

Manx Amateur Drama Federation 2018 Festivals Sponsor Brochure



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Supporting Manx Amateur Theatre for nearly 70 years



MADF Festivals 2018 Sponsorship Brochure



The History of MADF

The [Manx Amateur Drama Federation](#) was formed in the 1940s to support and encourage amateur theatre on the Isle of Man. We hold three events annually, the [Easter Festival of Full Length Plays](#), the [One Act Play Festival](#) and the [Young Actor of Mann](#) competition.

The Easter Festival of Full Length Plays was started in 1950, bringing amateur groups from all over the IOM, UK, Ireland and Europe to compete for a place in the [British All Winners Festival \(BAWF\)](#) hosted by the [National Drama Festivals Association](#). The winning group of the One Act Play Festival is also invited to compete at the BAWF.

The Young Actor of Mann competition gives aspiring young Manx performers a chance to compete for a £500 bursary towards attending a UK Summer School workshop at a drama school of the winner's choice.

Our 2017 festival was a huge success and we are now looking for sponsorship for 2018.





What is in it for our sponsors?

1. A chance to be associated with two of the most prestigious Theatre Festivals in the British Isles. These are held at Gaiety Theatre and Kings Court Theatre, KWC. We have widespread media coverage through our website and social media. We also have good coverage in local media and UK magazines such as Sardines (the Amateur Theatre Magazine for the UK).
2. Due to the popularity of our Festivals we have Theatre Groups that regularly attend from the UK, Germany and Switzerland. These groups provide sponsors with an opportunity to have wider coverage as well as on the IOM.
3. To be involved with high quality theatre as the winners of our Festival have gone on to win at the British All Winners event recently and on regular occasions.
4. An opportunity to support Manx young people through the Young Actor of Mann competition, which MADF organises at the Studio Theatre, Ballakermeen. A number of these talented young people go on to study for Theatre related degrees. They are the future of live theatre.
5. An opportunity to raise your company or organisation's profile in the Manx Community by being seen helping support culture in the Isle of Man.
6. A chance to be linked to new and innovative first time performances.
7. A chance to be seen supporting local playwrights putting their work on local stage for the first time, performed by local actors.
8. An opportunity to create and present their own accolade to a play or actor/actress of their choosing.
9. An opportunity to have special entertainment packages for your staff and clients arranged at our venues such as the Matcham Suite at the Gaiety Theatre and King Williams College





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Main sponsor packages

Platinum - £1000

Front page logo on one of the programmes

Full inside or back cover in one of the programmes

Large logo and link to your website on www.madf.im/sponsors page

An announcement of your sponsorship on Facebook and Twitter with your logo and a link to your website

A mention in the introduction each evening and during the awards ceremony

4 tickets to the entire One Act Festival, Easter Festival of Full Length Plays and Young Actor of Mann

Gold - £500

Full page in one of the programmes

Large logo and link to your website on www.madf.im/sponsors page

An announcement of your sponsorship on Facebook and Twitter with your logo and a link to your website

2 tickets to the entire One Act Festival, Easter Festival of Full Length Plays and Young Actor of Mann

Silver - £250

Half page in one of the programmes

Medium logo and link to your website on www.madf.im/sponsors page

An announcement of your sponsorship on Facebook and Twitter with your logo and a link to your website

2 tickets to two performances during the One Act Festival, Easter Festival of Full Length Plays and Young Actor of Mann

Bronze - £150

Quarter page in one of the programmes

Small logo and link to your website on www.madf.im/sponsors page

An announcement of your sponsorship on Facebook and Twitter with your logo and a link to your website

Advertising space only

£100 full programme page

£50 half programme page

£25 quarter programme page





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Individual items to be sponsored

- **Named Programme sponsor:**
 - One Act Festival - £300**
 - Easter Festival - £300**
 - Young Actor of Mann - £35**
 - A full programme sponsor would be given the inside cover of the programme and their logo would be featured on the front of the programme
 - We sell approx 200 programmes each festival, they are hugely popular as mementos of the event and feature a place to list who won each award, for those Manx Drama stalwarts to make their notes.

- **Named Sponsorship for food and drink:**
 - One Act Festival - £150**
 - Green Room - Easter Festival - £300**
 - The Green Room is a huge draw to visiting groups as it provides an opportunity to speak with the adjudicator, other teams and audience members, as well as socialise together.
 - On the final night we have all the groups come together to celebrate and do skits based on the events of the week, again with the opportunity to socialise with the adjudicator, organisers, other groups and audience.
 - To ensure this important part of the festival spirit continues, we are keen to feed those who might have missed dinner (including the performers of the evening) so that everyone can come together rather than go their separate ways.

- **MADF T-Shirts:**
 - £100 + VAT (for 20 at £4.95 + VAT)**
 - T-Shirts will help the MADF organisers stand out so that groups, audience members and other guests will be able to identify us easily. Company logos can be part of the shirt design.

- **Hiring the van:**
 - Easter Festival £440 + VAT**
 - The van is essential for transporting all the equipment and props that are sourced for the visiting groups to the Gaiety.

- **Backstage refreshments:**
 - One Act Festival - £80**
 - Easter Festival - £140**
 - All the backstage crew give of their time for week to help the visiting teams. Refreshments are always gratefully received and shared with the visitors.

- **Engraving:**
 - OneActFestival£100**
 - Easter Festival - £200**



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- Our beautiful trophies have been around for years and due to experience we have learned that it's best not to allow them off the Island. While the visiting group gets to take pictures with them on the night and some have small replicas donated each year to be given to the team to keep, we feel engraving them with the group or winner's name is important for the history of the festival.

- **Travel from the Gaiety to the Empress for those with accessibility issues: £70**
 - We would like to hire a taxi each night for those with mobility issues to enable them to enjoy the Green Room too.

- **Young Actor of Mann Bursary: £500**
 - Each year the winner of Young Actor of Mann is sent on a performance course of their choosing. We have some lovely accounts of how important this has been for developing Manx performers on our blog.

- **Raffle Prizes for the Easter Festival lunch**
 - We have an annual lunch on Easter Monday each year at which we have a talk from our adjudicator and a chance for members of visiting teams and local groups to meet. At this time we have a raffle which raises much needed funds to keep the Manx Amateur Drama Federation and its festivals going. Any prizes for this raffle would be gratefully received.

Please don't hesitate to contact us if any of these sponsorship options are of interest - the festival dates are as follows, deadlines for programmes will be roughly 2 weeks prior:

- **One Act Play Festival: Wednesday 7th - Saturday 10th February 2018 @ Kings Court Theatre**
- **Young Actor of Mann: Sunday 11th February & Friday 4th April 2018**
- **Easter Festival of Full Length Plays: Saturday 31st March – Friday 6th April 2018 @ The Gaiety Theatre**

We look forward to working with you to make our 2018 season the best ever.

Contact us on Sponsorship@madf.im