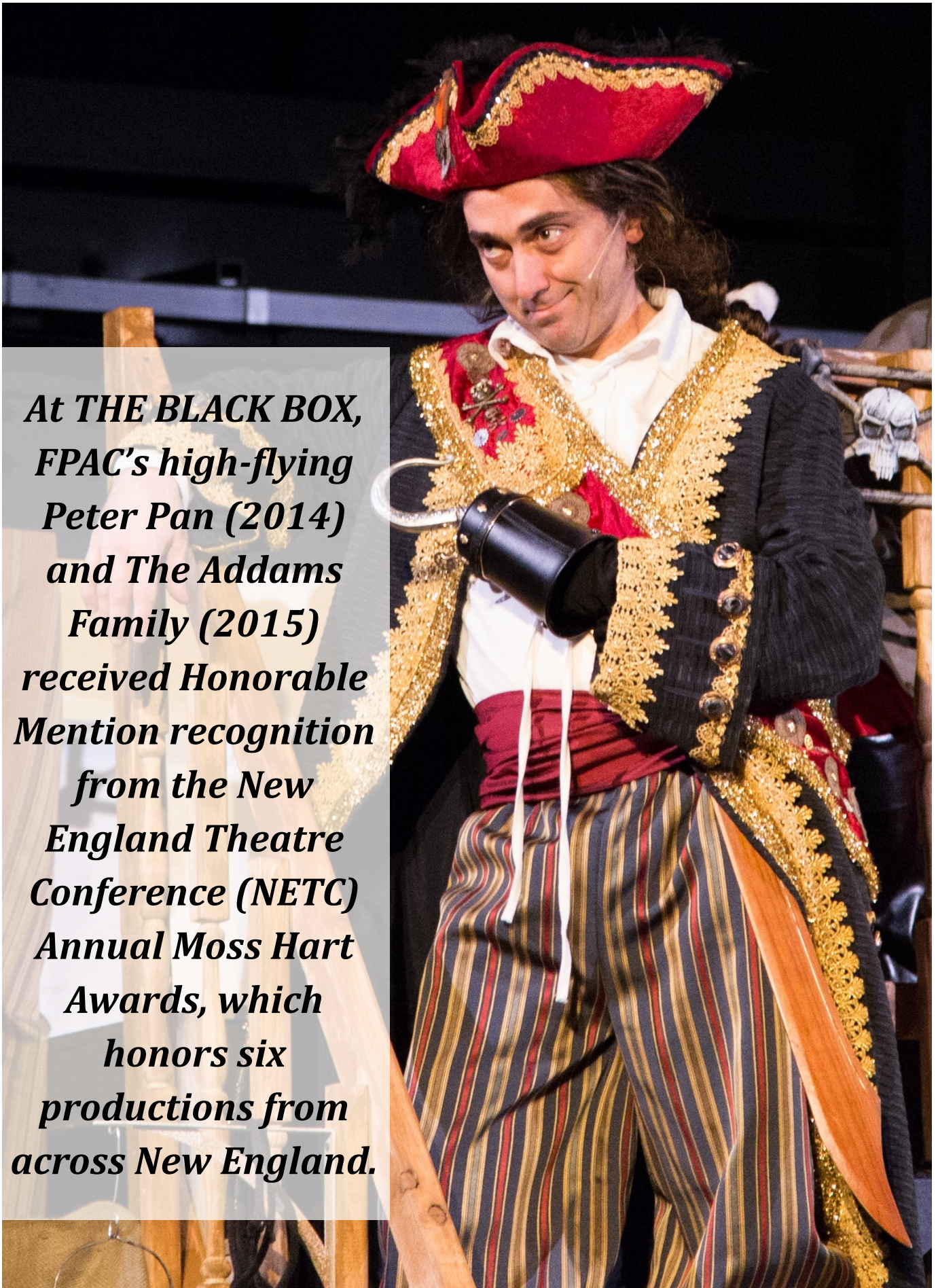


*Since 1991, the Franklin Performing Arts Company (FPAC) has presented over 25 successful seasons of musicals, ballets, plays, and concerts, bringing together professional artists, community performers, families, and students of the arts in a creative and collaborative environment. With a focus on youth 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.*

