

## Cleveland Shakespeare Festival

### Mission

*To further enrich Cleveland and its extended communities with the history, art, culture and educational wonder of William Shakespeare through theatrical productions of Shakespeare's work absolutely free to the public, which are accessibly produced with professional quality and the intention of inspiring audiences both old and young to enjoy, aspire and develop in their culture, community and collective humanity.*

### The CSF Mission Synopsis

The mission of the Cleveland Shakespeare Festival is to produce exceptional, accessible theater, drawing influence from the works of William Shakespeare. We celebrate the talents of local artists in all aspects of production and excite contemporary audiences with the timeless themes of great theatre. We offer free summer performances in a festive atmosphere, educational outreach programs, and creative collaborations with other groups. Being a theater company, in which inspired theater students are given the opportunity to work with seasoned professionals, we provide a unique and realistic experience to enhance their studies through the practical application of their craft.

### The CSF Philosophy

**The Cleveland Shakespeare Festival** is dedicated to encouraging community through theater. Our professional artists present the words and poetry of each play, free of charge, to all ages at locations throughout Northeast Ohio.

Our outdoor performances reach audiences that are not inclined to attend a traditional Shakespeare performance indoors in a more formal setting. Recent survey data indicate that at least a quarter of our patrons did not attend any other live performances in the same year. We believe that we attract these people because we present at local parks in a family-friendly atmosphere, which reduces their anxiety and encourages their coming as a Summer experience. This, in turn, allows the plays to act as cultural education, an exciting way for our community to expand its understanding of classic theater and recognize the art form's value. Our desire to extend our audience beyond traditional theater enthusiasts is consistent with the intent of Shakespeare's original theater.

We provide a unique and realistic experience to theater students throughout Northeast Ohio by giving them the opportunity to work with seasoned professionals. We have attracted students from Baldwin-Wallace University, Cleveland State University, Hiram College, Case Western Reserve University and other regional campuses. For many of our younger cast members, this is their first professional experience. The enthusiasm they bring to the enterprise enhances our performance, and positively affects our more experienced cast members. We believe that this blend of actors produces excellent productions and important educational experiences.

The Cleveland Shakespeare Festival is dedicated to bringing plays of professional quality to audiences in the Greater Cleveland area as a way of encouraging community through theater. By performing out of doors in numerous locations, we reach audience members that would be less likely to travel to a down town theater or may be uncomfortable in a more traditional theater setting. Making these performances available free of charge brings to those who could not ordinarily afford the price of a theater ticket, the experience of audience and actor communing through the contemporary performance of classic literature.

The emphasis of our local, professional artists is on making the words and poetry of each play accessible to family members of all ages and cultural backgrounds. These practices, all deeply familiar to Shakespeare's original theatre, allow the plays to act as education, cultural initiation, and contemporary entertainment – an exciting way for our community to expand its understanding of classic theatre and recognize the art form's value in today's society.

We believe that the power and inspiration of live theater has a positive impact on every life it touches. It is our desire to share this amazing gift with the communities we, as artists, call our home.

### Demographic Information

Cleveland Shakespeare Festival enriches the lives of over 3,000 people each year. We present 18 performances in different venues, which during the past three years have included:

Cleveland Heights	Mentor	Bay Village
Parma	Tremont	Cleveland Public Square
Kirtland	Mayfield Village	East Cleveland
Shaker Heights	Bedford	Lorain
Lakewood	Euclid	

It is a well-educated audience, with almost 60% having completed college, and of those about half having obtained a graduate or professional degree. We are, of course, trying each year to expand that audience, especially in terms of education level.

### Financially

Cleveland Shakespeare Festival financially operates through multiple sources, which include funds generated from local contributions and sponsorships,

audience generated revenue, and arts and educational grant allocations. Current funding levels are enough to give Cleveland Shakespeare Festival a greenlight for production; however, local contributions and sponsorship are continually sought leading into its inaugural year.

Within the second year of operation two fundraising events will be planned to both secure local financial contributions and help market the season. One set as a post-production meet and greet with the cast and artistic team from the inaugural season. The second in the spring as a celebration of Shakespeare's birthday (April 23). Additional sponsorship will be sought through local vendors and restaurants leading into its second year. Seasonal sponsorship goals will be set at \$10,000 from combined efforts, and equate to roughly 33% of the production and operating costs.

Further revenue from audience is intended to be obtained through donation upon event admission at every performance. Cleveland Shakespeare Festival productions tour 8 local communities and reach more than 5,000 families and individuals across the greater Cleveland area. Though our performances are absolutely free to the public, individual donations cover about 50% of CSF's operating expenses.

Being that Cleveland Shakespeare Festival is a community event and service, as well as an educational channel for individuals of all demographics, the possibility for grant funding is very reasonable. Potential grant suppliers include Cuyahoga Arts and Culture, The Cleveland Foundation, and Ohio Arts Council among others.

Any funds acquired beyond base production and operational expenses will be applied to either enhance theatrical capabilities and production value through capital investments, increase marketing strategies, or provide seed money for the future seasons.

#### Expansion Goals 2019

Additional Rehearsal Hall

Increased Prop/Costume Storage

Media & Advertisement Expansion

New Production Van/Truck

Education Series Expansion

#### Become a Sponsor

Since its founding in 1997 Cleveland Shakespeare Festival has been dedicated to bringing the artistically rich culture of William Shakespeare to the many populations of Cleveland free of charge regardless of age, race, gender, creed, educational level, or social economic standing. Thus, CSF enables communities

to come together in celebration of one of Western Civilization's greatest artistic accomplishments.

Your contributions will directly impact the cultural experience for residents of your community.

There are many ways to support this organization, and we would be happy to tailor a Business Sponsorship package that suits your company's philanthropic, marketing and promotional goals.

### Sponsorship Benefits

#### \$10,000+ Season Underwriter

- Season named for Underwriter
- Branding added on summer touring truck
- Logo and/or name placement in all CSF publications (print/digital)
- Organization announced at each public appearance
- Full page ad-placement in all playbills
- Special benefits customized to your community message and marketing strategies

#### \$5,000+ Producing Sponsor

- Logo and/or name added on summer touring truck
- Logo and/or name placement in all CSF publications (print & digital)
- Name presented at each performance's curtain speech

#### \$2,500+ Directing Sponsor

#### \$1,000+ Stratfordian

#### \$500+ Bard Sustainer

### Rehearsal Space

Find In-Kind donation of a dedicated rehearsal/storage space. Speak with corresponding communities about vacant lots/open warehouse space to be used for CSF.

### Expansion Ideas

Creating seasonal touring productions (fall, winter, spring) to be toured at schools/convention centers/libraries of our dedicated communities.

Full Length (90-120 mins)

Prospectively