



All the world is a stage. Be a part of it.

Hypokrit Theatre Company, presented by Park Place Group, challenges notions of universality in a multicultural world. Our number one priority is artistic integrity and proving that productions showcasing diverse voices and talents from various regions, when provided with the right resources, can have a meaningful impact.

Our first production is *Romeo & Juliet*, a timeless love story which we bring to life with a Bollywood aesthetic and acting style. Featuring a multicultural cast, Hypokrit Theatre Company caters to the diverse audiences of New York City, including traditional theater-goers as well as untapped communities. This production capitalizes on undying love during the month celebrating romance and Valentine's day – February. Our 21 shows are generating a lot of interest and we would like for you to be a part of this exciting venture and would be grateful for your support.

Our unique value proposition is our ability to reach the nearly half a million middle-to-upper income young professionals that belong to minority communities and earn over \$75,000. The members of these communities currently lack cultural experiences at the intersection of art and entertainment, and we are here to satisfy that space.

Join us in bringing this project to life. *Romeo and Juliet* will have you laugh, cry, sing and dance along with the cast, and you will feel connected to a passionate project unlike any other.

We have several levels of sponsorship. As a sponsor, you would be featured on our website and programs, promoted on social media platforms, receive complimentary tickets, and more. Along with these immediate benefits you would be building your reputation as being a supporter of multicultural interests.

Thank you for your time and consideration.

For more information, please contact Neha Joshi, NJoshi@eparkplacegroup.com.

Sponsorship Form

Sponsor Information

Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone (Business): _____

E-Mail: _____

Telephone (Cell): _____

Facebook: _____

Twitter: _____

Please add me to Hypokrit Theatre Company's Mailing List (Y/N): _____

Sponsorship Details

Pledge Total \$ _____

Package Includes: _____

Payment: _____ cash _____ check

Payment collection details: _____

Send gifts to: _____

Signature: _____

Sponsorship Programs

	Bronze Package	Silver Package	Gold Package	Platinum Package	Diamond Package
Tickets	4 tickets	6 tickets	8 tickets	10 tickets	20 tickets
Thank You	3 Social media mentions	10 Social media mentions	20 Social media mentions	20 Social media mentions	20 Social media mentions
		Signed poster of the cast	Signed poster of the cast, DVD of performance	Signed poster of the cast, DVD of performance, Dinner with the founders	Signed poster of the cast, DVD of performance, Dinner with the founders, Gift
Playbill Acknowledgement		Name Featured	Name Featured	Name Featured with letter of appreciation	Name Featured with Personal letter of appreciation
Theater Lovers			Perform the Prologue	Perform the Prologue	Perform the Prologue

Marketing Programs

	Bronze Package	Silver Package	Gold Package	Platinum Package	Diamond Package
Playbill Promotion	Half page ad	Half page ad	Full page ad	Full page spread (2 pages)	Full page spread (2 pages) Back cover of program
Social Media	3 Social media mentions	10 Social media mentions	30 Social media mentions	50+ Social media mentions, Personally designed social media campaign	100+ Social media mentions, Personally designed social media campaign
Tickets	4 tickets	8 tickets	20 tickets	50 tickets	100 tickets
Goody Bag	Coupon inclusion	Coupon inclusion	Coupon inclusion	Coupon inclusion	Coupon inclusion
In Lobby Promotion		Brand featured in Drop and Repeat in lobby for <i>Romeo & Juliet</i>	Brand featured in Drop and Repeat in lobby for <i>Romeo & Juliet</i>	Brand featured as MAIN brand in Drop and Repeat in lobby for <i>Romeo & Juliet</i>	Brand featured as MAIN brand in Drop and Repeat in lobby for ALL Hypokrit productions in 2015
Intermission Promotion			Ad shown during intermission in 7 shows of <i>Re&J</i>	Ad shown during intermission in ALL shows of <i>Romeo & Juliet</i>	Ad shown during intermission in ALL Hypokrit productions in 2015
Sponsored Night				Wine & Cheese sponsorship, announcement, representative, branding	Wine & Cheese sponsorship, announcement, representative, branding

Additional Opportunities: Product Integration, Hypokrit Home Page Integration

Reach target audience

- Mid-high income young professionals
- Multi-cultural audience
- High impact, socially conscious, culturally supportive presence

Promotion Explanation

- **Playbill**
 - One playbill per guest
 - Literally in the hands of consumers
 - Integrated into keepsake of the event
 - Showcase support of the arts to self/ others
- **Social media**
 - Increase web traffic
 - Build buzz around your brand
- **Tickets**
 - Enjoy the show & share an experience with others
- **Goody Bag**
 - Feedback mechanism
 - Literally in the hands of consumers
- **Lobby Promotion, Intermission Promotion**
 - Integrate into photos of the event
 - Solidify brand integration experience for patrons
 - Photos from the evening will feature your logo
 - Photos featuring your brand will circulate on social media
- **Sponsored Night**
 - Conversation directly with the target audience
 - Opportunity for new clients
 - Showcase support of the arts