*Each year FPAC brings an ambitious season of events to THE BLACK BOX, the Company's home and performance venue in the heart of downtown Franklin. THE BLACK BOX is a multi-use family- and community-oriented facility in which FPAC provides a year round calendar of company productions and presented performances, cultivating and expanding to new audiences in the region. The facility provides almost 3,600 square feet of flexible space serving 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 robust cultural center, contributing to economic growth and community enrichment in our area.*



*At THE BLACK BOX,  
FPAC's high-flying  
Peter Pan (2014)  
and The Addams  
Family (2015)  
received Honorable  
Mention recognition  
from the New  
England Theatre  
Conference (NETC)  
Annual Moss Hart  
Awards, which  
honors six  
productions from  
across New England.*



# 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 prospective new customers.

Our annual season includes five musicals, two plays, *The Nutcracker* ballet, and a summer festival. The company also hosts Broadway, Jazz, Cabaret, Classical, Decades, Family Concert, New England Artist, Local Artist, and THE BLACK BOX Sings . . . Series at THE BLACK BOX, establishing our 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.

## *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**

**Runs of shows at THE BLACK BOX mean outstanding exposure** for our business sponsors through social media, print and online media coverage, and word-of-mouth.

**Enhanced visibility for our corporate donors** 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, website, and social media.

**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 targeting specific demographics as needed or desired.



# 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.

## FPAC Annual Circles

FPAC's constituents, including the company's Advisory Board of regional business and community leaders, have provided both leadership and grassroots support through the FPAC Annual Giving Circles.



FPAC's *Lost in Yonkers* at THE BLACK BOX

## Corporate Sponsors

Local businesses continue to lend financial support to FPAC and THE BLACK BOX through advertising, sponsorships, and event attendance. FPAC has also received several in-kind donations of construction materials and labor from local businesses as well as administrative and marketing help for THE BLACK BOX.

## 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 500 students from 45 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 more than 200 for the holiday season alone. The company's loyal volunteers dedicate countless hours to facilitate property improvements, clean-up, painting, and more to minimize costs and maximize productivity at THE BLACK BOX.

# Broadway Series

*A series of one-night-only performances with world-class, Broadway talent! With corporate sponsorship opportunity, 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 kicked off THE BLACK BOX Broadway Series in 2016



Tyler Hanes, currently appearing in *Cats* on Broadway, pictured with FPAC Children's Ensemble



Alexander Gemignani, Broadway's Jean Valjean in *Les Misérables* at THE BLACK BOX opening



Michael James Scott, Broadway's Genie in *Aladdin*, and Jenn Colella, Tony nominee starring in *Come from Away*, on stage at THE BLACK BOX

# Gala 2019 Sponsor Opportunities

## Presenting Sponsor.....\$10,000

### Be our Sponsor headliner!

- 6 Gala event reservations with preferred seating
- Recognition on lobby TV screen during event
- Recognition in Gala program
- Logo on The Company's Gala event page
- Recognition on Facebook Page
- Logo and recognition as sponsor in all event promotional materials and press releases.
- Recognition in promotional e-mail campaign promoting the Gala to The Company's 3000+ patrons
- Recognition on marquee
- Full Page ad in Gala 2019 program
- Logo in 2000 e-mail event invitations

## Entertainment Sponsor.....\$5,000

### Sponsor Celebrity Host Ben Cameron!

- 4 Gala event reservations with preferred seating
- Recognition on lobby TV screen during event
- Recognition on event signage
- Logo on The Company's Gala event page
- Half Page ad in Gala 2019 program
- Recognition in Gala 2019 program
- Recognition on Facebook Page
- Logo and recognition as sponsor in all event promotional materials and press releases.
- Recognition in promotional e-mail campaign promoting the Gala to The Company's 3000+ patrons
- Opportunity to distribute information or gift



Broadway's Ben Cameron was the Celebrity Host of Gala 2018.

## End of Night Match Sponsor.....\$2,500

### Double your Sponsorship!

- 2 Gala event reservations with preferred seating
- Recognition on lobby TV screen during event
- Recognition on event signage
- Logo on The Company's Gala event page
- Recognition in Gala program
- Quarter Page ad in Gala program
- Recognition on Facebook Page
- Opportunity to distribute information or gift

## Table Sponsors:

### 4 Guests....\$500 • 6 Guests....\$750 • 8 Guests....\$1,000

- VIP Seating
- Recognition on lobby TV screen during event



## Premier Sponsors

\$35,000+

The Premier 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 2019-August 2020:

### ***Premier Brand Recognition***

- marquee electronic signage on Route 140
- 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
- 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)
- Prominent placement in printed Calendar of Events

### ***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

### ***Premier Tickets***

Requested prior to the performance or event.

