



ShowPics 2016

Centrestage Theatre Sponsorship

20,000 theatre goers applaud boisterously every year

60,000 volunteer hours are clocked up annually. Washing windows, ushering, cleaning, building, serving, box office, ironing, sewing buttons, dragging sets into place...

5,500 hot drinks are sipped in the theatre foyer every year. (We haven't counted the cold beverages!)

Affordable ticket prices.

A place where people fly. Literally! Children to elderly drama classes, brass bands to rock musicals, local school productions to professional arts companies, one-person shows – it all happens here.



Centrestage Theatre - your vibrant community theatre and a registered charity.

Thank you for raising your hand and letting us know you are keen to become involved in making Centrestage Theatre, the most vibrant theatre north of the bridge.

And what a time to become involved! With an explosive population growth, increased theatre hiring, the biggest drama classes we have ever experienced, sell-out shows and a new rehearsal space in action ... we are excited by the prospect of turning more and more people onto the thrill and sheer joy of the theatre; either on the stage or as a theatre-goer.

We're committed to keeping our ticket prices affordable and our performances extraordinary which means we need to support our box office income through ownership and individual giving. A ticket only goes so far.

Which is why we need your help.

Centrestage Heroes – your chance to step into the Spotlight.

Our **Heroes** are passionate organisations or individuals who believe in our work and feel strongly about encouraging the creative, performing arts culture housed in our amazing theatre on the Hibiscus Coast.

They are our extended family. They attend, contribute, congratulate, share our mission and cheer us on.

Where would we be without them?

LEVEL	SIGNAGE	YOUR LOGO HERE!	ANNOUNCEMENTS	'IN GOOD COMPANY'	ADVERTISEMENTS	TICKETS	OTHER
Hero Sponsor \$30,000 + p/a Annual naming rights to the full season of Centrestage Theatre performances including: <ul style="list-style-type: none"> • Centrestage Theatre • Centrestage Youth Theatre performances 	Signage/logo in Foyer Stand-alone signage for the duration of the year for all performances including CT and CYT Logo on display board in theatre foyer as 'Hero Sponsor' Logo displayed in Auditorium Wardrobe, rehearsal space and drama classes.	Centrestage Theatre Website, Your website, Social channels and Facebook Performance collateral including: flyers, newsletters, articles, programmes Radio spots pre-performances All PR material Billboards	Hero announcement prior to all CT performances over the calendar year	Programme acknowledgement in all programmes	1 x full page/colour advertisement in all Centrestage Theatre programmes	A night at the Theatre – is all yours! Up to 210 seats for friends, family, colleagues and customers OR x10 complimentary tickets/programmes to all performances.	Invitation to end of year 'Theatre Hero's Party'

LEVEL	SIGNAGE	YOUR LOGO HERE!	ANNOUNCEMENTS	'IN GOOD COMPANY'	ADVERTISEMENTS	TICKETS	OTHER
Directors Circle \$10,000 p/a Annual naming rights to either: <ul style="list-style-type: none">● Box Office,● Foyer,● Theatre Auditorium● Wardrobe Or Centrestage Youth Theatre	Signage/logo for sponsored area e.g 'ABC Company' Box Office 2017	Centrestage Theatre Website, Your website, Social channels and Facebook Theatre collateral including newsletters, articles, programmes Logo on display board in theatre foyer	Pre-show announcements prior to each performance over the calendar year	Programme acknowledgement in all programmes	¼ page colour advertisement in all programmes	x6 complimentary tickets/programmes for each performance over the annual season	Invitation to end of year 'Theatre Hero's Party'
Playwrights Circle \$4,000 Naming rights to your choice of production. “... brought to you by ABC Company.”	Signage/logo for full performance duration.	Centrestage Theatre Website, Your website, Social channels and Facebook Performance collateral including flyers, newsletters, articles, programmes	Pre-show announcements prior to each performance	Programme acknowledgement in every programme.	1/2-page advertisement in production programme	x4 complimentary tickets/programmes for your chosen production	Invitation to end of year 'Theatre Hero's Party'

Applicable to Centrestage Theatre or Centrestage Youth Theatre		Logo displayed in sponsored area					
Actors Circle \$1000.00 Sponsorship within a performance for either: Lights! Costumes! Makeup! Available for Centrestage Theatre or Centrestage Youth Theatre.		Logo on display board in theatre foyer Logo inclusion on: Centrestage Website, Facebook Performance collateral including flyers, newsletters	Pre-show announcements prior to each performance	Programme acknowledgement in every programme.	¼ page colour advertisement in programme	x4 complimentary tickets/programmes to your chosen performance	Invitation to end of year 'Theatre Hero's Party'
Stage Crew \$250.00 - \$500.00 Donation to the theatre		Centrestage Website, Facebook Theatre collateral including flyers, newsletters		Programme acknowledgement in every programme.		x2 complimentary tickets/programmes to two chosen performances over the year	Invitation to end of year 'Theatre Hero's Party'
Best friend \$25.00		Centrestage Website, Facebook		Programme acknowledgement in every programme.			

