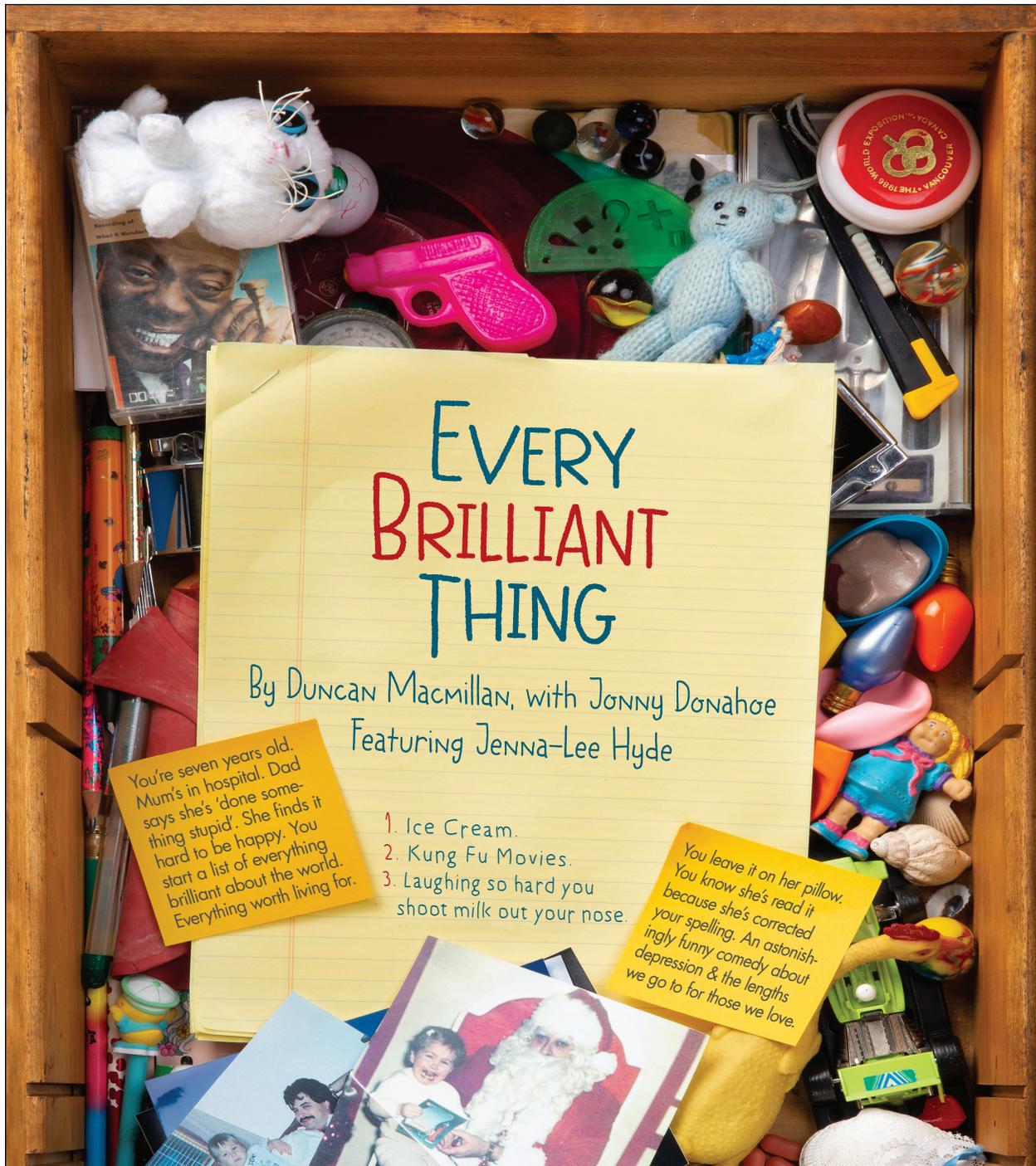


# Corporate Sponsorship Opportunities

with Burnt Thicket Theatre's Fall 2018 production



Thank you to our Season Sponsor:



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t h e a t r e

# About Burnt Thicket Theatre

Burnt Thicket Theatre is an independent professional company producing live theatre that brings awareness to real issues in our community, planting seeds for positive social change.

