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SPONSORSHIP PROPOSAL

An Amateur-Focused Production Event by 3FOOD

THE EVENT

3FOOD is presenting an amateur-focused full production of the stage play *Stolen Waters are Sweet*. This event is slated for viewing on Saturday, October 10th, 2009, at 7:30 pm in the Founders Auditorium of Medgar Evers College in Brooklyn, New York, and Friday, October 17th at the Producers Club in midtown Manhattan, New York City.

OUR GOALS

This project will provide participants with hands-on experience in every aspect of producing a stage play. 3FOOD will provide experience including, but not limited to: acting, lighting, set and costume design, music, stage management, and promotions. We believe that this project will:

- Develop artistic abilities in project participants and encourage the full use of their creative potential
- Instill in participants a sense of the potential power of the arts
- Maximize the connection between participants and the real world of performing arts in three major ways:
 - Provide performance experience at Medgar Evers College Founders Auditorium for student peers and local community; and also in a fully-equipped professional theater for the theatergoing public
 - Providing an audition experience that prepares participants for professional auditions
 - Exposing participants to stage management and production techniques while they are preparing for performances

THE STORY

Stolen Waters are Sweet is set in the American south during the summer of 1964. The lead character is Nellie Johnson, a woman in her late teens or early twenties. After having an illicit affair with a distant cousin, Nellie finds herself pregnant. Her husband is sterile, and the man for whom she is pregnant has threatened violence against her if she names him as the father of her child. Desperate to account for her pregnancy, Nellie accuses the pastor of her church of raping. When the congregation hears her story, chaos ensues, and we watch members of the Holiness Church of the Faithful Children struggle to get to the bottom of this awful scenario. Stolen Waters are Sweet is a dramatic full-length play with stirring musical numbers and compelling plot twists. Because of the various ages of the church members, this is considered a family-oriented story and appeals to all ages.

THE MARKET

Medgar Evers College is part of an urban setting, and is a commuter campus in a very large city (over 500,000). The school's size is approximately four thousand, eight hundred and forty-one (4,841) degree-seeking undergrads and seven hundred and eighty-seven (787) first-time degree-seeking freshmen. **Seventy-one percent of the student body at Medgar Evers College is female**, the protagonist in Stolen Waters is woman in her early twenties, whom will be sympathetic to the women of the same age.

THE DEMOGRAPHICS

How many students are enrolled at CUNY Medgar Evers College?

| | Men | Women | Total |
|----------------------------------|--------------|--------------|--------------|
| Non Resident Alien | 158 | 560 | 718 |
| Black Non-Hispanic | 1,020 | 3,409 | 4,429 |
| Hispanic | 63 | 213 | 276 |
| Asian / Pacific Islander | 24 | 36 | 60 |
| American Indian / Alaskan Native | 1 | 6 | 7 |
| White Non-Hispanic | 25 | 46 | 71 |
| Race Unknown | N/A | N/A | N/A |
| Total | 1,291 | 4,270 | 5,561 |

Student and Target Market Information:

"In 2008, African Americans will constitute the nation's largest racial minority market, and their economic clout will energize the U.S. consumer market as never before." -- 'The Multicultural Economy 2008' Selig Center for Economic Growth

The Selig Center projects that the nation's black buying power will rise to \$913 billion in 2008, and to \$1.2 trillion in 2013. One of the factors pushing up the group's buying power is that African Americans are becoming more educated.

Also, blacks increasingly are setting trends for young adults of every race. African Americans spend the most money on phone services, utilities, apparel, footwear, and groceries.

Quick Market Facts:

- In 2008, New York was the state with the largest African-American market, totaling **\$87 billion**.
- This is your company's opportunity to tap into part of the **\$965 billion** of African-American buying power.
- Of this \$965 billion, \$53.8 billion is spent on food (with **\$36 billion on food-at-home expenditures**), and \$22.0 billion is spent on clothing.
- Estimates from Packaged Facts and the Selig Economic Center, place the **buying power of Black women at \$450 billion**.
- Black women spend 30 percent more than the general market on **personal/beauty products**, an industry estimated at **\$7.5 billion**.

SOURCE: 'The Multicultural Economy 2008' Selig Center for Economic Growth

Additional Attendee Market information:

The average full time salary for a full-time professor at CUNY College is \$56,664-\$102,235.