Centrestage Theatre Heroes Enjoy Special Benefits Including:

- Invitation to our specially hosted hero's events held throughout the year
- Invitation to our Theatre Heroes Party at the end of the year
- Access to performances of your choice via our Box Office booking services

We are in Good Hands!

Having been at Centrestage Theatre since 2015 our Theatre Managers are the custodians of our vision.



**Stephanie
McKellar**



Ross McKellar

Stephanie and Ross have over 65 years combined experience in the professional world of Dramatic Arts. They met while training at drama school and were married soon afterwards. They have a proven track record producing top quality theatre-in-education, directorships of the Auckland Youth Theatre & Drama School, The Other Company and Fantail Farm Productions; roles as directors and actors in most of New Zealand's professional theatre companies, 15 years as heads of acting and spoken voice on NZ's music theatre degree course at NASDA in Christchurch, in addition to multiple appearances on NZ film and television. They both come from community theatre backgrounds and strongly believe in the positive effects a vibrant, supportive performing arts hub has on local communities, fostering creative opportunities for local talent and strengthening community connection and identity.



The Backstory

Centrestage Theatre Company ('CTC'), started out as United Players (Orewa) in 1959. It is a not-for-profit amateur theatre company, registered charity and community-centered organisation with some 300 members.

CTC produces five to six shows a year and provides a wide range of opportunities for members of the public to become engaged in creative and collaborative activities with others in the community. Centrestage Theatre itself was completed in 1990 and extended in 2015 with new rehearsal and workshop spaces, and is the only fully-configured purpose-built performing arts facility between Takapuna and Whangarei.

CTC is an independent organisation and is situated at Centreway Road in Orewa on land leased from the Council.

The Theatre's 210 seat auditorium is fully-equipped with a large stage, fly tower, orchestra pit, lighting box and raked seating.

The theatre building is the responsibility of Orewa Theatre Trust which is responsible for the administration of the theatre including venue hire, maintenance of equipment, and stage productions. As a piece of the greater Auckland performing arts community, Centrestage is an important community hub in our rapidly expanding part Auckland with many families new to the area enjoying what the Hibiscus Coast, and what Centrestage has to offer.

Throughout the year, we seat more than 10,000 theatre goers, clock up over 60,000 volunteer hours, pour over 5500 cups of tea and present a myriad of performing arts from children's drama classes, to musicals, brass bands to craft festivals, local school productions to showcasing visiting professional arts companies - all in the true spirit of a vibrant community theatre.

Centrestage Theatre Sponsorship Agreement

Centrestage Theatre Sponsorship Agreement (the "Agreement") is made and entered as of the last signature date below (the "Effective Date") by and between Centrestage Theatre, 60 Centreway Road, OREWA ("CENTRESTAGE") and the sponsor identified below ("Sponsor").

In consideration of the mutual promises and covenants contained in this Agreement, the parties hereby agree as follows:

- 1. CENTRESTAGE Obligations.** In consideration for Sponsor's participation in the Event, CENTRESTAGE shall provide the Sponsor the benefits set out in Appendix, which is incorporated and hereby made a part of this Agreement.
- 2. Sponsor Obligations.** For its participation as a Sponsor in the Event, Sponsor shall pay to CENTRESTAGE a fee (the "Sponsorship Fee"), as set out below:

Hero Sponsor: \$25,000 +

Directors Circle: \$5000.00 +

Playwrights Circle: \$2500.00 +

Actors Circle: \$1000.00 +

The Sponsorship Fee is payable to CENTRESTAGE, due on date of Agreement signing.

- 3. Sponsor Trademarks/Sponsor Materials.** Subject to the terms and conditions of this Agreement, Sponsor grants to CENTRESTAGE the right to use Sponsor's trademarks, trade names, and logo designs and company descriptions as prepared and delivered to CENTRESTAGE by Sponsor ("Sponsor Materials"), in any medium of advertising, marketing materials, and/or promotional goods distributed solely in conjunction with the Event and in accordance with Sponsor's trademark usage guidelines.

4. *Indemnity*

4.1 CENTRESTAGE shall not be responsible for any loss of or damage to property of Sponsor, its employees, agents, contractors or assigns nor for any personal injury to Sponsor's officers, directors, employees, agents, contractors and/or invitees except to the extent any such claims may be directly and solely attributable to the gross negligence or wilful misconduct of CENTRESTAGE, its directors, officers, and/or employees.

