
SOBE INSTITUTE OF THE ARTS

A 501 (C) (3) NOT-FOR-PROFIT ARTS PERFORMANCE AND EDUCATION ORGANIZATION

Hamlet

World Premiere

Event Sponsorship Information

Our Mission:

SoBe Institute of the Arts promotes excellence, creativity and accessibility of the arts through performance events and instruction of the highest quality, in music and related artistic disciplines.

Timing:

Friday, February 24 through Sunday, March 11, 2012

Target Audience:

- New music theater/contemporary opera enthusiasts from across the country
- Young, hip alternative music concert goers
- Shakespeare fans

Estimated Attendance:

1200+

Objectives:

To further establish SoBe Arts as a seminal force for distinctive and extraordinary cutting-edge performances, and Miami-Dade County as a vibrant cultural destination for outstanding entertainment

Event Summary:

HAMLET Soundtheater (Opera)

Music & Libretto by Carson Kievman

World Premiere of Stage Concert Version in the historic Carl Fisher Clubhouse. This is the last commission by Joseph Papp for the New York Shakespeare Festival / Public Theater but until now has never been performed due to his death. Based on: *The Tragedy of Hamlet Prince of Denmark* by William Shakespeare. The beautiful setting and excellent acoustics of this intimate venue will truly make this a once-in-a-lifetime experience for attendees.

Sponsorship Levels:

Presenting Sponsor: \$25,000

Event Sponsor: \$10,000

Role Sponsor: \$2,500

Supporting Sponsor: \$1,000

Carl Fisher Clubhouse / Little Stage Theater Complex
2100 Washington Avenue - Miami Beach, FL 33139 - Tel: 305-674-9220
info@sobearts.org - www.sobearts.org

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World Premiere Event Sponsorship Opportunities

Presenting Sponsor Benefits

- Exclusivity by business sector
- Dedicated press release
- Premiere logo inclusion on all printed materials
- Premiere inclusion in all paid advertising (radio, newspaper, television)
- Premiere logo inclusion in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Inclusion in all press releases (event editorial coverage)
- Premiere event presence, including banner placement, mentions at events, and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Ten VIP tickets for sponsors and eight guests to attend the Opening Night Black Tie performance and "Meet the Artists and Composer" reception on Friday evening, February 24th

Event Sponsor Benefits

- Logo inclusion on all printed materials
- Inclusion in select paid advertising (radio, newspaper, television)
- Logo inclusion in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Inclusion in all press releases
- Event presence, including mentions at events and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Eight VIP tickets for sponsors and four guests to attend the Opening Night Black Tie performance and "Meet the Artists and Composer" reception on Friday evening, February 24th

Role Sponsor Benefits

- Company/sponsor name included in all program materials
- Company/sponsor name in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Special recognition at the Opening Night Black Tie Performance and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Six VIP tickets for sponsor and a guest to attend the Opening Night Black Tie Performance and "Meet the Artists and Composer" reception on Friday evening, February 24th



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Supporting Sponsor Benefits

- Company/sponsor name included in all program materials
- Company/sponsor name in and link from all electronic communications (e-newsletters, social media, SoBe Arts web site etc.)
- Event presence, including mentions at events and product placement (if applicable)
- TBD cross-promotional opportunities and other special benefits
- Four VIP tickets for sponsors and two guests to attend the Opening Night Black Tie performance and “Meet the Artists and Composer” reception on Friday evening, February 24th



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World Premiere
Event Sponsorship Commitment

Please indicate the level at which you wish to sponsor.

Business Name: _____

Contact Name: _____

Mailing Address: _____

Phone: _____

Email: _____

_____ My check is enclosed.

_____ Please bill me.

_____ Please charge my credit card.

Circle one: MC / Visa #: _____

Exp. ____ / ____

Security Code: _____

Please return this form to:
SoBe Institute of the Arts
2100 Washington Avenue
Miami Beach, FL 33139

Thank you for your support!