

Sponsorship Proposal Package

Prepared for: (company name)

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Executive Producer

White Rose Productions

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ANNOUNCEMENT

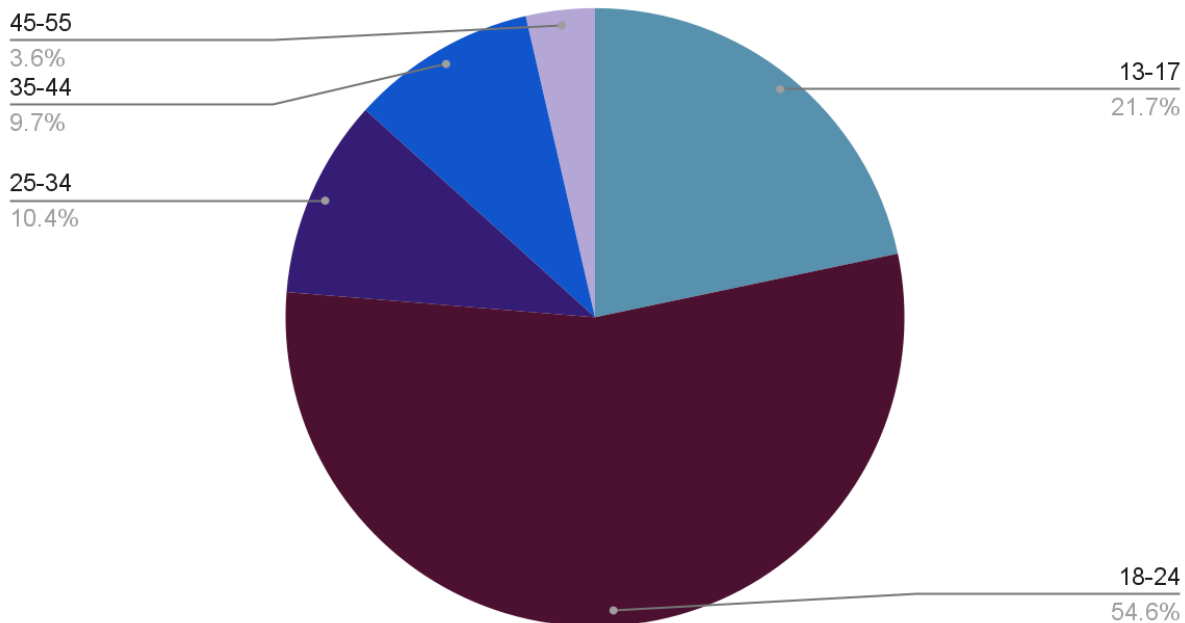
Heartless the Musical is a student written, directed, produced, and performed musical. Based on the New York Times best selling novel by author Marissa Meyer, *Heartless the Musical* garnered the attention of people all over the world. Notable contributions from companies like Macmillan Publishing Company, Marissa Meyer herself, and others ensured the success of the show. The first production in April 2022 sold over fifteen hundred tickets, with over twenty five thousand views of the show's footage on YouTube.

White Rose Productions is coming together to produce *Heartless the Musical* again in August 2023 at The Covey Center in Provo, Utah. Once again, the show is wholly run by students who are excited to elevate its production quality by moving from a black box to a stage, using live music instead of tracks, and pulling from a larger community of local talent. White Rose Productions wants to work with [Company Name] to provide a better educational opportunity for the students involved in the show, and create a more refined experience for both local and international viewers.

