

MUSIC THEATRE INTERNATIONAL

ALL TOGETHER NOW!

a global event celebrating local theatre

Proudly Presented By:



BE READY FOR ANYTHING!

NEWWERX
Productions

Live On Stage

November, 2021

First Ontario Performing Arts Centre, St. Catharines ON

**Sponsorship
Opportunities**

NewWerx Productions



info@newwerxproductions.com



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 high quality, 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 multiple art forms, featuring strong attention to Canadian diversity, 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.

ALL TOGETHER NOW: November, 2021

After 18 months of closed theatres and virtual performances, the team at NewWerx Productions is thrilled to be returning to the stage for our first in-person production! This November, NewWerx Productions will join over 1,600 venues in over 35 different countries to present: ALL TOGETHER NOW: A GLOBAL EVENT CELEBRATING LOCAL THEATRE.

This family-friendly production features over 15 songs from hit Broadway Musicals. ALL TOGETHER NOW is a global performance fundraising initiative to help theatre companies around the world rebound and recover from the covid-19 pandemic. NewWerx' take on this show will be hosted by multifaceted talents & local fan favourites: Melissa Penner and Craig Maguire. The production will be directed by Matthew Yipchuck.

Penner, Maguire, Yipchuck and the rest of the talented cast have performed across Canada, and internationally, but locals will recognize them from the: Niagara Falls, Oh Canada Eh? Dinner Theatre, where they had performed prior to covid lockdowns. ALL TOGETHER NOW will perform for three shows at the 300+seat, Recital Hall Theatre, located at the First Ontario Performing Arts Centre, conveniently situated in downtown St. Catharines.

SPONSORSHIP OPPORTUNITIES

As a Not-For-Profit performance company, sponsorship of all sizes help assist NewWerx Productions create, cultivate and showcase a variety of new plays, musicals, concerts and events. Our donors help us bring professional performance opportunities to the Niagara area, build educational arts programming, and entertain audiences across Southern Ontario & 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 ALL TOGETHER NOW sponsorship packages are listed below. *Sponsorship packages can also be customized to best meet your company's unique goals.*

NEWWERX
Productions
Presents...

Presented through
special arrangement with
Music Theatre International.

MUSIC THEATRE INTERNATIONAL

ALL TOGETHER NOW!

Coming
NOV'2021

a global event celebrating local theatre
A Concert Of Broadway's Finest!
LIVE! ON STAGE!!

Hosted By
Craig Maguire & Melissa Penner

Subscribe To Our E-Club for **EARLY TICKET ACCESS & Info!!**

NewWerxProductions.com

**ON SALE
SEPT '21**

ALL TOGETHER NOW 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	\$100- \$499
Silver	Name listed as Silver Sponsor	Name listed in 3 posts	Name listed on event page	N/A	N/A	\$500- \$999
Gold	Logo listed as Gold Sponsor with 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	Thank you from stage	\$1000- \$2499
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 (2) Cast signed poster	\$2500- \$4999
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 All Together Now	Company logo as a key sponsor on NewWerx website for one year	4 comp tickets	Thank you from stage (2) Cast signed poster	\$5000+

Digital Program Ad Space

Advertise your local business in our ALL TOGETHER NOW 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 of ALL TOGETHER NOW. This digital format allows you to include links directly to your company website, homepage or a specific landing page designed to market to the ALL TOGETHER NOW audience.

NewWerx Email Database Ad Space

Looking to reach the ALL TOGETHER NOW 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 (\$100-\$499)

Silver (\$500 - 999)

Gold (\$1000-\$2499)

Platinum (\$2500-\$4999)

Production (\$5000+)

Sponsorship Donation Amount \$ _____

I wish my donation to remain anonymous.

Digital Program Advertising

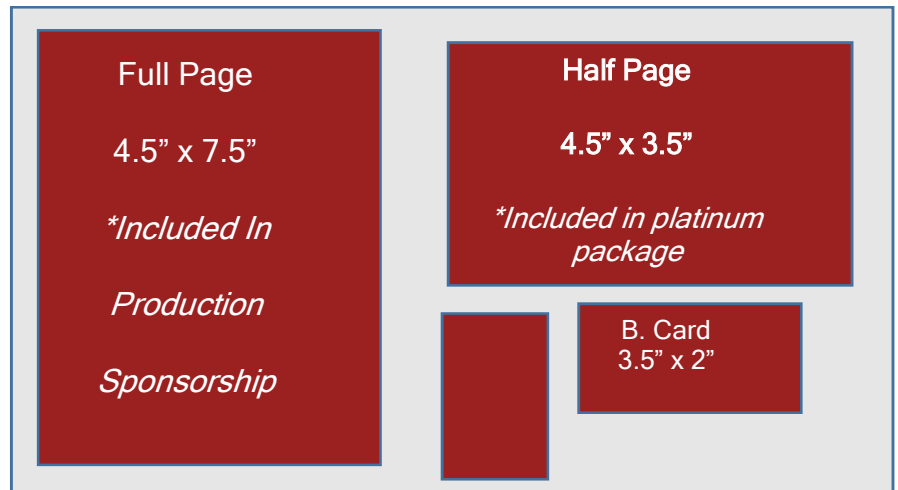
Full Page (\$500)

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:

ALL TOGETHER NOW! The deadline for advertisements and sponsorship for this event is October 1st, 2021.

WANT A SNEAK PEEK?

Click the link below for a sample of the incredible cast vocals, and the faces who will be bringing: ALL TOGETHER NOW! To the stage.

SNEAK PEEK VIDEO: <https://youtu.be/6wFWzdA5AVM>

NEWWERX
Productions

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Featuring Songs by *(in alphabetical order)*:

Lynn Ahrens • Kristen Anderson-Lopez • Benny Andersson • Billie Joe Armstrong • Howard Ashman • Sara Bareilles • Lionel Bart • Jerry Bock • Leslie Bricusse • Jason Robert Brown • Johnny Burke • Martin Charnin • Mindi Dickstein • Anthony Drewe • Jack Feldman • Stephen Flaherty • Matthew Gerrard • Zina Goldrich • Green Day • Sheldon Harnick • David Hein • Marcy Heisler • Jason Howland • Herbert Kretzmer • Jonathan Larson • Alan Jay Lerner • Frank Loesser • Frederick Loewe • Robert Lopez • Alan Menken • Tim Minchin • Robbie Nevil • Anthony Newley • Benj Pasek • Justin Paul • Tim Rice • Irene Sankoff • Dick Scanlan • Claude-Michel Schönberg • Stephen Schwartz • Marc Shaiman • Richard M. Sherman • Robert B. Sherman • Glenn Slater • Stephen Sondheim • George Stiles • Charles Strouse • Jeanine Tesori • Björn Ulvaeus • Jimmy Van Heusen • Frank Wildhorn • Scott Wittman

ALL TOGETHER NOW!

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