



SPONSORSHIP GUIDE

2011

Bringing our audience to your door

Why Provincetown?

Renowned playwright **Tennessee Williams** spent the most productive years of his life in Provincetown, Massachusetts. Here Williams found himself artistically, and in 1940 he fell unguardedly in **love** for the first time in this summer beach town at the outer edge of the continent. In Provincetown he was free. He wrote poetry, short stories, one-acts, and crafted his masterpieces, *The Glass Menagerie* and *A Streetcar Named Desire* — sometimes at a wharf on the harbor, sometimes in a shack on the dunes.

Like countless other summer pilgrims escaping to Cape Cod, **Williams found sanctuary in Provincetown**. It's only natural that there should be an annual festival that celebrates his work.



"I am moving into a little shanty in the dunes where I can avoid the summer crowds. I find this is a good place to work and think. I will get a play off to you next week."

—Tennessee Williams in a 1944 letter from Provincetown to agent Audrey Wood

What kind of festival?

It's a four day festival of performances.

We present **plays, dance, music, performance art**, and **films** all written by or inspired by Williams.

We also host other events that add to the festivities: theme **parties**, donor **receptions**, fun **mixers** with the actors, and a **celebrity events**.

When is it?

September 22-25, 2011

The Williams Festival serves as a vital extension of Provincetown's famed summer season, contributing to the local creative economy in the early fall — truly the most breathtakingly beautiful time of year on Cape Cod. When the light changes, and the warm days end with bittersweet sunsets that signal the inevitable transition from summer to fall.

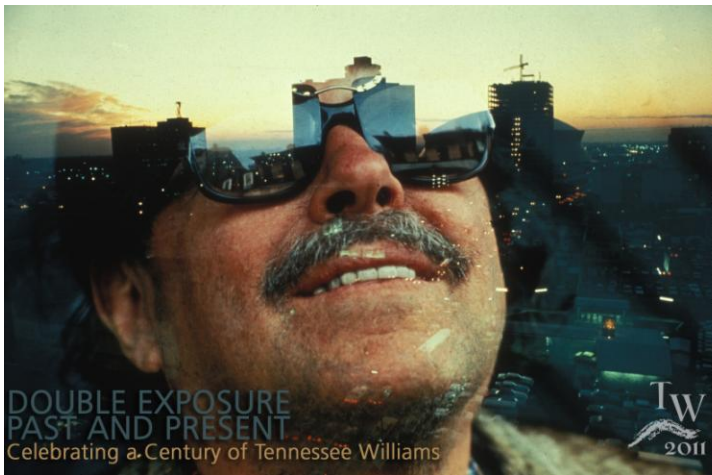
Since it began in 2006, the Festival has polished and presented eight world premieres of never-before-seen Tennessee Williams plays.

"Williams unplugged...brave people in Provincetown are doing the necessary, good work."

- American Theatre Magazine



The 2011 festival



DOUBLE EXPOSURE: Past and Present

Our 6th Annual Theater Festival will have you seeing double, with an international array of live performances at theaters, inns, night clubs and beaches.

Williams felt that life in the present is fueled by memories: of love and loss, the beach at sunset, a hotel room at dawn, a well-mixed cocktail, a beautifully performed play.

Celebrate Tennessee Williams' 100th birthday with festival-goers from around the world.

"Life is all—it's just one time. It finally seems to all occur at one time." —Something Cloudy, Something Clear (1981)

SPECIAL EVENTS

- GLASS GUIGNOL: A Master Class with Director Lee Breuer
- SOUTH PATHETIC: Comedy Tour-de-Force with Jim David
- ALMA: Portuguese Dance Based on Summer and Smoke
- DIRTY SHORTS: Surprising Stories by Tennessee Williams

PRODUCTIONS FROM:

- Lisbon
- London
- New York
- Albuquerque

TENNESSEE WILLIAMS PLAYS

- Something Cloudy, Something Clear
- Once in a Lifetime **WORLD PREMIERE**
- Now the Cats with Jewelled Claws
- The Traveling Companion
- The Two-Character Play
- Orpheus Descending
- The Parade
- Green Eyes
- Sunburst

Past festival highlights

In just three years, the festival has presented nearly 60 productions of plays, dance and music. We have had over 24 screenings of films and hosted two dozen related events. With a wide variety of companies from all over the globe, but with a strong commitment to the local community and educational institutions, we strive for an eclectic and enlightening mix of Williams-inspired productions. Here's a sampling:



