

LIVE



ARLEKIN PLAYERS THEATRE | ZERO GRAVITY LAB

2021-2022 Sponsorship & Partnership Opportunities

Choose from Arlekin's packages or contact us to customize a package that's right for your business!



2021-2022 SEASON

WITNESS

A new virtual theater piece
Based on stories of Jewish migration
Written by Nana Grinstein
Directed by Igor Golyak
Dramaturgy by Blair Cadden
Developed & performed by the Arlekin Company

Where do unwanted people go?

VIRTUAL | ON SALE OCT 15 | WORLD PREMIERE ON DEC 3

(zero-G) fest

An international virtual festival from students across the globe

...the future of online productions might be best represented so far by Arlekin Players Theatre...

-This Week in New York

VIRTUAL | WINTER 2022

CONFESSION

Live & In-person
A devised play
Inspired by the life and writings of Artur Adamov
Conceived and directed by David R. Gammons
Set Design by David R. Gammons
Lighting Design by Jeff Adelberg

Where one's identity unravels and one's deepest desires are revealed.

LIVE | BOSTON | SPRING 2022

THE ORCHARD

An immersive hybrid production for in-person and virtual audiences
Inspired by *The Cherry Orchard* by Anton Chekhov
Conceived & directed by Igor Golyak

Ingenious
- *The New York Times*

HYBRID | NEW YORK | SPRING 2022



WELCOME



This year has been a year like no other for Arlekin! We not only survived during a pandemic, we thrived, we grew, and we were able to re-invent and create. Because of what we have done together, Arlekin is stronger than ever. We gained hundreds of new friends, followers, and fans, while Arlekin became a worldwide leader in the emerging virtual theater genre. This would not have been possible without the incredible support of our sponsors and advertisers. We are grateful to all those who believed in us and stood by us. Thank you!

I am delighted to share news of our 12th season and to invite you to be part of it. Arlekin has an ever-widening circle of supporters who continuously help us evolve. Our reach has doubled over the past year with new followers in our Boston community and across the globe. We hope you will join us for our next and most exciting chapter yet by supporting us through advertising or a sponsorship. This is a wonderful opportunity that offers both local and world-wide visibility and recognition for you and your company.

We look forward to spotlighting your business as we produce powerful artistic projects to connect people locally and globally for a shared human experience. Thank you for considering a partnership with Arlekin Players Theatre.

Warmly,

A handwritten signature in black ink, appearing to read 'Igor Golyak', written in a fluid, cursive style.

Igor Golyak

Artistic Director

Arlekin Players Theatre | Zero Gravity (zero-G) Virtual Theater Lab



PRESS HIGHLIGHTS & AWARDS

“Ingenious”

ELISABETH VINCENTELLI
New York Times Critic’s Pick ‘21

“The verdict is in: Zoom can, in fact be an effective new stage for theater.”

MAYA PHILIPS
New York Times Critic’s Pick ‘20



“What people really love is the element of engagement here. The design here is so special.”

JARED BOWEN
WGBH

“If chekhovOS were a rock concert, this would have been the rowdiest of crowds, screaming, stomping, and setting the curtains on fire.”

GAMING NEXUS

“...staged with clockwork movement, ingenious design, and a spellbinding theatricality...”

THE BOSTON GLOBE

“...this innovative form of web-based theater, though it may have been inspired by the pandemic’s insistence on distance, claims inventions that are exciting and deserve to be developed further on their own merits.”

LA WEEKLY

“This is the best virtual theater I’ve seen all pandemic.”

JOYCE’S CHOICES

2020 ELLIOT NORTON AWARDS

Best Production Best Actress
Best Director Best Design



SPONSORSHIP OPPORTUNITIES

Producing Sponsor (\$10,000+)

- Landing page logo recognition on arlekinplayers.com and zerogravity.art
- Banner name and/or logo on sponsor page at arlekinplayers.com
- Name recognition on donor page at arlekinplayers.com
- "Producing Sponsor" lead advertisement placement on Arlekin's new full color show-specific production webpage (all productions)
- Full-page onscreen ad in pre-show slideshows (live and virtual productions)
- Opening night recognition in curtain speech or post-show talkback (live and virtual productions)
- "Thank you to our Producing Sponsor" listing in chatbox (virtual productions)
- Ad inclusion in at least four (4) Arlekin newsletters
- Sponsorship ads in at least four (4) Arlekin social media posts (Facebook & Instagram)
- Invitations to exclusive VIP events

