



Sponsorship Package

Who We Are

OUR MANDATE

Theatre Insomnia is mandated to providing a more accessible theatrical experience for Canadian audiences and artists alike, by giving a voice to those who have felt socially, mentally, and/or physically disadvantaged.

OUR HISTORY

Theatre Insomnia was founded in late 2017, to give a voice to those who have been stigmatized in the past, and to remove the taboo of discussing mental health. Our hope is that through the work produced by Theatre Insomnia, we are able to encourage discussion about mental health, both in professional and societal settings, and open people's eyes to things that they may have been previously blind to. Through the efforts of Theatre Insomnia, we hope to raise awareness and consideration for those with non-physical disabilities and illnesses.

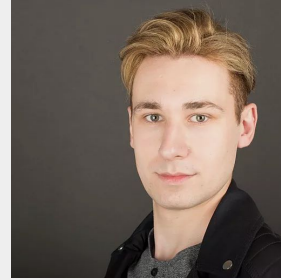
Our Team: Theatre Insomnia Core Members



Ashley Elliott
Founder/ Artistic Director

Ashley has recently graduated with her BA in Theatre and Communications from York

University. Recently, she has directed *A Memory, a Monologue, A Rant, and a Prayer* (V-day Orlando) and assistant directed *The Concept* (Edinburgh Fringe 2016) and *The Stage Manager's Guide to Dating Assholes* (Toronto Fringe 2016). Ashley has additional experience in stage management, technical production, and publicity.



Wendel Wray
Managing Director / Co-Founder

Wendel is a Toronto-based Producer and Costume Technician. Recent Costume Credits include: *The Gut Girls*

(Alumnae Theatre, 2017,) *Macbeth's Head* (Malfi Productions, 2017,) and *Exiles* (Sad Ibsen Theatre, 2016). Recent Producing credits include: *The Gut Girls* (Alumnae Theatre, 2017), *All of Me* (Theatre Insomnia, 2018), and *A Christmas Carol* (Three Ships Collective/Soup Can Theatre, 2018.) In addition, Wendel has expanded his resume by working as a dog handler on *Legally Blonde: The Musical!* (Nightwood Theatre, 2017).

Our Show: *All of Me*

Centred around the topic of mental health, *All of Me* focuses on how anxiety and depression can affect your everyday life, social life, work, and relationships in addition to the people closest to you. When Anxiety and Depression try to take over Left and Right's jobs, Allison must learn to both cope and overcome.

After a successful premiere at the Toronto Fringe Festival in 2018, the show is in the process of being re-mounted for Fall 2019.

"All of Me is a work that turns the brain inside out. It demonstrates the debilitating effects of Anxiety and Depression, the power of expression through art, and the need for support. It enhances our perspective on mental health in an authentic way."

-Mooney on Theatre

True to our mandate, *All of Me* focuses on opening discussion and removing the stigma surrounding mental health, while encouraging empathy and understanding in the audience through the visual representation of the inner workings of the brain.

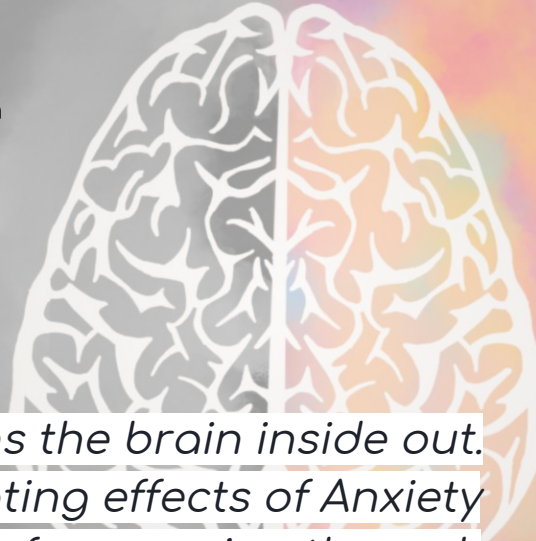
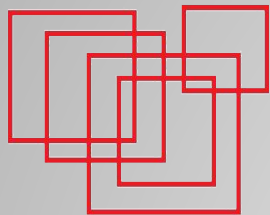


