



**IN CONCERT**

**Sponsorship Opportunity**



## Producer's Message

Podium Concert Productions is Canada's premier presenter of musicals in concert-- a unique way to experience the world's most legendary works ever created for the stage. Podium Concert Productions attracts outstanding world-class talent from Canada's musical theatre, opera and orchestra worlds to present limited-run engagements of "Shows that Deserve to be Heard."

Following the critically acclaimed success of its inaugural presentation of *The Secret Garden* in Concert, Podium Concert Productions is now preparing to bring the Canadian Premiere of *Nine* in Concert to the stage of Trinity-St. Paul's Centre for the Arts in January 2018. Based on Federico Fellini's comic masterpiece *8 1/2*, and featuring music and lyrics by Tony Award-winning composer Maury Yeston, *Nine* in Concert will star Stratford Festival veteran **Juan Chioran**. *Nine* is the story of a man who, after reaching the pinnacle of his career, hits a wall while

trying to figure out what he wants to do with the rest of his life.

*Nine* is postcard from a time where love and life and passion are lived to their fullest. It is a tribute to the power of women, full of movie stars and music, set in the romantic world of Venice in the '60s.

We are inviting you to join Podium Concert Productions as a supporter of *Nine* in Concert. Your name and brand will be associated with a high-quality arts company with a brand that is unique not only in Ontario, but also Canada. Presenting Sponsor benefits include 200 opening night orchestra level tickets.

Theatre at its best is about connection and imagination and self-empowerment, and it remains one of the last good places where people from all walks of life can gather together to share real human emotions, a little love and laughter, tell a big story and sing a good song.

Please consider joining us in the excitement and success of this much anticipated Canadian Premier presentation.

Sincerely,

Peter da Costa  
and Mark Camilleri  
Co-Founders,  
Podium Concert Productions

### Contact

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Podium Concert Productions proudly presents the Tony Award-winning musical *Nine in Concert* for three performances only at the acoustically beautiful Trinity-St. Paul's Centre for the Arts on January 12 and 13, 2018, with a world-class orchestra of 22 musicians, hand-picked and led by Mark Camilleri, on stage with 15 of Canada's brightest stars of stage and musical theatre and backed by 60 of the Etobicoke School of The Art's best women ensemble.

## About The Show

Based on Italian director Federico Fellini's comic masterpiece of biographical filmmaking, *8 1/2*, Maury Yeston's sultry and enchanting musical *Nine* follows the life of world-famous film director Guido Contini as he prepares his latest picture and balances the numerous women in his life. Contini is dreading his imminent 40th birthday and facing a midlife crisis, which is blocking his creative impulses and entangling him in a web of romantic difficulties in early-1960s Venice. Contini is also, after recent box office failures, drifting toward a nervous breakdown from which he is held back only by the support of his wife, Luisa. As his sanity disintegrates, he drifts into nostalgic reverie, eventually focusing on the formative sexual encounter of his life, which occurred at the age of nine.

## Awards

The original Broadway production of *Nine* opened in 1982 and was nominated for 12 and won five Tony Awards including Best Musical and Best Original Score. It also received 8 Drama Desk Award nominations, winning 7, and a Grammy Award nomination. In 2003, it won another Tony Award for Best Revival of a Musical with Antonio Banderas; Jane Krakowski won for Best Featured Actress.

*Nine* was adapted for film as a musical drama in 2009, directed and produced by Rob Marshall (*Chicago*) and written by Michael Tolkin. In addition to songs from the stage musical, all written by Maury Yeston, the film featured three original songs, also written by Yeston. The ensemble principal cast consisted of Daniel Day-Lewis, Marion Cotillard, Penélope Cruz, Judi Dench, Nicole Kidman, and Sophia Loren, with Kate Hudson and Fergie. *Nine* received four Academy Award nominations, including Best Supporting Actress (Penelope Cruz),



## Podium Concert Productions

Best Art Direction (John Myhre AD, Gordon Sim SD), best Costume Design (Colleen Atwood) and Best Original Song (Take It All, music and lyrics by Maury Yeston)



Led by award-winning producer Peter da Costa and veteran music director and conductor Mark Camilleri, Podium Concert Productions aims to produce a series of Broadway musicals in concert featuring Canada's brightest stars of stage and musical theatre sharing the stage with an orchestra of world-class musicians.

The founder of da Costa Talent Management and co-founder of Show Choir Canada, Peter da Costa has built his career on creating opportunities, seeking new ventures that capitalize on his extensive industry experience. With offices in Toronto and Vancouver, da Costa Talent Management today enjoys a cross-country presence that benefits the agency's roster of award-winning Triple Threat talent. Podium Concert Productions is one of several productions in development, including a TV series and an original live theatrical show.

A music director, pianist, composer, arranger, accompanist, engineer, producer, conductor, and recording studio owner (Imagine Sound Studio), Mark Camilleri's credits include music directing *The Toxic Avenger* (Dancap Productions); *Cinderella* (Ross Petty Productions); and Disney's *High School Musical* (Drayton Entertainment), *Funny Girl in Concert*; *A Rhapsody in Gershwin*, *The Very Very Best of Broadway*, with Marvin Hamlisch, Martin Short and Audra McDonald; *Back The Mack*, with Matt Dusk, Sophie Milman, Jim Cuddy, Measha Brueggergosman and Johnny Reid; and the Canadian Screen Awards; associate music directing *Mamma Mia*, *Dirty Dancing* (Mirvish Productions); and conducting major symphony orchestras across Canada. He has also shared the stage with Il Divo, Celine Dion, Sting, Eric Clapton, Andrea Bocelli, Sheryl Crow, Sarah McLachlan, David Foster, and Annie Lennox.