- #### WILLIAMS WORLD PREMIERES
- The Parade* (2006)
 - Sunburst / The Pronoun 'I'* (2007)
 - The Dog Enchanted by the Divine View*
 - Green Eyes* (2008)
 - Madame Lemonde*
 - The Enemy: Time* (2009)
 - American Gothic* (2010)



- #### FEATURED GUESTS & CELEBRITIES
- Olympia Dukakis – award-winning star
 - Lanford Wilson – prize-winning playwright
 - Betty Buckley – Broadway legend
 - Eli Wallach and Anne Jackson –actors
 - Amiri Baraka – playwright and activist
 - Cara Buono –actor on "The Sopranos"
 - John Guare – leading playwright



- #### INTERNATIONAL COMPANIES
- Hong Kong Repertory Theater
 - Filmteatret, Oslo, Norway
 - Fortune Theatre, Dunedin, New Zealand
 - Dance Theater of Harlem
 - Atlanta's Capitol City Opera



- #### LOCAL & STUDENT COMPANIES
- New Provincetown Players, Shakespeare on the Cape, Provincetown High School, New Provincetown Players, Mississippi State University, University of the South, Emerson College, University of Michigan, New England Conservatory of Music, M.I.T., Bennington College.

Venues

The whole town is our theater! Our performing and party venues are diverse, historic, inviting and sometimes unexpected. Each year the mix changes depending on the projects involved. Over the years, events have been held at:

The Crown and Anchor

A complete entertainment complex with restaurant, night clubs, cabaret room, bar, hotel and Paramount Room stage.



Fisherman's Wharf

This historic building at the end of a wharf replicates the magical surroundings of the original Provincetown Players.

The Art House

A popular 2-theater complex with bar and restaurant.

The Provincetown Theater

The new, state-of-the-art black box theater in the East End was built as a permanent home for P'town companies.

Provincetown Art Association and Museum

The premiere art gallery on the Outer Cape.

...and many more venues: The Gifford House Hotel, The White Wind Inn, The Boatslip, Crowne Pointe Inn & Bistro, Brass Key Inn, Pied Bar, The Patio, The Vixen, The Unitarian Universalist Meeting House, Whaler's Wharf, The Aquarium

Mall, a vacant storefront on Commercial Street, The Mews Restaurant, and the "all-American" historic auditorium at the Provincetown High School.

Past Sponsors

Crown and Anchor, Provincetown Banner, The Boston Phoenix, Crowne Pointe, Brass Key, Masthead Resort, Gifford House, The Boatslip Resort, Far Land Provisions, Cape Air, Boston Harbor Cruises, Cape Cab, Bay State Cruises, New Provincetown Players, LipTV, Pied Bar. Provincetown Compact, Provincetown Visitor Services Bureau, Bay State Cruises, The Vixen, Cape Cod Five Cents Savings Bank, The Patio, Anchor Inn, Lesley University, Provincetown Art Association and Museum, Old Barnstable Trolley, Wired Puppy, The Red Inn, Fine Arts Work Center. Dunes102, WOMR, WCAI FM, Edge Online, BayWindows, Out at Night, Boston Spirit Magazine. Waterford Inn, Bank of America, Seamen's Bank.

Put your logo on our merchandise!



Sponsor Forums

OPENING PARTY - Thursday, Sept 22

Kick off the Festival with flair. Over cocktails and delectable delights, the Opening Party is the first chance for festival patrons and artists to network and kick up their heels together – creating a town-wide buzz to last all weekend long.

CELEBRITY COCKTAIL PARTY – Saturday, Sept 25

A lively, high-profile cocktail event held exclusively for festival contributors, sponsors and celebrity guests.

POST-SHOW MIXERS Thu-Sat, Sept 22-24

Post-show gatherings with the cast, where patrons hob-nob with the actors and ask questions about the show.

CLOSING PARTY – Sunday, September 25

A Sunday-night tradition, where the artists and patrons say goodbye to Provincetown, and make plans for next year.



The Provincetown Economy

Provincetown boasts a vibrant and thriving tourist and resort economy. At its summer and early-fall height, the town swells to as many as **65,000 visitors daily** with 3,000 licensed hotel rooms available. 600 passengers are shuttled in daily on a high-speed ferry from Boston. Connecting flights from the Provincetown airport to Boston and New York offer extended travel options. All this activity makes for healthy commerce with both seasonal residents and visitors representing highly desirable consumer demographics. Estimates by local officials place the annual overall revenue figure at **\$50 million**. Moreover, Provincetown remains one of the largest gay and lesbian resorts in the country.

