



Photo of Ayana Workman and Andrew Veenstra by Scott Suchman.

FREE FOR ALL

2018 Community Partnership

“We are creating the audiences of tomorrow.”

—**Michael Kahn**, Artistic Director of Shakespeare Theatre Company, on Free For All

FROM THE CO-CHAIRS:

Each summer the Shakespeare Theatre Company presents the Free For All, two weeks of free Shakespeare performances for the people of Washington, D.C., ensuring that exposure to the arts is not restricted only to those with access and means. For over a decade, a coalition of companies has come together to provide essential financial support to keep these performances truly free—and accessible—for all.

Your participation in the Free For All Community Partnership (FFACP) will help us ensure that this longstanding Washington treasure reaches the largest possible audience. In return, our Partners are prominently recognized on the Corporate Donor and Free For All webpages, in advertisements, on digital screens and kiosks, in all Free For All print materials and in the programs for the Free For All and all STC 2018–2019 mainstage productions.

We invite you to partner with Ameriprise, Apartments.com, Douglas Development Corporation, Erkiletian, Gould Property Company and JM Zell Partners, LTD. in supporting this cornerstone of Washington’s cultural scene. **Join us in making a difference that will reach the farthest corners of our city and a statement that art is vital to the health of our community.**

Warm regards,

Norman Jemal
Douglas Development Corporation

Scott Kaufmann
JM Zell Partners, Ltd.

Kingdon Gould III
Gould Property Company

Stephanie Erkiletian
Erkiletian

PAST SPONSORS OF FREE FOR ALL



ADDITIONAL SUPPORT PROVIDED BY

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2018 FREE FOR ALL COMMUNITY PARTNERSHIP

The Shakespeare Theatre Company Free For All has been a cherished Washington tradition for 28 years, sharing free Shakespeare with more than 675,000 people from throughout the Washington metropolitan area since the inaugural performance in 1991. **The 2018 FREE FOR ALL production will feature a remounting of Alan Paul's 2016 production of *Romeo & Juliet* in August 2018.**

In 2014, the Shakespeare Theatre Company expanded the spirit of Free For All to be all year long with the FREE WILL initiative. FREE WILL sets aside 1,000 free tickets for each of the Company's mainstage season productions. The Free For All and FREE WILL help remove financial barriers by making theatre an accessible centerpiece in the community throughout the year.

THE FREE FOR ALL COMMUNITY PARTNERSHIP ALLOWS STC TO:

- Anually provide access to free Shakespeare to more than **12,000 residents** of the D.C. metropolitan area
- Welcome more patrons to STC through FREE WILL, providing access to free classic theatre throughout the year—**over 25,000** since the program began
- Bring residents **from every Ward** in Washington, D.C.
- Provide one open-captioned and one audio-described performance making the show **accessible to all**

SHAKESPEARE THEATRE COMPANY AT A GLANCE:

- **Two theatres** in the heart of Washington, D.C.: Sidney Harman Hall and Lansburgh Theatre
- **485,000** audience members annually
- **761 seats** in Sidney Harman Hall, featuring digital and traditional signage and multiple event spaces
- **Six shows per season** as well as special presentations, screenings and events
- **200,000 actively engaged patrons**, including 10,000 subscribers and 4,000 individual donors
- **54% of patrons** have an annual household income **above \$100,000**
- Top STC sponsor logos receive over **10 million impressions** per season



Sofia Jean Gomez as Ariel in *The Tempest*. Photo by Scott Suchman.



“The **FREE WILL** program has allowed me to see countless incredible productions that I would otherwise never have access to. It has been one of my favorite things about living in D.C.” —FREE WILL Patron

Response was collected in optional post-show surveys emailed to ticket recipients.

For additional information, please contact Katie Atkinson, Corporate Giving Manager at **202.547.3230 x 2333** or KAtkinson@ShakespeareTheatre.org.

2018 FREE FOR ALL COMMUNITY SPONSORSHIPS

Sponsorship Levels and Benefits

	\$25,000	\$15,000	\$10,000	\$5,000	\$2,500
COMPANY RECOGNITION AND ADVERTISING					
Recognition in print and electronic Free For All materials	Prominent Logo	Logo	Prominent Text	Text	Text
Ad in a 2018-2019 Season program	Full Page	Half Page	Quarter Page		
Recognition on the FFACP page in the Free For All program	Prominent Logo	Logo	Prominent Text	Text	Text
On the FFACP page on the STC webpage	Prominent Logo	Logo	Prominent Text	Text	Text
On the TV screens and still-image advertisement on digital kiosks located throughout Sidney Harman Hall during the Free For All	Prominent Logo	Logo	Prominent Text	Text	Text
In the Corporate Donors listing in all mainstage production programs and on the Corporate Donors posters in the lobbies of both venues during the 2018-2019 Season	✓	✓	✓	✓	✓
On the Corporate Donors page on the STC website	✓	✓	✓	✓	✓
Verbal recognition from the stage before each FFA performance (16 total)	✓	✓			
Logo recognition on the back of 150 Free For All Staff t-shirts	✓				
Recognition on FREE WILL webpage and electronic materials	Prominent Logo	Logo	Prominent Text	Text	Text
REAL ESTATE COMMUNITY PARTNER GROUP RECOGNITION					
Advertisements run in area publications	✓	✓	✓	✓	✓
FREE WILL webpage and electronic materials	✓	✓	✓	✓	✓
HOSPITALITY AND ENTERTAINING					
__ guests to attend FFACP Night at Sidney Harman Hall	20	16	10	6	4
__ reserved seats for your employees throughout the Free For All performance run	12	10	8	4	2
__ tickets to __ Opening Night Dinner(s) in the 2018-2019 Season	4 to all	2 to 3	2 to 2	2 to 1	
__ tickets to __ Opening Night Performance(s) in the 2018-2019 Season	4 to all	2 to all	2 to 4	2 to 2	2 to 1
__ passes for the member-only Patrons Lounge, to be used throughout the 2018-2019 Season	4	2			
Complimentary rental in one of STC's venues (includes A/V and production support)	✓	✓			
COMPANY EMPLOYEE BENEFITS AND DISCOUNTS					
50% discount on STC mainstage subscription purchases and advance sales on special events	✓	✓	✓		
20% discount on STC mainstage production ticket purchases	✓	✓	✓	✓	✓
10% discount on Camp Shakespeare for employees and their families	✓	✓	✓	✓	✓
10% discount on Master Acting Classes for employees	✓	✓	✓	✓	✓
Concierge ticketing assistance through STC's Corporate Giving Office	✓	✓	✓	✓	✓
Opportunity to participate in STC's volunteer program	✓	✓	✓	✓	✓