**Our mission is to tell stories that change people's lives.**

We lead artists and audiences to live more engaged lives for the common good of Canadian society. Our vision is a world of hopeful people who know their immeasurable value in the midst of brokenness and who work together towards a shared future marked by justice, equality and love.

Created in 2007 in Calgary, Burnt Thicket moved to Saskatoon in 2017. In those 11 years we have generated 5 professional world premiere touring productions which performed in 25 cities across Canada from Halifax to Victoria, impacting thousands of audience members and garnering critical acclaim. Our shows have been awarded "Pick of the Fringe" and nominated for multiple Calgary Theatre Critics' Awards.

Our stories have invited estranged parents and children to family reconciliation, moved audiences to join the work of abolishing modern day slavery, wooed listeners to embrace their own belovedness and dreams, and called patrons to advocate for prisoners of conscience and victims of torture worldwide. EVERY BRILLIANT THING will inspire conversation and connect audiences with resources for positive change, this time in the area of mental health.

Burnt Thicket gratefully acknowledges that we create theatre on Treaty 6 Territory and the Homelands of the Métis. We are a not-for-profit organization, CRA Charitable Registration Number 820034635RR0001. Read more at [burntthicket.com](http://burntthicket.com).

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# About EVERY BRILLIANT THING

*You're seven years old. Mum's in hospital. She finds it hard to be happy. You start making a list of everything worth living for. You leave it on her pillow. You know she's read it because she's corrected your spelling.*

Twenty years and thousands of things later, the list will take on a life of its own. An astonishingly funny comedy about depression and the lengths we go to for those we love, featuring Saskatoon's own Jenna-Lee Hyde.

"Heart-wrenching, hilarious...possibly one of the funniest plays you'll ever see, full stop. FOUR STARS!" – The Guardian

October 4-14 at The Refinery in Saskatoon, presented with Live Five Theatre  
October 16-21 at Calgary's Arts Commons, presented with Fire Exit Theatre

This play offers a beautiful encounter with the challenges of mental illness and a winsome invitation to grow in emotional well-being through a posture of gratitude. This solo performance addresses the dark realities of depression through wit, wisdom and a delightful silliness that arises from enlisting audience members to help tell the story.

What begins as a great source of humour, drawing audience members to participate leads to a shared experience of vulnerability and human connection, blurring the line between actor and spectator. The power of theatre to bring people together in mutual understanding and loving respect is vividly alive by the end of this play. Talk-backs to follow every show.

Depression: most common mental illness in Canada and most treatable

1 in 4 Canadians has a depression serious enough to need treatment some time in their life. ([ON Health](#))

Each day in Canada 11 people end their life and 210 make a suicide attempt. ([suicideprevention.ca](#))

## Impact

For up to 3000 audience members, including 500 high school students, we'll provide meaningful opportunities:

- to share their experiences,
- to become better listeners,
- to access treatment resources as needed (maybe for the first time),
- to adopt practices to cultivate emotional well-being and supportive relationships,
- and to grow as life-long mental health advocates for others.

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# Corporate Advertising Sponsorship Packages

We would love to work with your company to create a customized benefit package that best suits your business' needs and values, offering visibility in Saskatoon & Calgary regions.

## Presenting Sponsor Level

- Exclusively for this level:
  - Private partial performance for your staff at your location (to be confirmed)
  - Every promotional communication will include: "[Your Company] presents the Burnt Thicket Theatre production of EVERY BRILLIANT THING..."
  - Opening night greetings in person from your company
  - Whenever possible, verbal recognition in our media interviews about the production
- All benefits included in the Platinum Sponsor Level (see below)

## Platinum Sponsor Level \$5000+

- Exclusively for this level and the Presenting Sponsor level:
  - Your company logo on show posters, handbills & program cover
  - Media release distribution highlighting your company's sponsorship
- Your company logo on our website, social media & email marketing
- Verbal recognition in preshow welcome speech at every performance
- Full page ad + Platinum Sponsor recognition in show program
- 8 complimentary tickets valid for any show opening weekend
- Invitation for 2 staff to attend exclusive sneak-peek rehearsal (to be confirmed)

## Gold Sponsor Level \$3000+

- Your company logo on our website, social media & email marketing
- Verbal recognition in preshow welcome speech at every performance)
- 1/2 page ad + Gold Sponsor recognition in show program
- 6 complimentary tickets valid for any show opening weekend
- Invitation for 2 staff to attend exclusive sneak-peek rehearsal (to be confirmed)

