



Australian Theatre of the Deaf

Theatre For Young People

National Tour 1997



A production sponsorship proposal



MISSION STATEMENT

Australian Theatre of the Deaf is a performing arts company which makes a unique contribution to Australian culture. With its original visual style, the Company is committed to producing excellent work which extends the boundaries of traditional theatrical experience and that is accessible to all audiences. Through this we educate, entertain and promote awareness of Deaf cultural expression.



The Company Team

Executive

Artistic Director	Mike Canfield
General Manager	Gillian Minervini
Sponsorship & Development Coordinator	Harry Koponen
Interpreter/Administrative Assistant	Pam Spicer
Financial Coordinator	Rosemary Cameron

Actors

Caroline Conlon
Nina Mishriky
Medina Sumovic
Alex Jones

Board of Directors

Chairperson:

Mitzi Zaphir

Secretary:

Maria Hunter

Marcia Girke
Jenny Nicholls
Brett Casey
Julia Cotton
Sofya Gollan
Anna Hruby
Jeremy Godwin

Patrons

Noni Hazlehurst
Nola Colefax OAM



About Australian Theatre of the Deaf

Australian Theatre of the Deaf enjoys an outstanding reputation for producing quality theatre on a national and international scale.

Established over 18 years, Australian Theatre of the Deaf is unique as it is the only professional Deaf theatre company in Australia.

The Company is a major player in the Australian and international performing arts arena and is active in a number of activities. These include:

- ◆ Presenting theatre for young people in schools throughout Australia
- ◆ Producing mainstage theatre productions for the general public
- ◆ Presenting seminars for both the Deaf & hearing community
- ◆ Participating in festivals in Australia & overseas
- ◆ Conducting workshops
- ◆ Coordinating Access & Equity programmes
- ◆ Participating in special events
- ◆ Running a membership club
- ◆ Providing sign language interpretations for major events

Australian Theatre of the Deaf receives funding from the Australia Council for the Arts (the federal government arts funding body) and NSW Ministry for the Arts. However, a large proportion of Company income is also derived from box office and school bookings.

In a climate of uncertain government support for the Arts and a plan for long term growth and development, Australian Theatre of the Deaf is aiming to build relationships in the corporate sector and is in an enviable position to offer substantial and tangible benefits to sponsoring companies.



Theatre for Young People

1997 Programme

Jukebox

Written by Gillian Minervini
Designed by Philippa Playford
Directed by Mike Canfield

This is an all singing, all dancing, show stopping, foot stamping Rock'N'Roll extravaganza that has the audience leaping to their feet and sign singing in no time!

The Sign Is Right

Devised, designed and directed by Tony Strachan

The host and presenters of this pacy satire of the TV games show lead the audience through a series of skits and games. Students get the opportunity to become contestants, and join the actors in a hilarious TV games show, designed to be funny, fast and loads of fun!

About the actors

Caroline Conlon - Caroline is Australian Theatre of the Deaf's veteran actor having joined the Company 5 years ago. She is a seasoned performer and experienced tourer, having already seen many parts of Australia throughout the Companies tours.

Nina Mishriky - Our youngest actor, having only just turned 21 recently, was headed for a career in Fine Arts before being nabbed by Australian Theatre of the Deaf in 1995 as part of our ensemble.

Medina Sumovic - Medina worked as a teachers aid in a bi-lingual programme at the Robert Reid Centre for 4 years before she caught the acting bug. Medina joined Australian Theatre of the Deaf in 1995.

Alex Jones - Alex is our newest recruit and joined the company in January this year. Alex hails from the United States where he graduated at the New York University as an actor. Alex has worked with the National Theatre of the Deaf and other companies as a performer and director. Alex will inject a wealth of experience and knowledge into the Company and we look forward to working with him.



MEDIA RELEASE
«Media Release date:»

A Musical With A Difference!

An all singing, all dancing Rock'N'Roll extravaganza is not exactly what most people have in mind when they go to see a theatre show performed by Deaf actors.

Yet, Australian Theatre of the Deaf and their school show **Jukebox**, is about breaking popular misconceptions about Deafness.

Written by Gillian Minervini, **Jukebox** blends popular music with story telling. The aim of the show is to promote self-esteem, communication and acceptance. This is done in a fun and entertaining way.

Proudly sponsored by Tip Tip, **Jukebox** is coming to «City/Town:» and will perform to students as part of a massive tour of Australia.

