



BE READY FOR ANYTHING!

NEWWERX *Productions*

Sponsorship
Opportunities

NewWerx Productions



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 www.newwerxproductions.com



@NewWerxProductions



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ABOUT NEWWERX PRODUCTIONS

NewWerx Productions is a not-for-profit, professional theatre company, which was founded by Broadway and Stratford Festival alumnus: Lee Siegel. The company was formed during the Covid-19 pandemic with the goal of providing professional live theatrical entertainment and education to the Niagara Region and beyond. The creative team consists of seven theatre professionals, with specializations in acting, singing, dance, production design, directing, music composition, film and more.

Mission Statement

To provide the public both creative entertainment and education in affordable, multiple art forms, featuring strong attention to Canadian diversity, stories, and inclusion for all.

Value Statement

NewWerx Productions operates with the guiding principles of diversity, freedom of creative expression, honesty, integrity, collaborative innovation, inclusive to all, while in a safe, fun, and professional environment.

*NewWerxProductions was born from the ashes of the Covid19 pandemic with the slogan: **“Be Ready for Anything!”***

Programs & Services

In the company’s first three years of operations, NewWerx Productions has created and presented multiple virtual concerts, live & interactive trivia nights, four original mystery “who dunnit” productions, three Short Film Festival series, educational virtual workshops, and live staged productions at the First Ontario Centre, Americana Hotel & Spa, Club Roma, and more! NewWerx Productions looks forward to expanding these performance offerings at multiple venues across Niagara & Southern Ontario, until we find our forever home.

NEUWERX Productions

The Wild & Zany CAROLLING

HOLIDAY SING-A-LONG!

THIS WINTER SOME OLD FRIENDS ARE BACK!

ON SALE THIS NOV

FAMILY, FRIENDS, LAUGHS & SONGS!

Special Performance By:
LEE SIEGEL
Broadway & Stratford Festival

CAROLLING – The Holiday Sing-A-Long

This December, the NewWerx family takes to the stage with a fun, vibrant, warm-hearted sing-a-long production. The night will be highlighted with performances from local Niagara entertainers, and a special performance by Broadway, & Stratford Festival actor: Lee Siegel. Another exciting performance will come from Niagara favourite, Oh Canada Eh & Sister Lune Alumni: Melissa Penner. This is a night for the whole family, and your friends to enjoy!

SPONSORSHIP OPPORTUNITIES

As a not-for-profit professional performance company, sponsorship of all sizes assist NewWerx Productions to create, present, cultivate and showcase a variety of new productions, series, concerts and events. Our donors help us bring professional performance opportunities to the Niagara area, build educational arts programming, and entertain audiences affordably in Niagara and beyond.

Sponsorship Benefits

As a sponsor, your organization will enjoy a variety of benefits including: brand exposure, logo placement, sponsorship recognition, private entertaining and corporate events. It can also include: advertising in print, web, email, social media and more. Our HOLIDAY SING-A-LONG sponsorship packages are listed below. *Sponsorship packages can also be customized to best meet your company's unique goals.*



CAROLLING - THE HOLIDAY SING-A-LONG SPONSORSHIP LEVELS

Level	Digital Program	Social Media	Website	Show Tickets	Other Benefits	Donation
Bronze	Name listed as Sponsor	Name listed in 2 posts	Name listed on event page	N/A	N/A	\$75- \$299
Silver	Name listed as Silver Sponsor	Name listed in 3 posts	Name listed on event page	2 Comp tickets	N/A	\$300- \$499
Gold	Logo listed as Gold Sponsor with website link Business card size ad space with link	Company logo in 3 posts	Company logo as a key sponsor on event page	2 comp tickets	Company Acknowledgement from stage	\$500- \$999
Platinum	Logo listed as Platinum Sponsor with link <i>*Restrictions May Apply</i> Half page size ad space with link	Company logo in 4 posts	Company logo as a key Sponsor on event page	4 comp tickets	Thank you from stage (x's 2) Cast signed poster	\$1000- \$1999

Production	Logo listed as Production Sponsor with link <i>*Restrictions May Apply</i> Full page ad space in program with link	Company logo in ALL social media posts promoting Holiday Sing-A-Long	Company logo as a key sponsor on NewWerx website for one year	4 comp tickets	Thank you from stage (x.s 2) Cast signed poster & Cast photo with sponsors.	\$2000+
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Digital Program Ad Space

Advertise your local business in our HOLIDAY Sing-A-Long digital program. Showing your support of the local arts community will reach affluent, local business prospects. Our digital program will be available via QR code link to each ticket holder. This digital format allows you to include links directly to your company website, homepage or a specific landing page designed to market to the HOLIDAY Sing-A-Long audience.