## Silver Sponsor Level \$1500+

- Your company logo on our website, social media & email marketing
- 1/4 page ad + Silver Sponsor recognition in show program
- 4 complimentary tickets valid for any show opening weekend
- Invitation for 2 staff to attend exclusive sneak-peek rehearsal (to be confirmed)

## Bronze Sponsor Level \$500+

- Your company logo on our website
- Bronze Sponsor recognition in show program
- 2 complimentary tickets valid for any show opening weekend

## Customizable extras that can be added or selected on their own:

\$1500 - Sponsor the production's Travel costs

\$1250 - Sponsor the Set & Costume materials

\$400 - 1/4 page ad in Live Five Theatre season programs from October - May

\$200 - Sponsor an after-show Talk-Back with verbal recognition before & after the show

# Accessible Tickets Sponsorship

Would you partner with us to provide tickets free of charge to people with diverse needs in our community? Financial support from generous sponsors like you helps us make our shows accessible to everyone, not just the few who can afford tickets. Our performances will help make Saskatoon and Calgary a better place to live, increasing mental health awareness and reducing stigma right here in our cities. The involvement of people with diverse needs is critical to moving the conversation forward.

## Accessible Tickets Sponsor

With your sponsorship of \$5000, we will purchase 50 tickets per show during the first half of the runs in Saskatoon and Calgary. Your sponsorship will cover half the cost, the rest will be paid for by another sponsor.

These tickets will be given to youth at risk, seniors, families, those in recovery and others living with mental illness so they can participate in the production and in the discussion we'll have after every show about mental health and emotional well-being.

## Student Matinee Sponsor

With your sponsorship of \$3000, we will purchase 100 tickets for each of our high school matinees (2 in Saskatoon, 1 in Calgary). Your sponsorship will cover half the cost, the rest will be paid for by another sponsor.

**Recognition** - In exchange for your partnership, we will recognize your company as our Accessible Tickets or Student Matinee Sponsor in our programs, event signage, as well as on our website and our social media accounts leading up to the performances. You will also be recognized in our post-show chats and, whenever possible, in media interviews we do about the production.

**Community Support Partners** - Your sponsorship will allow us to include hundreds of people who wouldn't normally be able to see this play. These audience members will be chosen through careful consultation with community support organizations including:

White Buffalo Youth Lodge  
Métis Addictions Council  
The Schizophrenia Society  
Mental Health & Addiction Services (Sask Health)

The Friendship Inn  
The Lighthouse  
Crocus Co-op

The Open Door Society  
YWCA  
Autism Services  
The United Way

We will work carefully with these organizations to make sure the tickets are used. Your sponsorship would bring some of our city's most vulnerable people into the discussion about an issue very relevant to them. Thank you for helping us break the barriers to experiencing the arts and to joining in this conversation about mental health!

Note: After meeting costs of accessible tickets, additional contributions will go to production expenses.



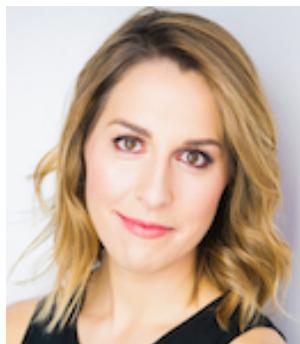
## Contact us to talk about Corporate Sponsorship:

Stephen Waldschmidt  
Artistic Director, Burnt Thicket Theatre

email: [stephen@burnthicket.com](mailto:stephen@burnthicket.com)  
cell: 306-222-9226

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### EVERY BRILLIANT THING Creative Team



#### **Jenna-Lee Hyde\*** - Performer

Jenna-Lee is a Saskatoon born and raised actor living in Toronto. She has trained with theatre professionals from across Canada at The Second City in Toronto, the Banff Puppet Intensive, Globe Theatre's Actor Conservatory, and the University of Saskatchewan where she received her BFA in Acting. Some recent credits: Our Town (Theatre Rusticle / Buddies in Bad Times Theatre), marry me, marry me, marry me, marry me (House + Body / Paprika Festival), Drowning Girls, The Secret Mask, (Globe Theatre), Farndale...Christmas Carol (Persephone Theatre), Much Ado About Nothing, Taming of the Shrew, and Romeo and Juliet (Shakespeare on the Saskatchewan). Her work can also be seen on Workin' Moms (CBC), and the upcoming short film, Benched.



