

# Sponsorship Kit 2021

**THE**  
**24**  
**HOUR**  
**MUSICAL**  
**PROJECT**

2-3 October

# What is the 24 Hour Musical Project?

The 24 Hour Musical Project is a community fundraising venture in support of The Actors' & Entertainers' Benevolent Fund of Queensland and other charitable causes. We bring together the local theatre community for one weekend of madness, mayhem and goodwill. The generous contributions of our sponsors and advertisers go toward covering our production expenses so that we can produce the best possible experience for everyone involved, including our audience. The more of our costs we can cover before we begin, the more we can collect for our charitable causes on the day. Therefore, we thank you on behalf of our whole company, as well as our partner charities, for considering supporting the Project.

## How Does It Work?

We announce a show and the curtain goes up 24 hours later! Auditions are held and the show is cast without anyone knowing what it is, we announce a shortlist of 10 shows just 10 days before the project, eliminate one each day until we finally announce the show, release the casting and go straight into 24 hours of rehearsal for one memorable performance.

The rehearsals are an adrenaline-fueled mad-dash to the curtain. The performance is a unique experience, unpredictable and exhilarating for both the company and the audience.

## Our Aim

The Project aims to connect people from different companies with different skills and experiences, and help to build our community by working on an ambitious and creative challenge together. It provides an opportunity for creative people to network, exchange ideas and work positively together.

Our community-building goals extend to our audience too, with only one performance (and one not to be missed!) the theatre fills with familiar faces and potential new friends from throughout the local theatre community.

## Our Audience

- The Project has consistently played to sold-out houses in our previous venue which seated 500.
- In 2021, our new venues seat up to 900 and ticket sales are strong.
- The Project attracts a further 100-120 participants across the cast, band, crew and support team.
- The majority of our patrons live in the Greater Brisbane area, with a small percentage travelling from the Sunshine Coast, Gold Coast and Toowoomba.
- Our patrons are active members of the theatre community who engage regularly in theatre as both participants and audiences.
- The 24 Hour Musical Project Facebook page maintains 18,000+ organic reach and a high rate of engagement, with the majority of our followers in the 18-44 age range.



## PAST CHARITY PARTNERS

Over the past 5 years we have raised over \$13,500 for our charity partners



[www.musicforrefugees.org](http://www.musicforrefugees.org)



YES Arusha



# Levels of Sponsorship

The guide below offers some options for packages; however, we are happy to negotiate a suitable package for any size contribution.

The Project accepts both financial and in-kind contributions. In-kind contributions may take the form of hire/loan of production equipment (e.g. sets, costumes) or provision of supplies (e.g. catering, bar)



SPONSORSHIP BENEFITS	Business Package	Community Package	Support Package
	\$1000	\$750	\$500
Tickets to the Project Performance	8 tickets (\$288 value)	4 tickets (\$144 value)	2 tickets (\$72 value)
Program Advertisement (including design if required)	Full Page (up to \$320 value)	Full Page (up to \$320 value)	Half Page (up to \$220 value)
Promotional Banner Display <sup>1</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Invitation to the Announcement Dinner	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Social Media Cross-Promotion	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Seat Drop of Promotional Flyers <sup>2</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Promotional Cards &/or Items in Participants' Packs <sup>3</sup>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	
Post-production Marketing E-Mail Distribution <sup>4</sup>	<input checked="" type="checkbox"/>		
Company Branding on Project Marketing Material	<input checked="" type="checkbox"/>		

<sup>1</sup>Promotional pull-up banner, or similar, as provided by the sponsor will be displayed prominently during the announcement dinner and in the foyer at the performance. Mirthful Productions will design and order a pull-up banner printed with your logo and business name for an additional \$120.

<sup>2</sup>Flyers to be provided by the sponsor no later than 1 day prior to the Project.

<sup>3</sup>Promotional cards or items for inclusion in participant packs must be provided by the sponsor no later than 5 days prior to the Project.

<sup>4</sup>Post production email to our mailing list introducing your company to our participants, creatives and audience; direct marketing and website link.

## SEEKING SUPPLY SPONSORS!

The 24 Hour Musical Project is seeking community-minded businesses to supply free or discounted products to help meet the needs of the production and provide provisions for the Project Weekend.



**COFFEE SUPPLIER**

**CONSTRUCTION SUPPLIER**



**GROCERY SUPPLIER**

**BAR SUPPLIER**



# Program Advertising

The 24 Hour Musical Project program is distributed to all participants and made available to patrons at minimal cost. The potential distribution is up to 1000.

The event is attended by a concentrated target market of local theatre participants and audiences.

The program pages are 200mm square and space is available as below:

SIZE	DIMENSIONS	PRICE	PRICE IF YOUR AD INCLUDES A DISCOUNT CODE / SPECIAL OFFER
1/4 page block	100mm x 100mm	\$70	\$60
1/2 page vertical	100mm x 200mm	\$120	\$110
1/2 page horizontal	200mm x 100mm	\$120	\$110
Full page	200mm x 200mm	\$220	\$210
Advertisement design		\$100	\$50



We encourage our advertisers to include a promotional code, voucher or special offer. This helps to track the effectiveness of your advertisement and makes the inclusion more valuable to our audience and participants.

You may provide the design in the correct dimensions (min 2500 x 2500 pixels / 300dpi) or we can design an advertisement for you from a graphic and specified text.

## What a difference a day makes...

Let's talk about how we can work together to make a difference

COMPLETE THE ONLINE [FORM](#)

or email

[community@mirthfulproductions.com](mailto:community@mirthfulproductions.com)