Season Sponsor (5,000-\$9,999)

- Logo on sponsor page at arlekinplayers.com
- Name recognition on donor page at arlekinplayers.com
- Primary advertisement placement on Arlekin's new full color show-specific production webpage (all productions)
- Opening night recognition in curtain speech or post-show talkback (live and virtual productions)
- "Thank you to our Season Sponsor" listing in chatbox (virtual productions)
- Ad inclusion in at least three (3) Arlekin newsletters
- Sponsorship ads in at least three (3) Arlekin social media posts (Facebook & Instagram)
- Invitations to exclusive VIP events



SPONSORSHIP OPPORTUNITIES

Presenting Sponsor (\$2,500-\$4,999)

- Advertisement placement on Arlekin's new full color show-specific production webpage (all productions)
- Half-Page onscreen Ad in pre-show slideshows (live and virtual productions)
- Ad inclusion in at least two (2) Arlekin promotional emails for the production of your choice
- Sponsorship ads in at least two (2) Arlekin social media posts (Facebook & Instagram)
- Invitations to exclusive VIP events

Theater Sponsor (\$1,000-\$2,499)

- Advertisement placement on Arlekin's new full color show-specific production webpage (2 shows of your choice)
- Advertisement placement in Sponsor Gallery on Arlekin's new full color show-specific production webpage (all productions)
- Half-page onscreen ad in pre-show slideshows (live and virtual productions)
- Sponsorship ads in at least (2) Arlekin social media posts (Facebook & Instagram)
- Invitations to exclusive VIP events

Company Sponsor (\$500-\$999)

- Advertisement placement on Arlekin's new full color show-specific production webpage (1 show of your choice)
- Advertisement placement in Sponsor Gallery on Arlekin's new full color show-specific production webpage (all productions)
- Half- page onscreen ad in pre-show Slideshows (live and virtual productions)
- Sponsorship listing in at least (2) Arlekin social media posts (Facebook & Instagram)
- Invitations to exclusive VIP events

Arlekin Circle of Friends (\$250-\$499)

- Advertisement placement in Sponsor Gallery on Arlekin's new full color show-specific production webpage (all productions)
- Sponsorship listing in at least (2) Arlekin social media posts (Facebook & Instagram)
- Invitations to exclusive VIP events



EXCLUSIVE PARTNERSHIPS & CUSTOMIZED SPONSORSHIPS

Exclusive Sponsorships

Arlekin is proud to partner with for-profit companies who can provide goods and services needed by the theater. For the use of your software, venue, materials, knowledge, or expertise, we can work together to customize an exclusive package that reflects the market value of your services and meets the promotional needs of your business and brand.

Mission-Driven Partnerships

Arlekin welcomes partnerships with non-profit and community organizations to create exchanges, collaborations, events and mission-aligned projects.

**PLEASE CONTACT US TO
EXPLORE A PARTNERSHIP:
igor@arlekinplayers.com**



VIRTUAL PLAYBILL ADVERTISING OPPORTUNITIES & BENEFITS

Pricing

Lead Advertisement Placement (4 available)	\$1,250
Primary Advertisement Placement	\$1,000

Ad Gallery Placement \$500

Benefits

Arlekin's 2021/2022 Playbill will be part of a new full color show-specific production webpage available at all times via arlekinplayers.com and zerogravity.art. Advertisements will also be shared in pre-show live and virtual slideshows. Additional benefits:

1. Playbill shared monthly to Arlekin's list of 7000+ patrons via newsletter
2. Monthly "Featured Advertiser" spotlights on arlekinplayers.com & zerogravity.art
3. Quarterly advertiser features all social media platforms
4. Playbill emailed to all patrons upon ticket purchase for each show
5. Playbill emailed to all patrons along with pre-show reminders
6. Playbill shared in the chat of all virtual performances
7. Advertisements shared on large screen at live performances

We look forward to spotlighting your business!