NewWerx Email Database Ad Space

Looking to reach the Holiday Sing-A-Long audience prior to show time? Consider purchasing ad space in our emails which will market the show to the NewWerx Productions E-Club. This is a great option for businesses looking to reach audience members before they arrive downtown for the show. Email marketing ad space includes: your company name, contact information, 50 word description, logo/image and link.

In-kind Donation

The team at NewWerx Productions is looking to partner with local businesses to obtain: in-kind sponsorships to assist in producing, selling and staging this production. We are currently seeking in-kind sponsorship for advertising, printing, microphone rental, stage lighting rental, food, beverage and more. All in-kind sponsorships will receive the same level of benefits as the value of their in-kind donation.

Personalized Sponsorship

Still looking for the perfect sponsorship package for your company's unique goals? We are happy to speak with you to create a package specific for your organization's needs.

Please email info@newwerxproductions.com to get started creating a personalized sponsorship package an associate from NewWerx would be happy to assist you.

Next Steps

Please see our Sponsorship and Advertising Purchase form attached. Interested sponsors can contact our Artistic Director, Lee Siegel, by emailing info@newwerxproductions.com to set up a Zoom or phone sponsorship meeting today. We thank you for supporting the arts!



NewWerx Sponsorship and Advertising Form

Company Name _____

Address _____

Email _____

Contact Name _____ Job Title _____

Phone Number _____ Signature _____

Sponsorship Level

- Bronze (\$75 - \$299)
 Silver (\$300 - \$499)
 Gold (\$500-\$999)
 Platinum (\$1000-\$1999)
 Production (\$2000+)

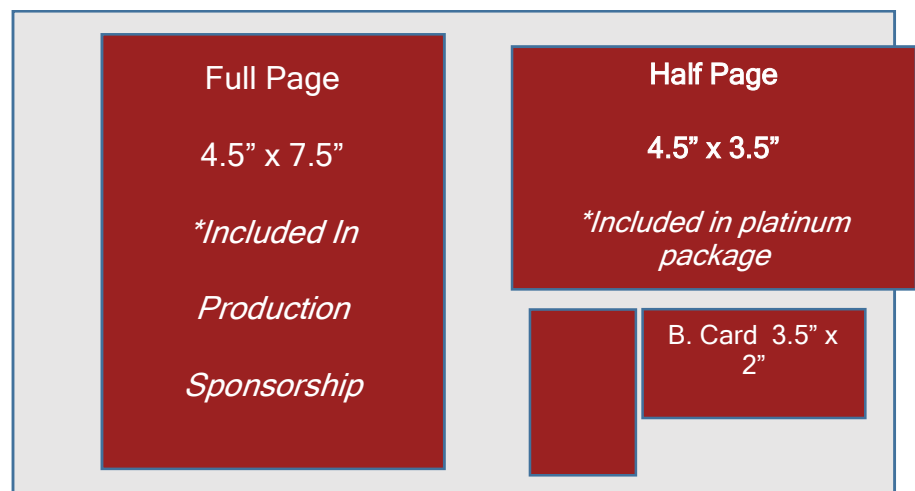
Sponsorship Donation Amount \$ _____

I wish my donation to remain anonymous.

Digital Program Advertising

- Full Page (\$500)
 Half Page (\$300)
 Business Card
(Vertical) (\$150)
 Business Card
(Horizontal) (\$150)

Digital Program Advertising
Amount \$ _____



**Business Card included in Gold Pkg.*

Email Database Advertising

All Together Now NewWerx Productions E-Club advertisement (\$150/broadcast)

Email Database Advertising Amount \$ _____

Total monetary Contribution: (*Sponsorship + Digital Program + Email Advertising*)

