



Letter to Potential Business Sponsors:

ICHTHYS Theatre invites you to consider an exciting and rewarding opportunity to partner with us in 2016. In operation for fifteen years, ICHTHYS focuses on the abundance of learning opportunities inherent within live theatre production, both for our casts and our audiences. We use innovative and thought-provoking scripts and staging to explore a wide spectrum of life issues.

Though we encourage folks of all ages to work with us, we are inviting you to support our youth education programs in particular. The Stand-out Kids Scene – or SOKS for short – features both our School Touring Show and our new Drama Camp.

In April of each year, a troupe of up to ten teens tour an anti-bullying play to elementary schools within Brant County and Six Nations, free of charge. This year the teens will also write the play. Having teens perform before their peers has a very strong positive effect in getting across the message. Six shows are booked, with some schools bringing their entire junior/intermediate population, and others inviting neighbouring schools to join them. This is always a powerful experience for all.

In August, we are planning a two week Drama Camp to be held at Friendship House of Brant. Directed by professional teachers, assisted by experienced teens from ICHTHYS, the camp will host twenty campers. We intend to approach Brant Child and Family Services to recommend children who would benefit the most, offering the majority of spaces to their clients. Clearly such children would need their tuition sponsored. An Awards show and production at the end of the session will be free to their families.

The Left of Centre Festival of one act plays which we host every August, will feature shows for children this year; campers and their families will be given complimentary tickets.

At the end of all our shows every season, cast members vote on KOSO Awards – Knocked Our Socks Off! The KOSO's seek to offer peer recognition for areas such as Most Improvement, Most Personality Added to a Role, Most Supportive On and Off Stage, and Best Actor in a Category. Naturally the awards are crazy coloured socks. Many a young person still cherishes their KOSO years later. All our kids stand out for their growth and learning, and thus SOKS seems an appropriate name for our youth programs.

So would your business like to partner with us to fund SOKS in 2016? ICHTHYS is also enrolled in the Business for the Arts artsVest program until the end of February, which matches your sponsorship dollars for even greater impact.

On the next page, I have outlined details of our SOKS program, allowing you to choose how much would like to sponsor; we have purposefully offered incremental opportunities so no business feels excluded.

I look forward to further discussing this opportunity with you. Please visit our web or FaceBook page for greater insight into our company. I am always eager to answer questions about ICHTHYS and am only an email or phone call away.

Sincerely,

Lorna Stratton  
Artistic Director

# ICHTHYS Theatre Productions

## The Stand-out Kids Scene (SOKS)

### School Touring Show

- Sole Sponsor of the 6 shows: \$1600.
- OR \$300. per show
  
- Sponsorship amounts based on costs of rehearsal space, costumes/props, printing, gas cards for volunteer drivers to the shows, cast party for the kids, and performance fee to reinvest in our company

### Drama Camp

- \$375. Tuition per camper
  
- Tuition based on costs of venue rental, food for a healthy lunch and snack each day, materials, complimentary tickets for campers and families to Left of Centre Festival, and honorariums for leaders
- Maximum registration 20 campers

### Sponsorship Acknowledgement

- All sponsors will be acknowledged prominently on
  - \*our Sponsors web site page,
  - \*in all our season's playbills (5) on a Sponsors Page insert,
  - \*offered ad placement in playbills,
  - \*an opportunity to place a display at all shows,
  - \*offered complimentary tickets to our public shows,
  - \*an opportunity to attend a performance of the school touring show OR visit at the drama camp and attend the final awards show

### Sponsorship Levels

Supporting Player	up to \$299.
Key Supporting Player	\$300. to \$999.
Principal Player	\$1000. to \$1999.
Key Principal Player	\$2000. and up