ARLEKIN REACH BY THE NUMBERS

NEWSLETTER SUBSCRIBERS = **7,500+**

TICKETS SOLD = **4,100+**

LOCAL = **4,000+ Boston Area Patrons**

INTERNATIONAL = **3000+ Patrons**

AUDIENCE, PRESS, MEDIA = **6 Continents | 21 Countries**

WEBSITE IMPRESSIONS = **18,000**

UNIQUE WEBSITE VISITORS = **10,079**

SOCIAL MEDIA REACH = **9,200+**

CORE DEMOGRAPHICS = **Metro West Communities, Boston Arts Community, Russian Community, Contemporary Theater Patrons, Jewish Community, Arts and Culture Supporters, New Media/Tech Followers**



RATE SHEET AT-A-GLANCE

Sponsorship Packages

Producing Sponsor \$10,000+

Season Sponsor \$5,000-\$9,999

Production Sponsor \$2,500-\$4,999

Company Sponsor \$1,000-\$2,499

Arlekin Circle of Friends \$250-\$999

Partnerships & Exclusive Sponsorships

Customize a package for in-kind goods & services and/or mission driven partnerships

igor@arlekinplayers.com

Tax Deductible Charitable Donations

www.arlekinplayers.com

Playbill-only Packages

**Lead Ad Placement
(3 available)** \$1,250

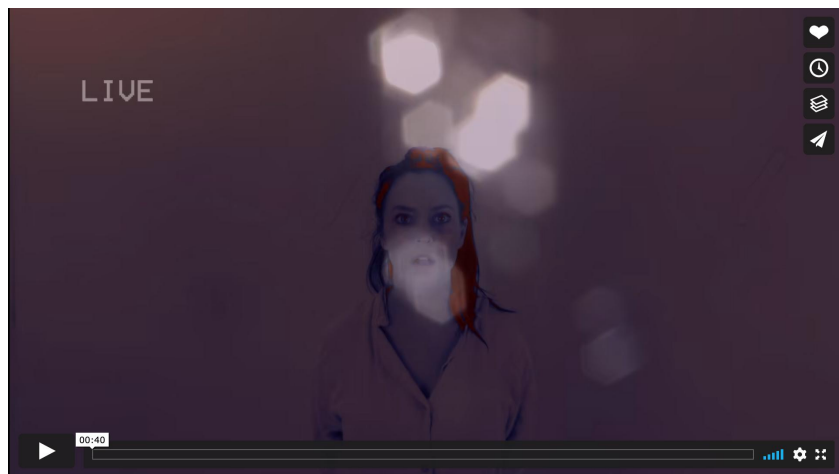
Primary Placement \$1000

Ad Gallery Placement \$500



VIEW OUR WORK: RECENT TRAILERS

State vs Natasha Banina



chekhovOS /an experimental game/



BECOME A SPONSOR

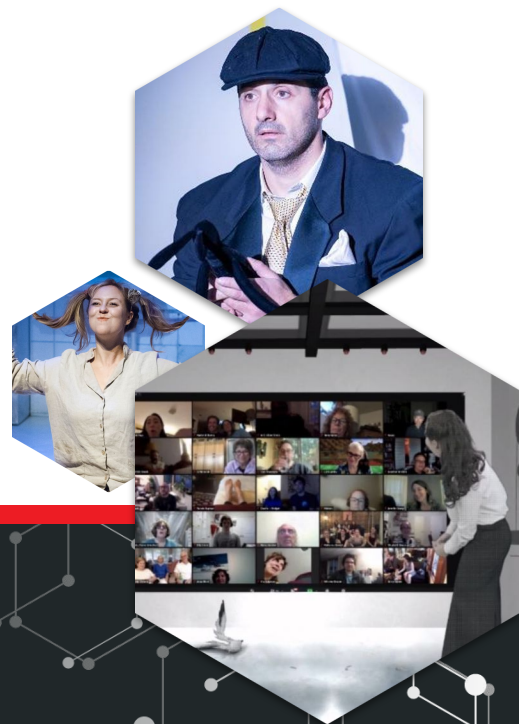
ADVERTISE

DONATE

CUSTOMIZE | igor@arlekinplayers.com



**THANK
YOU!**



CONTACT US

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www.arlekinplayers.com