

# OUT OF BOX THEATRE



**CORPORATE SPONSORSHIP  
PACKAGE 2016**

# ABOUT US

**OUT OF BOX THEATRE** began as a concept by Carolyn Choe in January 2012. The premise was simple– produce excellent shows with a smart and practical budget, utilizing the talents and resources of the Atlanta arts community. The first production was *Talking With* by Jane Martin in March 2012. It was performed in the green screen studio space of Brothers Young Productions in the Artisan Resource Center.

The response within the community was excellent. Over 300 people attended over the course of the run, with excellent reviews and a commitment of many volunteers to continue to work with us as we grew. Next Stage Theatre Company offered **OUT OF BOX THEATRE** discounted rental space in the Alley Stage. Ms. Choe produced four more productions in that space: *The Complete Works of William Shakespeare, Abridged*, two original works by local playwrights – *Scorned and Touched*, and *One Flew Over the Cuckoo's Nest*.

Up until this point, **OUT OF BOX THEATRE** had been a one-woman-led operation with Carolyn Choe at the helm. After consulting with local business leaders, and with the encouragement of others who wanted to become a part of the organization, Out of Box Theatre Company was formed as an 501(c)3 non-profit organization with Amber Rampy as partner and Executive Director.

**OUT OF BOX THEATRE** is known for producing offbeat, exciting, daring, & thrilling works that aren't always widely performed. We aim to provide a home for shows and artists that want to step outside the norm and stretch their creative horizons.

Moving into our own space in 2013 was a huge development, allowing us to expand our seasons, our offerings, and to allow more room for artistic development of our shows and productions. Our staff has also expanded to meet our growing needs, as we produce at least 12 shows per year on our stage, while also allowing space for rentals by other up-and-coming theatre groups and performers. We are continuing to develop our programs, including our offering of resources for playwrights with Out of Box New Play Development and our incorporation of other types of performers such as comedians and musicians in Out of Box After Hours lineup. This year we also launched our full-year internship program for college graduates.

As a recipient of the 2016 Cobb Community IMPACT grant, we look forward to finding new, innovative ways to continue to provide excellent theatre to Cobb county and to foster the Atlanta area artistic community. Continued community support allows us to be able to develop new ways to give back.

The vision for **OUT OF BOX THEATRE** continues to strive for excellence in professional quality, creation and innovation through new and original works, complete financial health without the use of unnecessarily bloated production budgets, and a spirit of community collaboration with other groups, organizations, and people. By working together within our team, with our talent, and with the community, we are able to take advantage of individual strengths to create a dynamic theatre experience.

**“OUT OF BOX [IS] A HUB  
FOR EMERGING AND  
ESTABLISHED ARTISTS TO  
PUSH THE ENVELOPE,  
A PLACE WHERE YOU CAN  
CHALLENGE YOURSELF  
AS WELL AS YOUR  
AUDIENCE.”**

**JOEL COADY**

## **OUT OF BOX THEATRE**

Artisan Resource Center, 585 S. Cobb Drive, Suite C-1, Marietta, GA 30060

(678) 653-4605

[outofboxtheatre.com](http://outofboxtheatre.com)

# PREVIOUS SEASON

## 2015-2016 LAST SEASON

**Blackpool & Parrish** BY DAVID BELKE

**Mama Bear** BY SHARON HARRIS WARRICK  
OUT OF BOX ORIGINAL WORKS SELECTION

**Other Desert Cities** BY JON ROBIN BAITZ, ATLANTA PREMIERE

**In a Forest, Dark and Deep** BY NEIL LABUTE

**Company** A MUSICAL BY STEPHEN SONDHEIM

**A Dickens' Christmas Carol** BY MARK LANDON SMITH

**Santa After Hours 2015** BY LOCAL PLAYWRIGHTS  
OUT OF BOX ORIGINAL WORKS SELECTION

**The Spins** BY SARA CRAWFORD, WORLD PREMIERE  
OUT OF BOX ORIGINAL WORKS SELECTION

**Two Rooms** BY LEE BLESSING

**The Library** BY SCOTT Z BURNS

**Good People** BY DAVID LINDSAY-ABAIRE

**The Kitchen Witches** BY CAROLINE SMITH

**Rapture, Blister, Burn** BY GINA GIONFRIDDO



Tickets for **OUT OF BOX THEATRE**  
are sold via our website  
**WWW.OUTOFBOXTHEATRE.COM**  
or through the box office at  
**(678) 653-4605.**

Tickets range from \$17-\$30  
(plus applicable service fees).