Our Audience



Based on zip code analysis from 2000 ticket buyers compared with Provincetown visitor services information, the following represents the Festival demographics:

Median Age: 39
Household Size: 2.085

Education

- 95% attended or completed university
- 95% own a computer

Leisure

- 90% attend movie/live theater every month
- 96% vacationed in the past year,
- 63% vacationing three+ times per year
- 89% drink wine and spirits

Spending

- 77% invest in stocks/mutual funds
- 64% replace their car every four to five years
- 78% spend \$1,000+/year on their home
- 76% spend over \$100 per month on clothing
- Over 50% are second homeowners.

Who are these people?

As **theater enthusiasts** and especially Tennessee Williams aficionados, observed evidence suggests that our pass holders are well-educated, **affluent** people who **travel**. They are interested in the world around them, in ideas and innovation, they read literature, and want **the best things life has to offer**.

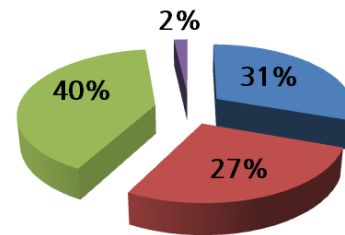


Where do they come from?

Festival-goers came to Provincetown from **30 states** and **four countries** in 2010, with nearly 70% of our audience traveling more than 90 miles to get here.

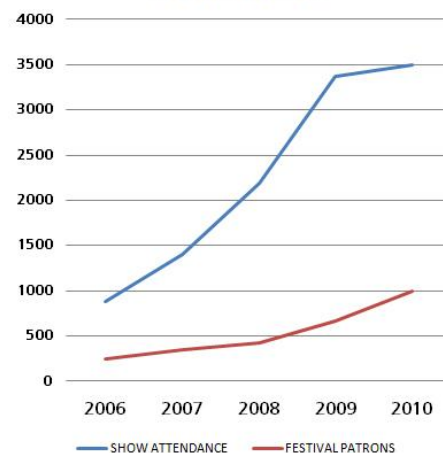
ATTENDANCE BY REGION 2009

■ Cape Cod ■ New England ■ US ■ Foreign



The Tennessee Williams Festival has enjoyed amazing growth – averaging **more than 20%** annually!

Festival Growth



Economic Impact

Close to **¾ million dollars** were spent as a direct result of the 2010 Tennessee Williams Theater Festival:

- \$157,500 – hotels
- \$145,000 – travel
- \$260,000 – food/bev
- \$49,500 – shopping
- \$10,500 – sightseeing
- \$33,500 – tickets

\$656,000 total = 19% Growth over 2009



Media reach

Festival press coverage and advertising reaches over **four million impressions** a year in print publications, radio, television and web sites. Outlets include *The New York Times*, American Theatre Magazine *Boston Globe*, Boston Herald, web coverage on EDGE New England, and local coverage in the *Cape Cod Times*, Provincetown Banner, Cape Cod View magazine and The Cape Codder, to name just a handful.

In 2010, with an aggressive pair of publicists and a strategic laser-like advertising plan, the Festival will partner with the following national, regional and local media for advertising space, editorial coverage, on-air participation and online promotions:

Print Outlets (circulation)

The New York Times Sunday (1,500,394) †
 American Theatre Magazine (66,000) *†
 Boston Globe Sunday (548,906)*†
 Boston Herald (245,345) †
 The Phoenix (250,000)*†
 Improper Bostonian (85,000) †
 Bay Windows (21,000)*†
 Provincetown Arts Magazine (18,000) †
 Provincetown Banner (8,000)*†
 Out at Night*† (10,000)
 Cape Codder (32,000) *†
 Cape Cod View (20,000) †
 Cape Cod Times (49,480) †
 Boston Spirit Magazine (20,000)*†

Web/On-air Outlets:

TheaterMania.com†
 Broadway.com†
 Ptown.org*
 Edge New England*†
 WOMR Local Radio†
 WCAI Cape & Islands Public Radio†
 Dunes 102FM*†
 WBUR Boston Public Radio†
 And many more online sources...

