

# *Celebrate* **NEW SWAN**

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





# Celebrate NEW SWAN

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**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

8:00 p.m.

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







## "The Jewel in the Crown"

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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."*

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*"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) - **Limited Availability beginning May 15, 2022**

- 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 sstrozza@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) **-Limited Availability beginning May 15, 2022**

- 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)

- 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

#### **After Party Sponsor - \$5,000** (\$4,704 net charitable contribution)

- Name Recognition as After Party Sponsor on
  - New Swan website and event signage\*
  - Gala print and digital marketing materials\*
- 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 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 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:ssrozza@uci.edu) for more information on in-kind donation opportunities.

\*Printing deadlines apply

**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) \*

*\*Limited Availability beginning May 15, 2022*

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

**Underwriting Opportunities**

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

**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