The schedule varies per show, but a typical run will include 2-3 weekends with Thursday through Saturday night performances and at least one Sunday matinee.

Shows are performed on the  
**OUT OF BOX THEATRE** stage  
located in the  
**ARTISAN RESOURCE CENTER**  
585 Cobb Parkway S  
Suite C-1  
Marietta, GA 30060



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# CURRENT SEASON

## 2016-2017 NOW PLAYING

**The Last Five Years**  
A MUSICAL BY JASON ROBERT BROWN

**The Credeaux Canvas**  
BY KEITH BUNIN

**Evil Dead: The Musical**  
BY CHRISTOPHER BOND, FRANK CIPOLLA,  
MELISSA MORRIS, & GEORGE REINBLATT

**The Honor System**  
WORLD PREMIERE, WRITTEN FOR OUT OF BOX  
NEW PLAY DEVELOPMENT BY DAN BROWN

**A Dickens' Christmas Carol**  
A TRAVELING TRAVESTY IN TWO TUMULTUOUS ACTS  
BY MARK LANDON SMITH

**Santa After Hours 2016**  
THE ANNUAL CHRISTMAS OUT OF BOX ORIGINAL  
WORKS EVENT BY LOCAL PLAYWRIGHTS

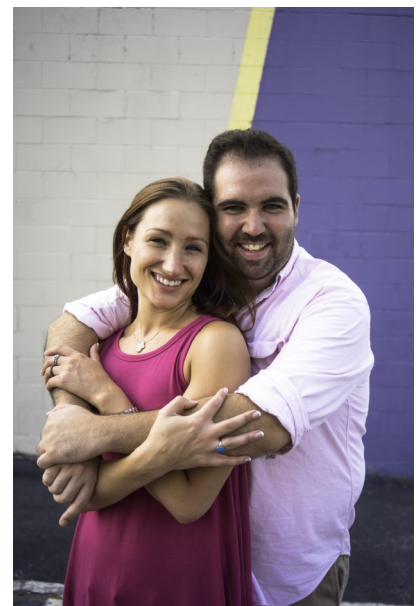
**'night, Mother**  
BY MARSHA NORMAN

**The Velocity of Autumn**  
BY ERIC COBLE

**Ring of Fire**  
THE JOHNNY CASH MUSICAL  
BY RICHARD MALTBY, JR.

**Cut**  
A COMEDY BY CRYSTAL SKILLMAN

**Race**  
BY DAVID MAMET



# YOUR SUPPORT

By supporting **OUT OF BOX THEATRE** you are investing in a growing, thriving community of emerging and established artists.

Through our play selection process, we choose a range of original works, lesser known works, and beloved offbeat titles that allow our artists to stretch their skills. We've successfully weathered two seasons in our space in the Artisan Resource Center, expanding to include a studio space.

Our continued growth is due, in large part, to our sponsors. **OUT OF BOX THEATRE** is looking at another year of growth as we coordinate an expansion of our Original Works project, to focus on working with Atlanta playwrights as they work on releasing new works, and our After Hours events, which cater to a variety of performers like comedienne Jessica "It's All Good" Williams.



Our new corporate sponsorship program has been developed to foster partnerships with sponsors that want to support the vibrant Atlanta artistic community. Cast and crew members have shown tireless support as we've become established, but ticket sales alone cannot cover the entire cost of most productions. Local businesses, corporations, and other donors that support us are a vital part of what helps **OUT OF BOX THEATRE** see continual expansion.

We offer sponsorship opportunities that are tailored to suit your budget and range from \$250 to \$10,000+. These opportunities not only provide us with much needed support, but also allow local businesses and corporations to extend their advertising reach to a large span of prospective clients.

