

Celebrate **NEW SWAN**

A 10th Anniversary Gala
Friday, July 15, 2022
Sponsorship Opportunities



NEW SWAN
SHAKESPEARE FESTIVAL



Celebrate NEW SWAN

Friday July, 15, 2022

Join us for a midsummer's night to remember as we make our triumphant return to the stage!

Not to be missed, this exclusive event will be a magical and elegant evening under the stars celebrating the tenth anniversary season, and the opening night of *The Comedy of Errors*. Each summer, New Swan Shakespeare Festival is one of UCI and Orange County's most highly anticipated events.

Proceeds from the **Celebrate New Swan Gala** support our 2022 season and year-long educational programs. With your support, we will continue to serve our community by producing accessible, impactful, and meaningful productions that explore the humanity of the Shakespearean canon by embracing education, research, and community outreach.

Irvine Barclay Theatre Plaza

Cocktail Reception

5:30 p.m.

Alfresco Seated Dinner and Entertainment

6:30 p.m.

New Swan Theater

UCI Gateway Commons

Performance

8:15 p.m.

Celebrate New Swan Committee: Pamela and Carl Lagoni, Gail and Jim Lopes, Julia Lupton, Kathleen Mellon, Cheryll and Richard Ruszat, Eli Simon, Susan and Gene Spiritus





"The Jewel in the Crown"

The New Swan Theater is unique to Orange County, and indeed to the world of theater. This 15-ton, portable, mini-Elizabethan structure was a dream of UC Irvine's Department of Drama when the university was founded, and in the summer of 2012 that dream was brought to vivid life.

Playing to sold-out houses, New Swan features professional and student artists working side-by-side to produce scintillating Shakespearean masterpieces in rotating repertory under the stars. The community, campus, and press have embraced New Swan, and the Festival is now partnered with the New Swan Shakespeare Center, sponsoring year-round academic and public programming focused on the Bard.



"It's an utterly innovative theater and remains the centerpiece of the Festival. Each seat offers a unique view. Everyone is close to the action. It's like sitting around the campfire telling stories."

- Eli Simon, Producing Artistic Director



Why New Swan?

With your support, we will continue to serve our community by producing accessible, impactful, and meaningful Shakespearean productions that explore the humanity of the Shakespearean canon by embracing production, education, research, and community outreach.

Our vision is bold. Together, we can build on New Swan Shakespeare Festival's remarkable legacy and become a destination year-round professional Shakespeare festival serving UCI, Southern California, and beyond.

Patron Testimonials

"My experience at the theater was by far the best I can remember. The artistry, the brilliance of the acting, and the experience of being outside all made me feel truly a part of the performance."

"We would like to thank all of the participants at New Swan for a fantastic Festival this year. It was the high point of the summer for us, as it was last year. With the performances, along with the lectures, workshops, and youth internship program, this is a truly unique and remarkable nexus of innovative theater and sophisticated collaboration among students, faculty, departments, administration, and community members."

"And now let's go hand in hand, not one before another."

– William Shakespeare

TABLE SPONSORSHIPS

Executive Producer- \$50,000 (\$43,816 net charitable contribution)

- One table for 8 with premium seating at Celebrate New Swan on July 15, 2022
- Opportunity to host Artistic Director or UCI Leadership at your table
- Premium tickets and seating for 8 for the Opening Night performance of *The Comedy of Errors* on July 15, 2022
- Lead logo or name recognition as Executive Producer on
 - Season Program, Gala Step-and-Repeat Banner, invitations, and print and digital marketing materials*
 - New Swan website with hyperlink
 - The sponsor plaque prominently posted on New Swan Theater*
- One page recognition in New Swan Season Program*
- Acknowledgement from the stage during all pre-show announcements
- Opportunity for a pre-show presentation for up to 4 guests with Artistic Director
- Invitation to attend rehearsals and design presentations for both plays
- Opportunity to host an evening for up to 120 guests during the 2022 season. Date to be mutually agreed upon. (\$5,000 value)

Producer - \$25,000 (\$23,816 net charitable contribution)

- One table for 8 with premium seating at Celebrate New Swan on July 15, 2022
- Premium tickets and seating for 8 for the Opening Night performance of *The Comedy of Errors* on July 15, 2022
- Featured logo or name recognition as Producer on
 - Season Program, Gala Step-and-Repeat Banner, invitations, and print and digital marketing materials*
 - New Swan website with a hyperlink
 - The sponsor plaque prominently posted on New Swan Theater*
- Half-page recognition in New Swan Season Program*
- Acknowledgement from the stage during all pre-show announcements
- Invitation to attend rehearsals and design presentations for both plays

Director - \$10,000 (\$8,816 net charitable contribution)

- One table for 8 with reserved seating at Celebrate New Swan on July 15, 2022
- Reserved tickets and seating for 8 for the Opening Night performance of *The Comedy of Errors* on July 15, 2022
- Name recognition on
 - Season Program, invitations, print and digital marketing materials*
 - New Swan website with a hyperlink
 - The sponsor plaque prominently posted on New Swan Theater*
- Quarter-page recognition in New Swan Season Program

Lead Actor - \$5,000 (\$3,816 net charitable contribution)

- One table for 8 with reserved seating at Celebrate New Swan on July 15, 2022
- Reserved tickets and seating for 8 for the Opening Night performance of *The Comedy of Errors* on July 15, 2022
- Name recognition in Season Program and on New Swan website for one year*

Custom Sponsorships (\$25,000+)

- Please contact Sarah Strozza at (949) 824-0629 or ssrozza@uci.edu for more information on custom sponsorships that best meet your needs!