Photo: Emily Dix Photography. *All of Me*, Toronto Fringe 2018



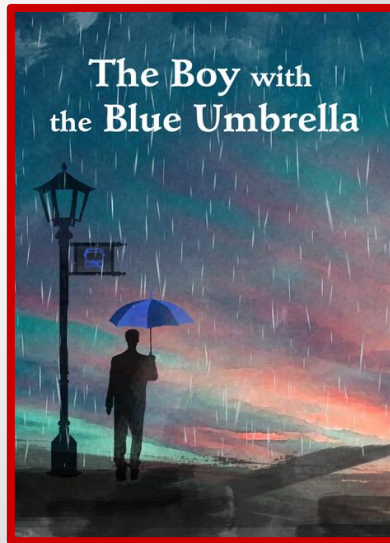
Supporting New Works: The Red Coat Collective

RED COAT COLLECTIVE

The Red Coat Collective is a new, Toronto-based theatre collective which aims to create moving work that challenges boundaries and stereotypes of this generation. The Red Coat Collective aims to do this by bringing important conversations to light and exposing injustice, while also providing opportunities of growth for emerging artists and artists who identify as a minority.

"With fear and anxiety preventing Ben from moving forward with his life, the show explores the world that the manifestations of these things create inside his mind. As his life plays out on stage, we see Ben realizing and confronting the demons from his tormented past, as he has to choose whether to give in to them, or take charge of his life in a way he never thought he could."

With the inevitable similarities in our mandates, Theatre Insomnia is proud to support the emerging artists of the Red Coat Collective in their inaugural work, *The Boy with the Blue Umbrella*, written by emerging playwright Julian Lam, debuting summer 2019.



Artwork: Katie Bramley



First reading, November 2018

We Need Your Help



Photo: Emily Dix Photography. *All of Me*, Toronto Fringe 2018

Ambition can only get us so far. We look to people like you in order to help make this worthy project a reality. We are looking for donors and sponsors to help support us through financial and in-kind donations to truly make this production shine.

Partnership Benefits

- **Access to multi-channel marketing activity**, including campaign-wide branding and logo visibility.
- **Engagement opportunities**; meet our team of creative and innovative artists in a community-engaging setting
- **A variety of different activities to get involved with**, from making it happen on stage to making it happen in our community
- **High profile marketing activity**; make a splash, with reach in print, online and social media

Facebook
@theatreinsomniaTO

160+ Followers

Audience Reach, 2018

330+ tickets sold

Instagram
@theatreinsomnia

120+ Followers

Individual Sponsorship Levels

\$25

- Thank you shout out on social media!
- Special Thanks in our next program
- Video thank you from the Theatre Insomnia Team
- *All of Me* postcard signed by playwright, Ashley Elliott

\$50

In addition to the perks at the previous level....

- Receive a Theatre Insomnia t-shirt
- 1 free ticket to one of our upcoming shows

\$100

In addition to perks at the previous levels...

- Free ticket to one of our fundraising event!
- 2 free tickets to one of our upcoming shows

\$250

In addition to perks at the previous levels...

- Coffee date with playwright and founder, Ashley Elliott
- A collection of design renderings signed by designers

\$500+

In addition to perks at the previous levels...

- Meet and Greet with the Cast after the show
- Full Theatre Insomnia Swag bundle (t-shirt, eye mask, mug)

Corporate Sponsorship Levels

\$100

- Thanked in program and on website
- Mentioned twice on all our social media pages

\$250

- ½ page ad in program
- Logo present on our sponsorship page on our website
- Mentioned three times on all our social media pages

\$500

- ½ page ad in program
- Logo highlighted on our sponsorship page on our website
- Mentioned five times on all our social media pages

\$750

- Full page ad in program
- Featured prominently on all print and digital media, including website and social media

\$1000+

- Full inside Front or Back page ad in program
- Credited as presenting sponsor
- Promo and signage at our fundraiser

Thank You!

If you are interested in supporting us,
please contact Wendel Wray at
outreach@theatreinsomnia.com. We
thank you in advance for your
consideration.



Photo: Emily Dix Photography. *All of Me*, Theatre Insomnia 2018.