



OPPORTUNITIES FOR SPONSORSHIP

Please mark your level of sponsorship, fill out the sponsorship and payment information and return.

- MARLIN** (\$25,000+) Corporation becomes Associate Sponsor of festival. Signage at event. Public recognition with speaking opportunity at each event. Listed as Associate Sponsor in press releases. Prominent placement of logo on banners, posters, brochures, website and e-newsletter. Full page ad in festival program. Recognized on all SBTS Social Media platforms before every performance. Opening night VIP invitation with gourmet picnics and reserved seating for 8.
 - DOLPHIN** (\$10,000+) Public recognition with speaking opportunity at each event. Listed as Sponsor in press releases. Logo on banners, posters, brochures, website and e-newsletter. Full page ad in festival program. Recognized on all SBTS Social Media platforms weekly. Opening night VIP invitation with gourmet picnics and reserved seating for 6.
 - MERMAID** (\$5000) Public recognition with speaking opportunity at 2 performances of your choice. Logo on banners, posters, brochures, website and e-newsletter. Half page ad in festival program. Recognized on all SBTS Social Media platforms monthly. Opening night VIP invitation with gourmet picnics and reserved seating for 4.
- PERFORMANCE SPONSOR** (\$3000) Public recognition from stage with speaking opportunity at performance of your choice. Dedicated signage at performance. Booth or display space opportunity. Logo on posters, brochures, website and e-newsletter. Half page ad in festival program. Recognized on all SBTS Social Media platforms monthly. Opening night VIP invitation with gourmet picnics and reserved seating for 4.

- TRIGGER FISH** (\$2500) Logo on posters, brochures and website. Half page ad in festival program. Recognized on all SBTS Social Media platforms monthly. Opening night VIP invitation with gourmet picnics and reserved seating for 4.
- ANGEL FISH** (\$1000) Half page ad in festival program. Recognized on all SBTS Social Media platforms monthly. Opening night VIP invitation with gourmet picnics and reserved seating for 4.
- SWORDFISH** (\$500) Quarter page ad in festival program. Recognized on all SBTS Social Media platforms Opening night VIP invitation with gourmet picnics and reserved seating for 2.
- SUNFISH** (\$250) Business card sized ad in festival program. Recognized on all SBTS Social Media platforms. Reserved seating.

Sponsor & Payment Information

business name _____

contact _____

address _____

city, state, zip _____

phone _____

email _____

please charge my visa mc amex disc credit card

card # _____

exp. _____ sec code _____

name as it appears on card _____

My check is enclosed, payable to Shakespeare by the Sea

I'd like to stay anonymous, no ad or listing please

Return completed form with payment

By Mail: Shakespeare by the Sea
777 Centre St,
San Pedro, CA 90731

By Fax: 310.507.0269

Questions?

Contact: Lisa Coffi, 310.619.0599
lisa@shakespearebythesea.org

310.217.7596
www.shakespearebythesea.org





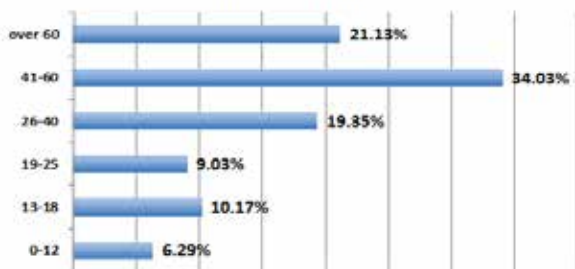
AUDIENCE DEMOGRAPHICS

Statistics calculated from our 2015 Questionnaire responses.

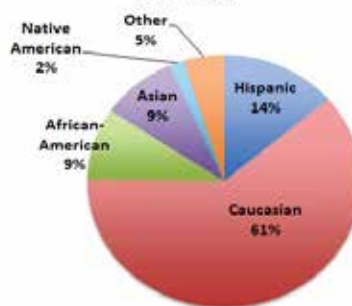
In 2015, we performed for close to 20,000 people.

Our commitment to making arts accessible to all has empowered us to reach **over 425,059** diverse audience members and countless other professional and community participants since 1998.