## **HOW YOUR SPONSORSHIP HELPS**

Your generous sponsorship will go towards licensing of shows, composer and playwright royalties, studio and theatre space rental, and production expenses such as costuming and set construction.

You can support an entire non-musical production for \$5,000 as a **HEADLINER SPONSOR** (see the next page), providing the funds to guarantee jobs for up-and-coming designers and hard-working crew members.

As a **CENTER STAGE SPONSOR**, you'll provide support for up to two productions as a designated show sponsor, receiving prime placement of all advertising signage and other benefits, providing us with the funds to produce two or more full productions and providing jobs for Atlanta artists.

Any contribution made to **OUT OF BOX THEATRE**, a 501(c)3 non-profit organization, is tax-deductible, and helps boost the artistic community of Atlanta.

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# BENEFITS



All of our sponsorship levels include advertisement placement in the upcoming show's playbill. Our playbill is professionally designed and printed in black and white on high-quality semi-gloss paper. Our playbill is personally placed in the hands of our patrons and your prospective customers.

Our playbill is distributed during all performances, all of which are presented at **OUT OF BOX THEATRE**, located in the ARTISAN RESOURCE CENTER (585 Cobb Pkwy S, Marietta), located just outside the perimeter for convenient access to most Atlanta-area businesses. Our playbill is read by hundreds of patrons, the majority of which are Atlanta-based working professionals with or without children. Our playbill is read by people with discretionary income who are able to support the arts and must be read before and after each performance for cast and production information, which guarantees visibility of your program advertisements. Your business will reach our legion of new and regular patrons.

Our playbills become mementos for each production and taking advantage of our advertising space is a beautiful way to leave your legacy of supporting your community and the arts. Many of our individual sponsors repeat their placements each season, and we hope to cultivate the same culture with our corporate and business sponsors.

Additionally, we are a 501(c)3 non-profit organization & all donations are tax-deductible.

## LEVELS OF SPONSORSHIP

**CENTER STAGE SPONSORSHIP** **\$10,000+** **\*Designated as Show or Season Sponsor**

Full page color ad in the playbill, prominent web ad with link to your site, 4 tickets to any performance\*\*, sponsor acknowledgement during curtain speech at all performances, logo on all promotional material, name recognition in all press releases, and custom signage outside theatre

**HEADLINER SPONSORSHIP** **\$9,999—\$5,000** **\*Designated as Show Sponsor**

Full page color ad in the playbill, prominent web ad with link to your site, 4 tickets to any performance\*\*, sponsor acknowledgement during curtain speech at all performances, logo on all promotional material, and name recognition in all press releases

**FRONT ROW SPONSORSHIP** **\$4,999—\$1,000**

Half page ad, web ad on our website, 2 tickets to any performance, and sponsor acknowledgement during curtain speech at all performances

**CURTAIN CALL SPONSORSHIP** **\$999—\$500**

Quarter page ad and two tickets to any performance

**SPOTLIGHT SPONSORSHIP** **\$499—\$100**

Quarter page ad

\*\* Performance tickets must be booked in advance through the box office.

We are happy to assist in creating artwork for your print advertisement, or to help customize your current artwork. Please contact us for more information.

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# BECOME A SPONSOR TODAY



To become a valuable sponsor of **OUT OF BOX THEATRE**, payment can be made by check or credit card. Please contact one of our staff members listed below to make arrangements.

Checks can be mailed to:

**OUT OF BOX THEATRE**  
123 Cheatham Rd.  
Acworth, GA 30101

Please make checks payable to **OUT OF BOX THEATRE** with the word "Sponsorship" in the memo line. You can also pay online by making arrangements with our staff.

**OUT OF BOX THEATRE** is a registered 501(c)3 non-profit organization.

Our tax identification number is 46-2857165.



## CONTACT

To discuss your sponsorship or for more information, please contact one of the following staff members:

**CAROLYN CHOE**  
ARTISTIC & MANAGING DIRECTOR  
CAROLYN@OUTOFBOXTHEATRE.COM  
(770) 633-9878

**MATT BUSCH**  
ASSOCIATE ARTISTIC DIRECTOR  
MATT@OUTOFBOXTHEATRE.COM  
(843) 847-0241