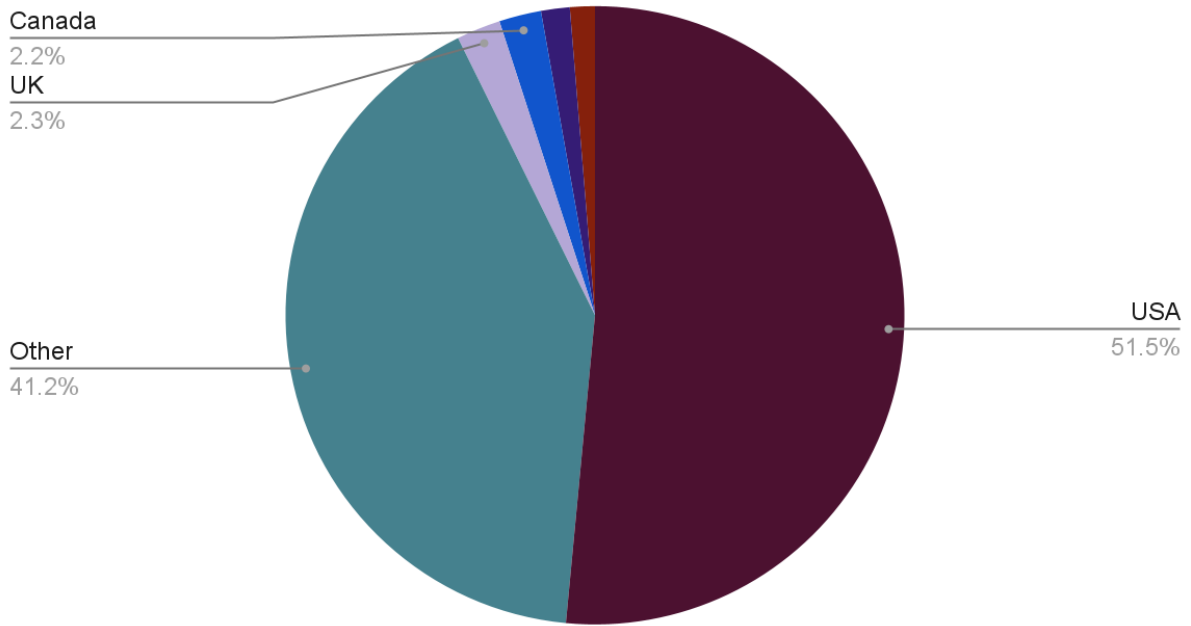
ATTENDEE/VIEWER PROFILE

Heartless The Musical appeals to a wide demographic of people, but our analytics show that our main viewers are young adults and women. Viewership and support for our show comes from all around the world, but 52% of our audience is in the USA.

Viewer Age



Countries



(Missing label countries: Brazil 1.5, Mexico 1.3)

PURPOSE OF EVENT

Heartless the Musical has been an inspiring and educational event to many youth across the nation, and many here in Utah. Our goal in performing the show again is to refine the script, increase production value, and incorporate feedback from both Marissa Meyer and the production team. Our production team is made of students with creative young minds who are excited about different aspects of theater. These students direct, costume, design, build sets, stage manage, and produce *Heartless the Music*.

"Seeing the production of "Heartless the Musical" has been one of the great highlights of my writing career. For me to experience firsthand the audience's gasps, laughter, swoons, and tears as Cath and Jest's story was brought to life on the stage is a memory I will cherish forever. Additionally, from the beginning I have been blown away by the level of passion and professionalism from the writers, producers, actors, and everyone involved, and I look forward to continuing to support and cheer for them and this show."

-Marissa Meyer, New York Times bestselling author of *Heartless*

SPONSORSHIP PACKAGES

Sponsorship level	Price	Benefits
Bronze (20 available)	\$1,000	Featured in the sponsor section of our playbill, website, and sponsor post on our social media. 2 show tickets
Silver (10 available)	\$2,000	Regular playbill ad Featured in the sponsor section of our playbill, website, and sponsor post on our social media. 4 show tickets
Gold (4 available)	\$5,000	Full page playbill ad Featured in the sponsor section of our playbill, website, and sponsor post on our social media. Logo on our website 6 show tickets
Platinum (1 available)	\$10,000	Full page playbill ad Featured in the sponsor section of our playbill, website, and sponsor post on our social media. Logo on our website Single feature social media post Shout out in the pre-show announcement 10 show tickets

Note: There is only one platinum sponsorship available. This sponsorship is considered the #1 sponsor and partner for the show and priority marketing.

TERMS AND CONDITIONS

This *Heartless The Musical* Sponsorship Contract (the “Contract”) states the terms and conditions that govern the contractual agreement between [Client.Company] having its principal place of business at [Client.StreetAddress][Client.City][Client.State] (the “Sponsor”), and White Rose Productions (the “Host”) who both agree to be bound by this Agreement.

WHEREAS, the Host is conducting *Heartless The Musical* on 08/10/2023-08/12/2023 (the “Event”); and WHEREAS, the Sponsor agrees to sponsor the *Heartless The Musical* according to the terms and conditions herein.

NOW, THEREFORE, In consideration of the mutual covenants and promises made by the parties hereto, the Company and the Sponsor (individually, each a “Party” and collectively, the “Parties”) covenant and agree as follows:

Contribution

The total contribution provided by the Sponsor is \$_____, to be paid in full by 04/12/2023

Termination

This Contract will terminate automatically upon completion of 08/13/2023

Agreement

[Client Company]

[Client FirstName] [Client LastName]

[Signature]

(MM/DD/YY)

White Rose Productions LLC

Ian Robbins

[Signature]

(MM/DD/YY)