Jukebox's four energetic actors will present funny and often poignant stories about Deafness and teach students how to "sign sing". Sign singing is the art of putting sign language to music. The show is also full of groovy dance routines.

"The response has been terrific," says Director Mike Canfield "The tour has booked out and we even have some schools on a waiting list. It's because **Jukebox** is such a great show and accessible to all audiences, young, old, Deaf and hearing."

Australian Theatre of the Deaf has toured shows in Australia and overseas for over 18 years. The feedback on their shows is always excellent because not only do they carry positive messages and are educational, but are lots of fun.

All students are encouraged to see **Jukebox** at «School/s» on «performance date:». They are promised a great time.

More information: Harry Koponen (02) 9310 1255



THEY LOVED IT!

Australian Theatre of the Deaf receives universal praise for its school productions. Here are some typical comments that have come from schools:

"All favourable - really good and funny - it will certainly evoke a lot of discussion in the classroom - made them a lot more curious about the problems of being Deaf"
Rosebank College, Five Dock.

"Great! Can we have more? - Fantastic - music used was very appropriate - students easily understood gestures/signing etc - students could relate to the performers and enjoyed the production - A great time was had by all."
Beverly Hills Girls School.

"Kids had a ball! - they loved it - Fantastic!"
Kingswood Public School.

"First Class. Children were totally spell bound. Best we've seen."
Tahmoor Primary School.





THEATRE FOR YOUNG PEOPLE

1997 TOUR

School bookings for 1997 are unprecedented. To date our current bookings are as follows:

<u>Region</u>	<u>Month</u>	<u>#Perfs/production</u>	<u>Projected Audience</u>	
North Coast	March	25 Jukebox	3,470	4,020
		3 The Sign Is Right	550	
Northern Territory	April	19 Jukebox	3,270	3,630
		3 The Sign Is Right	360	
Western Australia	May - July	71 Jukebox	11,395	14,885
		21 The Sign Is Right	3,490	
New South Wales	July/Aug	33 Jukebox	6,355	7,791
		8 The Sign Is Right	380	
		4 Show & Tell	380	
Victoria/NSW	Aug/Sept	25 Jukebox	4,125	5,385
		8 The Sign Is Right	1,260	
NSW	Sept/Nov	44 Jukebox	4,765	6,718
		14 The Sign Is Right	1,773	
		3 Show & Tell	180	
SA/VIC/NSW	November	15 Jukebox	2,510	3,630
		8 the Sign Is Right	1,120	
Totals		232 Jukebox	35,890	46,059
		57 The Sign Is Right	9,609	
		7 Show & Tell	560	



Benefits

Tip Top is in a remarkable position to receive quality exposure to a large number of kids aged between 5 - 12 years old. *Sponsorship is an excellent strategy to create awareness for new products and encourage brand loyalty.*

Direct benefits

- ◆ Signage/acknowledgement:
 - School newsletter
 - Company Van (if sponsoring on a national level)
 - Parent consent forms
 - On all relevant advertisements
 - On promotional material distributed by School Performance Tours
- ◆ Discreet product placement
- ◆ Acknowledgement in media releases (see attached sample)
- ◆ Access to complete tour itinerary:
 - makes it easy to coordinate other above the line promotions
 - complete school database, with addresses and contacts.
 - easy to target geographical areas
- ◆ Guaranteed target market of kids aged between 5 -12
- ◆ Flexibility of promoting on a state or national level to target market

Other additional benefits:

- 15 Double memberships (+ further memberships at concession rates)
- A free show for Tip Top staff & families
- 10 free tickets to an ATOD performance (+ further tickets at conc. rates)
- Article in ATOD newsletter & acknowledgement on all newsletters
- Right to use ATOD logo
- Product sampling at ATOD special events for members



Investment

Investment is calculated at 50c per audience member an Australian Theatre of the Deaf production performs to.

The options

Sponsor **Jukebox** only

Sponsor **Jukebox** and **The Sign Is Right!**

Calculating the investment

By using the tour itinerary, calculating the final investment is easy.

For example:

1. Sponsor **Jukebox** from May to November 1997

◆ Performing to 29,150 kids

Investment: \$14,575

2. Sponsor **The Sign Is Right! & Jukebox** from May to November

◆ Performing to 37,173 kids

Investment: \$18,586.50

Negotiable:

Fixed/variable pricing

Setting a ceiling on final price

Option for a long term sponsorship partnership

Run of Show agreements