4.2 Sponsor shall indemnify, defend, and hold CENTRESTAGE harmless from and against any claims arising out of, or relating directly or indirectly to, content on their respective web sites, use of Sponsor's trademarks and logos, and Sponsor Materials.

4.3 Sponsor will give CENTRESTAGE prompt written notice of any claim or suit coming within the purview of these indemnities.

5. *Limitation of Liability*. Except with respect to Section 8.3, in no event shall either party be liable to the other party for any incidental, consequential, indirect, or punitive damages (including but not limited to lost profits) regardless of whether such liability is based on breach of contract, tort, strict liability, breach of warranties, failure of essential purpose or otherwise and even if advised of the possibility of such damages. Notwithstanding anything else in this Agreement, CENTRESTAGE's liability for any claim against CENTRESTAGE shall be limited to the funds available in its own bank account at the time of the claim.

6. *Representations*. Each party hereby represents and warrants that it has the full power to enter into and perform according to the terms of this Agreement.

7. *Term and Termination*

7.1 Term. Subject to the terms and conditions herein, this Agreement shall be effective upon the Effective Date and shall continue through one week past the event date, unless earlier terminated as otherwise provided in this Agreement (the "Term").

7.2 Termination by CENTRESTAGE. CENTRESTAGE shall be entitled to cancel the Event and/or terminate this Agreement at any time for any reason. In the event CENTRESTAGE terminates this Agreement for any reason other than Sponsor's breach CENTRESTAGE shall refund any fees received from Sponsor, and at Sponsor's expense, return any materials, and equipment, hardware and/or software loaned by Sponsor for the Event.

7.3 Termination by Sponsor; Effect of Termination

a) Sponsor may terminate this Agreement for breach by CENTRESTAGE after giving CENTRESTAGE at least ten (10) days prior written notice specifying the nature of the breach, and giving CENTRESTAGE no less than ten (10) days to cure such breach. In the event such breach remains uncured at the end of the notice period, this Agreement shall terminate on the tenth day. If breach occurs

fewer than ten (10) days prior to the Event, Sponsor may terminate this Agreement for breach if such breach is not cured by the first day of the Event.

b) If CENTRESTAGE terminates this Agreement for Sponsor's breach, CENTRESTAGE shall retain any fees received from Sponsor which fees shall be due and payable notwithstanding any such termination. Any equipment, materials and hardware or software of Sponsor shall be returned at the end of the Event and, in the interim, may be used for the purposes contemplated herein notwithstanding such termination.

c) If Sponsor terminates for CENTRESTAGE's breach, Sponsor shall be entitled to seek a full refund of any fees paid and for the return of any equipment, materials and hardware or software of Sponsor.

7.4 **Survival.** In the event of termination or expiration of this Agreement, paragraphs 4, 5, 6, 7 and 8 shall survive.

8. Miscellaneous

8.1 **Notices.** All notices, authorizations and requests in connection with this Agreement shall be deemed given on the day they are (i) deposited in the mail, postage prepaid, certified or registered, return receipt requested; (ii) sent by air express courier, charges prepaid; or (iii) sent by fax as indicated by a fax confirmation sheet; and sent to the address in the recitals. Sponsor agrees to send a copy of any notices, via email to: events@CENTRESTAGEnegotiations.org.

8.2 **Relationship.** This Agreement does not constitute and shall not be construed as constituting a partnership, or joint venture relationship between or among the parties.

8.3 **Confidentiality.** Each party expressly undertakes to retain in confidence all information and know-how transmitted to it by the other party that the disclosing party has designated as proprietary and/or confidential or that, by the nature of the circumstances surrounding the disclosure, ought in good faith to be treated as proprietary and/or confidential, and will make no use of such information and know-how except under the terms, for the purposes of and during the existence of this Agreement. Each party's obligation under this Agreement with respect to any particular information shall extend to the earlier of such time as such information is publicly available through no fault of the receiving party or five (5) years following termination of the Agreement.

8.3 **Governing Law/Jurisdiction.** This Agreement shall be governed and interpreted in accordance with the laws of the Province of British Columbia. Sponsor consents to the exclusive jurisdiction and venue of the courts in the Province of British Columbia

8.4 **Assignment.** This Agreement may not be assigned by either party without prior written consent of the other party.

The sponsor agrees to purchase a sponsorship package at the level.
The parties have executed this Agreement as of the date set out below:

CENTRESTAGE THEATRE and (SPONSOR)

(Sponsor Name) _____

Signature: _____

Please print name: _____

Title: _____

Date: _____

CENTRESTAGE Theatre

Signature: _____

Please print name: _____

Title: _____

Date: _____