INDIVIDUAL TICKET SPONSORSHIPS

Benefactor - \$3,000 (\$2,852 net charitable contribution)

- One ticket with premium seating to Celebrate New Swan and Opening Night performance of *The Comedy of Errors* on July 15, 2022
- Logo or name recognition as Benefactor on
 - Season Program, Gala invitations, print and digital marketing materials*
 - Name recognition on New Swan website for one year*
 - Plaque prominently posted on New Swan Theater
- Invitation to attend rehearsals and design presentations for both plays

Patron - \$1,500 (\$1,352 net charitable contribution)

- One ticket with premium seating to Celebrate New Swan and Opening Night performance of *The Comedy of Errors* on July 15, 2022
- Logo or name recognition as Patron on
 - Season Program and New Swan website for one year*

Individual Ticket - \$500 (\$352 net charitable contribution)

- One ticket to Celebrate New Swan and Opening Night performance of *The Comedy of Errors* on July 15, 2022

UNDERWRITING OPPORTUNITIES

Cocktail Reception Sponsor - \$5,000 (\$4,704 net charitable contribution) **SOLD!**

- Name Recognition as Cocktail Reception Sponsor on
 - Gala print and digital marketing materials*
 - New Swan website and event signage*
- Two Patron tickets to Celebrate New Swan and Opening Night performance of *The Comedy of Errors* on July 15, 2022

Décor Sponsor- \$5,000 (\$4,704 net charitable contribution) **SOLD!**

- Name Recognition as Décor Sponsor on
 - Gala print and digital marketing materials*
 - New Swan website and event signage*
- Two individual tickets to Celebrate New Swan and Opening Night performance of *The Comedy of Errors* on July 15, 2022

Lighting & Sound Sponsor - \$2,500 (\$2,204 net charitable contribution)

- Name Recognition as Lighting & Sound Sponsor on
 - New Swan website and event signage*
- Two individual tickets to Celebrate New Swan and Opening Night performance of *The Comedy of Errors* on July 15, 2022

IN-KIND DONATIONS

Please contact Sarah Strozza at (949) 824-0629 or [sstrozza@uci.edu](mailto:ssstrozza@uci.edu) for more information on in-kind donation opportunities.

Table Sponsorships

- ☐ **Executive Producer - \$50,000** (\$43,816 net charitable contribution)
☐ **Producer - \$25,000** (\$23,920 net charitable contribution)
☐ **Director - \$10,000** (\$8,920 net charitable contribution)
☐ **Lead Actor - \$5,000** (\$3,920 net charitable contribution)

Ticket Sponsorships

- ☐ **Benefactor - \$3,000** (\$2,852 net charitable contribution)
☐ **Patron - \$1,500** (\$1,352 net charitable contribution)
☐ **Individual Ticket - \$500** (\$365 net charitable contribution)

Underwriting Opportunities

- ☐ **Cocktail Reception Sponsor - \$5,000 SOLD!**
 (\$4,704 net charitable contribution)
☐ **Décor Sponsor - \$5000 SOLD!**
 (\$4,704 net charitable contribution)
☐ **Lighting and Sound Sponsor - \$2,500**
 (\$2,204 net charitable contribution)

☐ I/ We are unable to attend. Please accept my 100% tax deductible donation of \$ _____

Sponsor Information

☐ Company ☐ Organization ☐ Individual

Name: _____

Company (if applicable) _____ Contact: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Payment Information

☐ Payment enclosed

(Please make check payable to the "UCI Foundation" and note "Celebrate New Swan" on the memo line)

☐ Please charge my total contribution of \$ _____ to the credit card below

Credit Card Information:

☐ Personal Credit Card ☐ Business Credit Card

☐ Visa ☐ MasterCard ☐ Discover ☐ Amex

Name on Card: _____

Card Number: _____ Exp. Date: _____

☐ My billing address is same as above. ☐ My billing address is listed below:

Address: _____

City: _____ State: _____ Zip: _____

Signature: _____ Date: _____

Forms and payment may be mailed to:

UCI Claire Trevor School of the Arts
 Development Office
 211 Mesa Arts Building
 Irvine, CA 92627

Contact Us

Sarah Strozza
 Director of Development
 sstrozza@uci.edu
 (949) 824-0629