

CASA Latin American Theatre Festival

2015 Sponsorship Levels & Benefits



£15,000 Festival Sponsor - COMPADRE

Help us make CASA 2015 a memorable experience for UK audiences and beyond...

- 4 complimentary tickets for each performance at the festival
- “Supported by” credit and logo on all printed publicity and marketing materials (please refer to Marketing Reach 2015)
- Prominent display of your logo, linked to your website, on CASA website and in festival email communications
- Verbal recognition and acknowledgement in all introductory and concluding speeches
- Mention/acknowledgment of support in all press releases and interviews (please note we cannot guarantee that reporters will then use/transcribe this mention)
- Promotion through our media partners
- Press release announcing Sponsorship (including Barbican press release)
- Name/Logo credited with Arts Council England on festival trailer
- Headline logo presence on supporters’ wall at CASA 2015
- Workshops for your staff given by our artists and companies
- Invite to all CASA events and parties plus dinner with our Artistic Director during festival

£5,000 Programme Supporter (Community Participation or Artist Development) - PAPILO

Support any of our programmes and you will be making a huge cultural and social difference.

- 4 complimentary tickets for any performance at CASA
- Name/logo on brochure
- Name/logo on newsletter focusing on Artist Development/Community Participation
- Printed programme specific advert mentioning you as lead sponsor
- Presence during Scratch Night/Community Theatre Day
- Official sponsor of Artist-in-Residence Scheme/Open CASA Ticket Scheme
- Presence on supporters’ wall at CASA 2015
- Display of your logo, linked to your website, on CASA website
- Name/logo on programme specific publicity and marketing materials
- Mention/acknowledgment of support in all press releases regarding Artist Development/Community Participation programmes
- Invite to CASA events during festival

£2,000 Company Supporter - CHAMBELÁN

The theatre companies featuring at CASA 2015 are from Mexico, Peru and Brazil.

- 4 complimentary tickets for the company’s show
- Name/Logo on brochure page for that company
- Name/Logo on newsletter focusing on that company
- Branded presence at company’s show
- Dedicated press release for the show to all local and national media
- Dinner with the company during the festival for up to 4 people

We have more packages available and are always open to discuss any ideas you may have. We like tailoring individual relationships with sponsors to ensure that we can deliver what you really want.

Please contact Lora Krasteva at lora@casafestival.org.uk or call **020 3302 0660** to know more.

Print

- Brochure run of 15,000 distributed from August to October
- General festival flyer run of 8,000 in Spanish distributed from August to October
- Printed small posters (A3) up to 300
- Large poster (A0) at Rich Mix from 2nd to 11th October
- Partners print: Rich Mix brochure

Online

- Festival website with average of 1,500 single page views and 75% new visitors for the period February-April 2015. Projected increase of 300% in the run up to CASA 2015
- Facebook followers 3,200+ pre-festival (estimated increase of c.500 based on last year's performance)
- Twitter followers 3,100+ pre-festival (estimated increase of c.400 based on last year's performance)
- Newsletter mailshot to 3,000+ members (estimated increase of c.150 based on last year's performance)
- Partner platforms: Barbican website, Facebook and Twitter; Rich Mix website (main site for ticket sales), Facebook, Twitter and Instagram