*Denotes planned 2010 advertising or media sponsorship
 † Denotes past editorial coverage

Visibility

Website

By far the best visibility for your company, our brand new website features interactive maps, sidebar ads, and tons of useful content.

- Nearly **50%** of our patrons purchase their tickets on our website.
- **79%** of our patrons find out the information they need about the festival on our website.
- In June of 2010, we saw a **60% growth in web traffic** as compared with 2009.
- We receive an average of over **1200 visits** per month, with the average visit of nearly 3 minutes.
- **65%** of our website visitors are from out of state.

Printed Promotional Materials:

Three 4-color **Rack Cards** (5000 in Jun, July, August), large-format (8x10") 4-Color **Advance Brochure** (5000/Aug), 40-Page **Festival Catalog** (10,000/Sep), Street banners & festival posters, monthly e-mail marketing campaign.

Distribution:

Rack cards are distributed throughout Provincetown, to visitors as they arrive on the Ferry, and in select locations on the outer cape such as Wellfleet and Chatham.

The double-truck centerfold **Advance Brochure** is distributed in the Labor Day issues of the Provincetown Banner and Cape Codder newspapers.

10,000 Festival Catalogs are distributed by truck to public locations, coffee shops and free news racks in Boston, Plymouth, Providence and throughout Cape Cod, including all Rack Card locations about 10 days before the Festival.

Event Visibility

Sponsors at the Production level and above are eligible to host a festival event.

Use an event for a big impact with your name on it! We will brainstorm with you on how your company and product will be unmistakably identified. Tout your name at a party, wine tasting, performance, celebrity event or mixer... Use projections, banners, theatrical lighting, t-shirts, I.D. badges, giveaways, info booths, you name it, we're open to it. Use your imagination.





2011 Sponsorship Levels

CORPORATE SPONSORSHIPS

Cash

Title Sponsor	\$25,000 cash
Presenting Sponsor	\$15,000
Major Sponsor	\$10,000
Star Sponsor	\$5,000
Production Sponsor	\$2,500
Event Sponsor	\$1,000

**Smaller cash amounts for corporate sponsors.*

Make a big impact with less in a tight economy.

Goods & Services

Presenting Sponsor	\$25,000 market value of goods or services
Major Sponsor	\$15,000
Star Sponsor	\$10,000
Production Sponsor	\$5,000
Event Sponsor	\$2,500
Co-Sponsor	\$1,000

**Combine cash & goods for a custom-made sponsorship.*

COMMUNITY SPONSORSHIPS

Lodging & Hospitality

5 or more rooms for a week: see Corporate Sponsorships above and convert value of rooms
 4 or fewer rooms for a week: see below for Community Sponsorship Benefits:

- 4 rooms = 1/4 page color ad, web large tile ad, map listing w/description, 4 Flex Passes
- 3 rooms = 1/4 page bw ad, web sidebar tile, map listing with logo, 2 Flex Passes
- 2 rooms = 1/8 page color ad, web sidebar tile, map listing with link, 8 single tickets
- 1 room = 1/8 page bw catalog ad, housing map listing, "where to stay" listing, 4 single tickets

Housing Dates: Check-in as soon as **September 16th**, Check-out as late as **September 26th**, 2011

Food Discounts & Meals

Drive your business by offering discounts to festival artists & patrons, or provide a full meal for a hungry out-of town cast. See below for the benefits of a Food Sponsorship:

- 3 donation items: web sidebar ad (200x60px), online listing w/logo & 50 word description, 10 tickets
- 2 donation items: online "where to dine" listing with logo and 25 word description, 8 tickets
- 1 donation item: map listing with logo, online "where to dine" listing, 4 tickets

MEDIA SPONSORSHIPS

Advertising & Promotion

In exchange for festival promotion in print, on the web, radio or television, Media Sponsors can convert the market value of festival promotion to a Sponsorship level, above.





2011 Sponsor Benefits

TITLE SPONSOR

As the exclusive Title Sponsor of the entire Provincetown Tennessee Williams Theater Festival, your company will enjoy direct corporate identity associated with the event, including first choice for event hosting, plus the following:

- Your company's name above the title of the Festival in printed materials
- 100% size logo prominently displayed on cover of festival catalog, and on festival posters and banners
- Web site banner ad (460px wide x 125px tall) displayed throughout the website
- Interactive website map link with full color photo or logo and 100 word description
- 1 email blast tailored to drive business to your company, plus your logo and link in every email newsletter
- Full-page color back cover ad in festival catalog
- Customized product tie-ins including exhibit with preferred location
- Your company's banner at any festival events of your choosing
- Eight Carte Blanche Passes to all festival events
- Right of first refusal for 2011 festival.