## Publicity & Marketing Plan

The Nine in Concert media campaign will include outreach to all major media outlets:

- » social media ad campaign
- » radio sponsorship
- » print advertisements
- » wide distribution of media releases

For The Secret Garden in Concert, Podium Concert Productions' marketing campaign included:

- » Ad in Mirvish Productions' Matilda the Musical – 100,000 distribution
- » Facebook ad campaign = 180,000+ impressions
- » PR Campaign reaching all major media outlets
- » Program inserts and ad in Acting Upstage, Harold Green Jewish Theatre
- » Back-page ad in Toronto Fringe Theatre Festival
- » 2000 post cards distributed throughout Toronto
- » E-blasts to various partner lists

	<b>Ensemble</b>	<b>Supporting</b>	<b>Lead</b>	<b>Presenting</b>
	\$1,000	\$2,500	\$10,000	\$20,000

### Logo Placement

Website	✓	✓	✓	✓
Social Media	✓	✓	✓	✓
Program	✓	✓	✓	✓
Press Release		✓	✓	✓
Flyers		✓	✓	✓
Posters		✓	✓	✓
Tickets				✓

### Advertising

Ad in Program		✓	✓	✓
Thanks from Stage		✓	✓	✓
Social Media Mention		✓	✓	✓
Pre-Show Speech			✓	✓
Radio Ad				✓

### Perks

Orchestra Level Tickets	10	20	100	200
Closing Night Cast Party	2	4	6	10
Closed Rehearsal	2	4	6	10





## Corporate Sponsor Levels and Benefits

### Title / Presenting Sponsor – Value: \$20,000

#### 1 OPPORTUNITY AVAILABLE

- » Identified as Presenting Sponsor of Nine in Concert on house program, tickets, promotional materials (flyers, posters), radio and social media ads and press releases
- » Thanks from stage
- » Speaker's opportunity
- » Full-page colour advertisement on back cover of house program
- » Opportunity to attend closed rehearsals
- » Opportunity to attend closed cast party
- » Name and/or Company logo and link on Podium Concerts web site and social media channels
- » 200 opening night orchestra-level tickets for clients/employees/family/friend appreciation (valued at \$17,800)

### Lead Sponsor – Value: \$10,000

#### 3 OPPORTUNITIES AVAILABLE

- » Identified as Lead Sponsor of Nine in Concert on house program, promotional materials (flyers, posters) social media ads and press releases
- » Identified as Performance Sponsor of one performance of Nine in Concert
- » Thanks from stage
- » Speaker's opportunity
- » Full-page colour advertisement in house program
- » Opportunity to attend closed rehearsals
- » Opportunity to attend closed cast party
- » Name and/or Company logo and link on Podium Concerts web site and social media channels
- » 100 orchestra-level tickets for clients/employees/family/friend appreciation (valued at \$8,900)



### **Supporting Sponsor – Value: \$2,500**

#### **5 OPPORTUNITIES AVAILABLE**

- » Identified as Supporting Sponsor of Nine in Concert on house program, promotional materials (flyers, posters) social media ads and press releases
- » Acknowledgement from stage
- » Half-page colour advertisement in house program
- » Opportunity to attend closed rehearsals
- » Opportunity to attend closed cast party
- » Name and/or Company logo and link on Podium Concerts web site and social media channels
- » 20 orchestra-level tickets for clients/employees/family/friend appreciation (valued at \$1,780)

### **Ensemble Sponsor – Value: \$1,000**

#### **MULTIPLE OPPORTUNITIES AVAILABLE**

- » Recognition in Nine in Concert on house program, associated with one cast or orchestra member
- » Opportunity to attend closed rehearsals
- » Opportunity to attend closed cast party
- » Name and/or Company logo and link on Podium Concerts web site and social media channels
- » 10 orchestra-level tickets for clients/employees/family/friend appreciation (valued at \$890)

### **Customized Packages Available**

Our team will help to customize a sponsorship package for you based on your individual needs.



## Reviews



### **The Secret Garden in Concert, January 2017**

The cast and creative team included Director **Steve Ross** (Sunday in the Park with George/Talk is Free Theatre) and Musical Director/Conductor **Mark Camilleri**; **Adam Brazier** (Artistic Director Confederation Centre for the Arts, The Woman in White) as Archibald Craven and soprano **Erin Fisher** (ViVA Trio, Così fan tutte & Idomeneo/COC,) as Lily Craven; with **Louise Camilleri**, **Gabi Esptein**, **Kevin Forestell**, **Kyle Golemba**, **Matthew Nethersole**, **Denise Oucharek**, **Steve Ross**, **Kate Suhr** and **Shawn Wright**.

### **Sponsored by**

- » Investment Planning Counsel / Robert Kowalski, CFP
- » Royal LePage / Nutan Brown
- » The Underground Dance Centre / Aaron Libfeld

### **Reviews**

**Robert Cushman**, Theatre Critic, National Post

*A baker's dozen of fine actor-singers were accompanied by a fine full orchestra under the baton of Mark Camilleri, a fearless accompanist revealed as a sparkling conductor.*

**Alan Henry**, Senior Editor, BroadwayWorld.com – Toronto

*The concert was incredibly performed by the cast and orchestra alike! It was an event to not be missed!*

**Jeniva Berger**, Critic, SceneChanges.com:

*A gem, outstanding in every way with a superb cast.*

**Brynn Bonne**, Guest Blogger, BroadwayWorld.com – Toronto

*Podium Concert Productions produced an unforgettable performance anyone would be lucky to attend.*