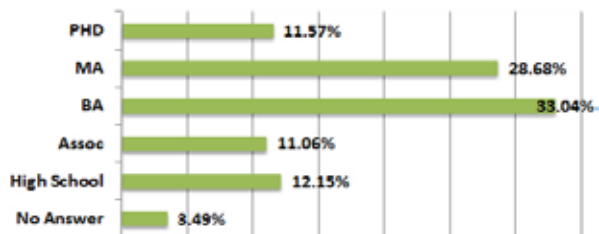
Age of Attendees



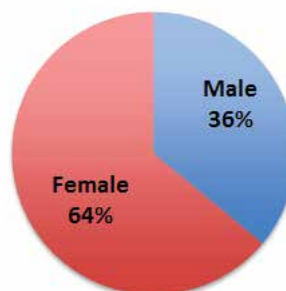
Ethnicity



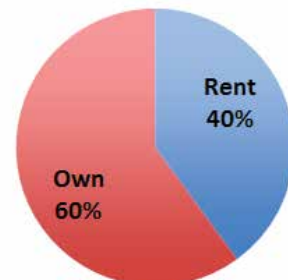
Highest Level of Education Achieved by Attendees



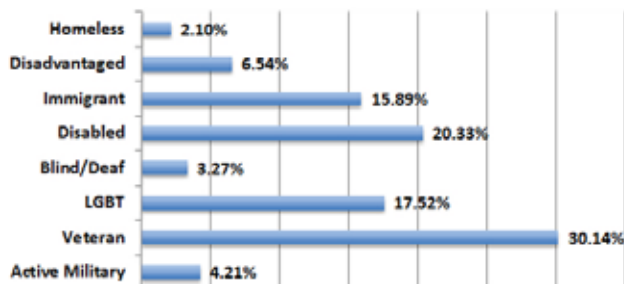
Attendees by Gender



Rent or Own Home



Minority Identifiers



SBTS Mission: to bring new, contemporary and classical works to underserved, culturally diverse audiences in order to ignite imagination, promote literacy and encourage artistic expression.

By offering FREE productions in public venues we can reach the broadest demographics of English and non-English speaking audiences, allowing unlimited access without prejudice.



MARKETING STATISTICS



Shakespeare by the Sea has been providing Admission-Free Shakespeare performances since 1998.

Point Fermin Park in San Pedro is our home base location, where we perform for 4 of the 10 weeks of the annual program. Each season, 14 shows are provided at Point Fermin Park, while the remainder of our season takes place in +20 venues in other cities, where we perform for only one or two nights at a time.

Our tour encompasses a +190 square mile radius throughout LA and Orange Counties. Attendance at the San Pedro performances alone is 56% local (residents from the 90731, 90732 zip codes). Throughout the season, attendees hail from 37% South Bay communities, 12% Long Beach & other Harbor Area communities, 9% from the Valley, 17% other LA County, 22% Orange County and 3% outside (other CA, out of state etc.).

Our website is active all year round, but most active May - September as the season opens, progresses and closes. For 2015, there were 1,352,041 total page views, and 255,481 unique visits.

We print and distribute over 65,000 Brochures and 1000 posters.

We mail to roughly 15-20,000 homes directly, then utilize over 200 volunteer audience members who've signed on as a street team to distribute the rest throughout the tour communities.

Our e-newsletter reaches over 6,000 audience members.

We are active on Facebook (since 2013) - reaching an average of +3,000. Our highest post last year spread to over 20,000 views. We are currently up to 4,260 page likes and see roughly 8% engagements per views.

Our Twitter account (since May 2015) and has nearly 1K followers and sees strong engagement in-season, usually 4-8 posts from users per show.





WHAT THE AUDIENCES ARE SAYING

"I have taken my entire family, guests and friends to the shows, and have recommended this activity to Boeing employees to get out in the summer evenings to enjoy these awesome performances 'under the stars, and near the ocean.' We have always enjoyed and learned to further appreciate Shakespeare by the Sea, as it has become an annual summer event in our community." - R. Dumas



"Thanks most of all for what your company does all summer long. I had my first experience with your program when I visited last summer, and I am not only entertained by the theatrical value of your work but by the social and cultural contributions you make in the lives of communities all across the region. Looking at that audience, it was clear how universal are the appeal and impact of this great program." - C. Schiavone

"Thank you so much for this wonderful production. I wrangled a small group of friends to drive all the way down to San Pedro from the Burbank and Santa Monica areas for the show and it was high marks all around." - S. Creal

"Love you guys! We come back every year." - J. Heuser

"I really appreciate being able to do something I wouldn't otherwise afford to be able to do. I wish it was all year." -C. Beecher

"Thank you so much. It was the first Shakespeare experience for my son (age 6) and he loved it, and is begging me to bring him back for tonight's performance. Well done!" - E.E. Lynett