\$ _____ OR Please contact me for in-kind sponsorship

NewWerxProductions.com info@NewWerxProductions.com

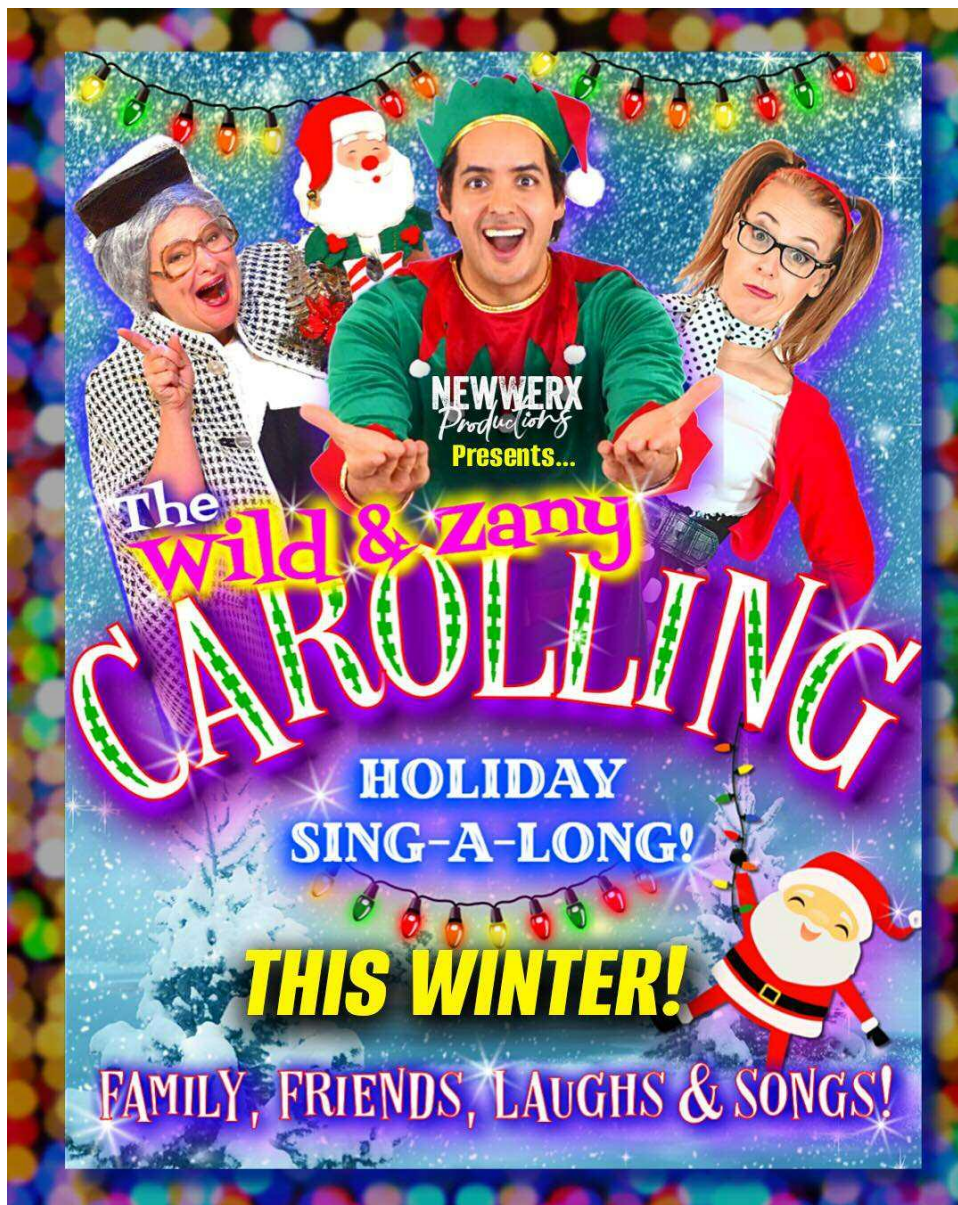
DEADLINE:

CAROLLING - The Holiday Sing-A-Long deadline for advertisements and sponsorship for this event is NOV 10th, 2023.

WANT A SNEAK PEEK?

Click the link below for a sample of the incredible cast vocals, and the faces who will be bringing: CAROLLING - The Holiday Sing-A-Long to the stage.

SNEAK PEEK VIDEO: <https://youtu.be/id4IKwJnypl>



Next Steps

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