#### **Stephen Waldschmidt** - Director & Scenic Co-Designer, Burnt Thicket Theatre Artistic Director

Stephen works as a director, designer, and actor with a passion for advocacy. Directing credits with Burnt Thicket Theatre include WE ARE THE BODY, SHE HAS A NAME, and HOCKEY DAD: A PLAY IN 3 PERIODS (which he co-wrote with James Popoff). Scenic design credits include Rosebud Theatre's IT'S A WONDERFUL LIFE, THE SECRET GARDEN; Pacific Theatre's GRACE; and Midnight Theatre Collective's THE QUARREL. Acting credits include Persephone Theatre's ARTURO UI; Rosebud Theatre's QUEEN MILLI OF GALT, TENT MEETING; Pacific Theatre's CHICKENS; and five summers playing the role of Jesus in THE CANADIAN BADLANDS PASSION PLAY. Stephen holds

an interdisciplinary masters degree in fine arts and theology from Regent College and a BFA in drama from UCalgary. He lives in Saskatoon with his wife, Kirsten, and their three kids, Caleb, Asher and Eden.



#### **Tim Bratton** - Sound Designer & Scenic Co-Designer, Burnt Thicket Theatre Artistic Associate

Tim is an actor, playwright, pastor, care-worker, musician, vinyl record collector and all around dilettante. With a broad range of training and experience in both theatre and theology Tim is committed to helping people tell the stories that help us make sense of life. Acting credits include PRIDE & PREJUDICE, 'ART' (Persephone Theatre), GODSPELL (Pacific Theatre), WOLF AT THE DOOR (Otherwise Productions), WE ARE THE BODY (Burnt Thicket), and ART (Persephone Theatre). Tim lives in Saskatoon with his lovely wife and fellow theologian, Amy, and their very active sons, Oswald and Ira.

**Charlie Peters** – Lighting Designer

\*Appears courtesy of Canadian Actors' Equity Association.

**Alana Freistadt\*** – Stage Manager

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## Critical Acclaim & Awards for Past Productions



### **WE ARE THE BODY**

"A thoughtful, harrowing drama. It all has the ring of authentic truth to it... powerful." –The Calgary Herald

"4 STARS! Couldn't be more relevant & unsettling... Waldschmidt [directs] with such a creative hand." –Calgary Sun

"Raw, challenging and inspiring... Waldschmidt clearly has a way with actors." –Red Deer Express

WE ARE THE BODY was nominated for three 2015 Calgary Theatre Critics Awards: Best Performance by an Actress, Best Performance by an Actor, and Best New Script



### **SHE HAS A NAME**

"A heart-wrenching hit! 4 stars! Powerful drama ripped from today's headlines." –Calgary Sun

"A nervy, poignant drama that bravely tackles sex trafficking..." –The Calgary Herald

"Powerful, haunting, 5 out of 5!" –Charlebois Post

"Polished, well-acted with an urgent message, did not disappoint..." –Montreal Gazette

"5 STARS ABSOLUTE MUST SEE – you'll never be the same!" –Ignite107FM, Winnipeg

"Without a doubt, the most worthwhile piece of theatre I've ever seen." –Art Threat, Vancouver

SHE HAS A NAME was awarded 2012 Pick of the Victoria Fringe, nominated for the 2012 Centaur Theatre Award for Best Anglophone Production (Montreal)



### **HOCKEY DAD: A PLAY IN 3 PERIODS**

"A touching, poignant script, filled with a great knowledge of the sport, humour and pathos. Popoff delivers an all-star performance. 4 and a half stars!" –Saskatoon StarPhoenix

"Hockey Dad shoots and scores... If you're called up to stage, go. Popoff's interaction with audience members is so natural it makes guest stars shine as well." –CBC Winnipeg

"Truly funny, heart-felt, exciting... generates belly-laughs... You don't have to be a hockey fan to enjoy the play." –Red Deer Advocate

HOCKEY DAD was chosen as Sponsor Production of the 2010 Winnipeg Fringe with an added performance for corporate sponsors and their invited guests.