

SPONSORSHIP GUIDE

MAY
4th - 17th
2015



The International Dublin Gay Theatre Festival is an annual event, celebrating the contribution of gay people to theatre, past and present. With an emphasis on new international and Irish works with a broadly gay theme or relevance, the Festival has grown to become the largest event of its type in the world since it was first founded in 2004.

The Festival creates new opportunities for visibility and affirmation for existing and emerging gay artists and theatrical works by gay writers, works that have a gay relevance or theme, or works that include either performance or another artistic contribution by gay people.

Our audience

As we progress our second decade having staged over 2,800 performances of gay theatre from five continents to a diverse audience of tourist and friend, straight and gay, young, old and all are welcome. We attract tourists from abroad and an all-island audience at our shows and our nightly festival club. Our work is recognised and supported by Fáilte Ireland, Dublin City Council, RTÉ and The Arts Council.

12 years
of Gay
Theatre

DUBLIN

20

facts

you need to know

about



1. Established in 2004, on the 150th anniversary of the birth of Oscar Wilde in Dublin
2. The first and biggest event of its kind in the world, for gay themed music, comedy, drama, and dance
3. 16 nights of World, European and Irish premiere theatre from May Bank Holiday Monday each year
4. 2,800 performances of live theatre in Dublin to date
5. Award winning playwrights and academics have attended the event, including Terence McNally, Frank McGuinness, Mark O'Halloran, Alan Stanford, Juliet Mills, Maxwell Caulfield, Emma Donoghue, Adrian Dunbar, Dr. Alan Sinfield, and Russell Labey
6. €800,000 of business generated
7. €400,000 to create employment in theatre companies
8. €175,000 to Irish venues
9. €150,000 marketing and promoting gay theatre
10. €70,000 on accommodating visiting artists
11. 'Wilde Stages In Dublin -A Decade of Gay Theatre'- book published in 2013 and available online and in Dublin bookshops.
12. Our patrons include Tony Award winner Terence McNally, Senator David Norris and playwright and author Emma Donohue
13. We have Ambassadors and Artistic Advisors throughout the world
14. Productions from Ireland, Northern Ireland, the UK, the USA, France, Italy, Spain, Germany, Poland, Ukraine, Israel, South Africa, Canada, Zimbabwe, Australia, the Netherlands, and Venezuela featured to date
15. Over 100 applications from the five continents each year
16. Supported by Dublin City Council, The Arts Council and Fáilte Ireland
17. Founded, developed and run by committed volunteers from the professional arts, LGBT and business communities
18. You can check out all the plays we have shown over the past 11 years in the Archive section on our website - www.gaytheatre.ie
19. Our shows have been positively reviewed in the national press, on radio and TV, in foreign press and media around the world
20. We are one of the largest and highest-profile annual gay community events in Ireland



Be part of this unique event!

Key Sponsorship **€3,000**

A tailored sponsorship package to include:

- Co-title sponsorship: 'IDGTF in association with ... proudly presents the 12th International Dublin Gay Theatre Festival'
- Product placement at the Festival's venues, including merchandise and t-shirts for volunteers etc.
- A full colour A6 advert in our 2015 brochure of which 15,000 copies will be distributed as part of our 2015 Festival
- Branding placed on promotional materials, Festival posters, advertisements including broadsheets, outdoor and radio ads and e-zines
- Opportunity to provide festival flags with your branding on them for Dublin's quayside
- Branding at all media and public launches and in all press releases
- Branding at designated corporate opening nights, the Festival Club, held nightly for two weeks
- Branding at the Gala Night and Gala Awards Ceremony
- Inclusion on our website www.gaytheatre.ie

Event Sponsorship **€1,000**

Sponsor a performance night:

- Exclusive Gala Opening Night for customers and clients
- A branded public or media launch or opening or closing party
- Logo branding placed on Festival posters, advertisements including media, outdoor and radio ads and e-zines
- Inclusion on our website www.gaytheatre.ie
- Branding at the Gala Night and Gala Awards ceremony – name an award for 300 euros
- Presentation by your representative to the award Winner
- 4 tickets to the Gala Awards Night and after party

Brochure Ad

€500

- A full colour A6 advert in our 2015 brochure of which 15,000 copies will be distributed as part of our 2015 Festival - We give our audience 'money off vouchers' at each performance - put your logo on this and/or offer a discount for €300

Website ad

€250

- Inclusion on our website www.gaytheatre.ie

€600
for both



You can also personally **support** the Festival by becoming...

A Member of the Director's Circle **€200**

- 2 tickets for the Gala Night
- 2 tickets for each week's Opening Night show
- Copy of limited edition book 'Wilde stages In Dublin – A decade of Gay Theatre' by Brian Merriman
- Name on our website and on credits
- Priority for special offers and events

A Supporter **€100**

- 2 tickets for the Gala Night
- Copy of limited edition book 'Wilde stages In Dublin – A decade of Gay Theatre' by Brian Merriman
- Name on our website
- Priority for special offers and events

A Festival Friend **€50**

- 2 tickets for one Opening Night performances of your choice
- Name on our website
- Priority for special offers and events



www.gaytheatre.ie

 @gaytheatre

 Dublin Gay Theatre Festival