- one hundred (100) complimentary seats to productions of your choice during your sponsored season (maximum of 25 for a single production)
- 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 2019-2020 Season! Recognition and acknowledgement for FPAC and THE BLACK BOX programming as follows, September 2019-August 2020:

### *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
- 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 weekday/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.

- Seventy-five (75) complimentary seats to productions of your choice during your sponsored season (maximum of 25 for a single production)
- 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

*Season Program Advertising Available  
Ask about special position ads in our playbills*



## Series Sponsors

\$2,500-10,000

### **Mainstage Series**

FPAC's annual production season features three mainstage musicals in addition to our popular holiday presentations. Recent productions includes family classics, Broadway charmers, and the blockbuster musical comedies.

### **Drama Series**

FPAC stages two plays annually at THE BLACK BOX featuring dramatic and contemporary works, comedies, and classic plays.

### **Holiday Series**

FPAC's 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 FPAC musicals include the jazzy holiday extravaganza *'Tis the Season!*, original British pantos, 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.

### **FPAC Whatever Theater Festival**

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

### **THE BLACK BOX 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.

### **THE BLACK BOX Decades Series**

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

### **THE BLACK BOX Local Artist Series**

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

### **THE BLACK BOX New England Artist Series**

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

### **BLACK BOX 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.

### **BLACK BOX Cabaret**

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

### **THE BLACK BOX Classical Series**

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

### **THE BLACK BOX Artist-in-Residence Series**

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

## Choose from the following Series Sponsor packages:

### Mainstage Series \$10,000+

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

### Drama Series \$5,000+

Two (2) 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) Classical Series events

Two (2) BLACK BOX Cabaret events

Two (2) BLACK BOX Jazz events

Two (2) Artist-in-Residence Series events

Two (2) THE BLACK BOX Sings . . . events

Two (2) THE BLACK BOX Decades Series events

Two (2) Local Artist Series events

### THE BLACK BOX Free Concert Series \$2,500

Two (2) Family Concert Series events

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

Shakespeare or Gilbert and Sullivan on the Common and 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:

- all printed promotional materials (posters, flyers, tent-cards)
- home page of THE BLACK BOX website with link to business website
- each show description in THE BLACK BOX Event Calendar
- event show descriptions on FPAC and THE BLACK BOX websites and the lobby video screen.
- 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 and six (6) tickets to FPAC's Annual Gala

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

**Holiday Series**— twenty-five (25) complimentary seats to Holiday Series productions and 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 and 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 and two (2) complimentary tickets to one performance of choice

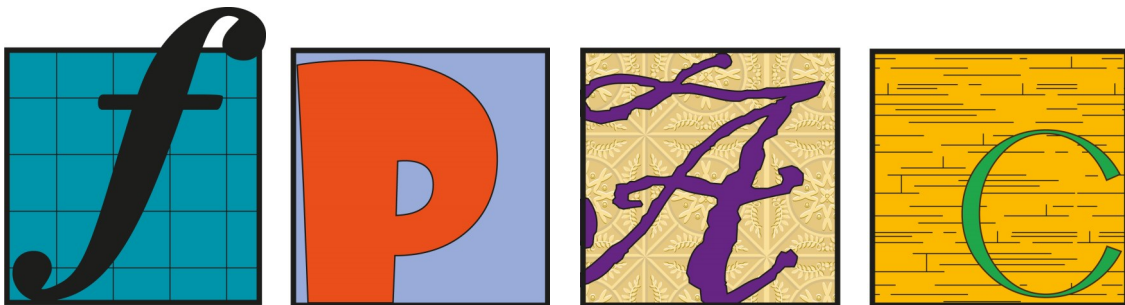
**Whatever Theater Festival** — four (4) front row seats or lawn seats for each Summer Festival event, two (2) tickets to FPAC's Annual Gala, and two (2) complimentary tickets to one performance of choice

**Production Partners** — six (6) complimentary seats to your sponsored production



*“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



Franklin Performing Arts Company