THE MARKETING

In addition to the community at-large, 3FOOD will market this event heavily within the CUNY network of colleges, of which Medgar Evers College is a part. In the fall of 2007, enrollment in the CUNY network of colleges stood at a **32-year record high of 231,602 students**, an increase of 5,640 students, or 2.5%, over fall 2006. Our methods will include:

- Buzz and viral marketing via Twitter®, Facebook® and Youtube®
- CUNY campus radio and television announcements
- CUNY electronic message boards
- brick-and-mortar message boards
- school website announcements
- in-person presentations to
 - department heads
 - key administration members
 - local women's organizations
- posters at common areas of CUNY campuses
- posters at business in the surrounding areas of CUNY campuses
- distribution of glossy postcards
- event information in student publication(s)

THE PROGRAM

The evening at Medgar of Evers College on October 10th will begin at 7:30pm with the stage production of Stolen Waters are Sweet. There is one intermission. The play will be followed by an Awards Reception at 9:30pm in the Presidents Conference Room at Medgar Evers College. 3FOOD will present project participants with various awards based on their contribution to the production of Stolen Waters are Sweet.

The show at the Producer’s Club on October 17th will begin at 7:30pm and run in its entirety, with one intermission.

THE TICKETS

This event is open to the public. Tickets are available to the stage production and will be sold for \$20USD each. Discount tickets are available to students, faculty, and administration at all colleges in the CUNY network at \$10USD each. Tickets to the Awards Reception will be available for an additional \$10USD, with no discount available.

CORPORATE SEATING

We appreciate your sponsorship, and will make two corporate seats available for your company’s representatives at a show of your choosing.

TAILORED SPONSORSHIP OPPORTUNITIES

We have a sponsorship package that is perfect for your support level. Choose one below:

| ELDER | DEACON | CHOIR | MEMBER |
|---|--|---|---|
| 1000USD | 750USD | 500USD | 250USD |
| ELECTRONIC MEDIA | | | |
| Large Banner: Your Company’s Logo on the Stolen Waters Event Page on our website – Live for one year | Medium Banner: Your Company’s Logo on the Stolen Waters Event Page on our website – Live for six months | Small Banner: Your Company’s Logo on the Stolen Waters Event Page on our website – Live for three months | Small Banner: Your Company’s Logo on sponsor page of our website – Live for three months |
| Your sponsorship status included on all electronic postings, ticketing sites, and mass emailings (except where prohibited by host or site administrators) | | | |
| SITE DISTRIBUTION AND MATERIALS | | | |
| Product Samples: Prominent placement of signage and distribution of your company’s product and information materials to attendees at both venues. | | | |

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|--|---|---|---|
| Listing: Playbill Includes: Your Company's Logo, Picture, 50 word description, Contact details -OR- Full-page Advertisement | Listing: Playbill Includes: Your Company's Logo, Picture, 30 word description, Contact details OR ½ page Advertisement | Listing: Playbill Includes: Your Company's Logo, Picture, 20 word description, Contact details OR ¼ page Advertisement | Listing: Playbill Includes: Your Company's Logo, Contact details |
| PRINTED MEDIA | | | |
| Promotional Poster: Your Company's Logo on All posters | | | |
| Event Fliers: Your Company's Logo on All fliers | | | |
| VENUE PLACEMENT | | | |
| Your Company's Logo on all posters, signage, and event-related materials posted at both venues | Your Company's Logo on all posters, signage, and event-related materials posted at both venues | Your Company's Logo on all posters, signage, and event-related materials posted at both venues | |

ABOUT 3FOOD

3FOOD (Finding Our Own Dreams) was created to develop, fund, and produce original artistic works for stage, film, and publishing with maximum community involvement. The members are: Jacqueline Dowd, Anthony Harper, and Lori Payne.

Contact:

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EIN: 26-4559776

The members of 3FOOD have professional experience in all aspects of event production, including:

- Writing
- Producing
- Directing
- Acting
- Marketing and Promotions
- Casting
- Fundraising

With over 30 years of collective experience, 3FOOD has the foresight, creativity, and dedication that it takes to conceptualize, organize and produce a successful event.

We appreciate any support you can lend to this important and uplifting project. If you have any questions about our event or the members of 3FOOD, please call me at (347) 225-5341.

Best Regards,
Lori Payne, Manager, Business Development