PRESENTING SPONSORS

- 80% size logo prominently displayed on cover of festival catalog, and on festival posters and banners
- Website banner ad (460px wide x 125px tall) displayed throughout the website
- Interactive website map link with full color photo or logo and 75 word description
- 1 email blast tailored to drive your business
- Your company's logo on all email blasts
- Full-page black and white catalog ad
- Customized product tie-ins including exhibit with preferred location
- Your company's banner at selected events
- Six Carte Blanche Passes to all festival events
- Right of first refusal for 2011 festival.

MAJOR SPONSORS

- 60% size logo prominently displayed on website, on the festival catalog Sponsor page, and on festival posters and banners
- Website tile ad (200 px wide x 200 px tall) displayed on selected sections of website
- Interactive website map link with full color photo or logo and 50 word description
- Your logo on selected email blasts
- Half-page color ad in festival catalog
- Your company's banner at one event
- Four Carte Blanche Passes to all festival events
- Right of first refusal for 2011 festival.

STAR SPONSORS

- 50% size logo prominently displayed in festival catalog Sponsor page, posters and banners
- Website tile ad (200 px wide x 100 px tall) displayed on your event/production pages
- Interactive website map link with full color photo or logo and 25 word description
- Your company's logo on selected email blasts
- Quarter-page color ad in festival catalog
- Two Carte Blanche Passes to all festival events

PRODUCTION SPONSORS

- 40% size logo displayed on festival catalog Sponsor page, and on festival banners
- Website sidebar ad (200 px wide x 60 px tall) displayed on selected pages of website
- Interactive website map link with full color logo
- Quarter page black and white catalog ad
- One Carte Blanche Pass to all festival events

EVENT SPONSORS

- 25% size logo displayed on website, festival catalog Sponsor page, and on festival banners
- Website sidebar link displayed on website
- Interactive website map listing
- Eighth page color catalog ad
- Two flex passes to selected festival events

CO-SPONSORS

- 20% size logo in catalog and on festival banners
- Eighth page black and white catalog ad
- Website map listing with link
- One flex-pass to selected festival events



Interested?

Contact the Festival Director:

Jef Hall-Flavin
director@twptown.org
866.789.TENN

On the edge, artistically and geographically, **Provincetown** prides itself on embracing creativity and diversity in a thriving and increasingly year-round tourist, business and art economy. For decades, Provincetown has attracted legendary artists, writers and filmmakers to its protected and pristine environment. Legends like Eugene O'Neill, Norman Mailer, Lily Tomlin, John Waters, Helen Hayes, Billie Holiday, Marlon Brando, Al Pacino, Richard Gere, and Eartha Kitt have all worked and performed here to the delight of affluent, art-centric and cosmopolitan visitors and residents.

Provincetown—a two-hour drive from Boston or Providence and a quick flight from New York City—lends a relaxed and intimate setting for playwrights, celebrities, producers, directors, media, students and Williams enthusiasts to enjoy the theater scene. September is one of Cape Cod's most beautiful times of year with inns, shops, restaurants and galleries fully operational.

The 2010 Williams Festival expects to attract participants and theater artists, scholars and students through its promotional marketing and strategic partnerships with national and regional sponsors. Innovative marketing and sheer notoriety are what help Provincetown attract an audience with desirable demographics.

Don't miss this rare opportunity to reach a patron base of affluent, sophisticated theatergoers from across the US.



Award-winning playwright **John Guare** with New Directions publisher **Thomas Keith** (left) as he addressed festival patrons at the 2007 "Coffee With..." event, held exclusively for festival donors and artists.

Board of Directors

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Loreal Andrews, San Francisco, CA
Deborah Bowles, Washington, DC
Joe Carleo, Provincetown, MA
Scott Dolny, Boston, MA
Patrick Falco, Truro, MA
Jef Hall-Flavin, Minneapolis, MN
David Kaplan, New York, NY

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Jef Hall-Flavin / Festival Director
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Megan Tracy / Resident Designer
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PO Box 1721
Provincetown, MA 02657
www.twptown.org