



**CHIEF EXECUTIVE OFFICER**

Holly Reed

**PRODUCING DIRECTOR**

Rebecca Lowrey

**FOUNDER**

Carol de Giere

*"Just a quick thanks for the great community you have created. I joined two years ago and have benefited in many ways. For me individually, I started with nothing but an idea two years ago, threw the show out and started over completely this time last year and now have a good first draft of a one act show completed. The journey has been very exhilarating, and I could not have done it without your structure and advice." -Tim*

*"I want to let you know how much I am appreciating MusicalWriters.com. Your site has answered so many questions and helped my partner and I as we finish our musical and look at next steps. I keep looking at your site for inspiration and submission opportunities. Your website and emails keep giving me hope that even in this pandemic we can go forward to follow our dreams." -Susan*

*"...I have to tell you how much your efforts are impacting the quality of my life. You give me tools and courage to move forward with a longtime dream. You are enriching mine and hundreds more lives, and I can't think of a more blessed, noble endeavor." - Jack*

Dear Theatre Lover,

My name is Holly Reed, and I'm the CEO of MusicalWriters.com, a resource and community for aspiring musical theatre writers all over the world.

You may not realize the courage, tenacity, and discipline it takes to take a musical from idea to stage, but let me tell you, it's a long process! For example, the musical *Hamilton* took 7 years from when Lin Manuel Miranda began writing until its opening night on Broadway. And he had previous Broadway successes!

For new writers, the creative, collaborative, and development process can seem overwhelming. That's why we at MusicalWriters have built a strong community across the United States and around the world—to encourage and equip musical writers with a dream—and a song—in their hearts.

We are excited to announce our first MusicalWriters Festival, held in the Dallas/Fort Worth metroplex, on July 15-16, 2022. The Festival and Conference will include a new work cabaret, readings of new musicals, live feedback sessions, keynotes from Broadway pros, and breakout sessions on the musical writing and development process.

Our commitment is to provide support for writers everywhere—especially those outside the New York theatre hub. The strong arts and theatre scene in DFW, as well as its central and affordable location, makes it a perfect location to bring our writers together.

We're looking for theatre supporters like yourself to come alongside us and help provide an encouraging and educational weekend for these aspiring writers. We'll be showcasing some of their work using top local talent and are so excited to be able to highlight how DFW strongly supports the arts.

Please consider a sponsorship for our 2022 MusicalWriters Festival as outlined in the following pages. You could be helping lay a foundation for the next Stephen Sondheim!

We'd love to have you alongside us for the journey,

Holly Reed  
CEO, MusicalWriters.com



## Sponsorship Opportunities

Please return sponsor contract to [hollyr@musicalwriters.com](mailto:hollyr@musicalwriters.com). Contracts must be received on or before June 1, 2022 to be included on the website and in printed program. Contracts received after these dates will not be listed in the printed materials, but will be recognized at the event.

### CENTER STAGE PRESENTING SPONSOR.....\$15,000

- Product/Brand placement in the Evening Cabarets, Performances, and/or Staged Readings
- Listing and verbal recognition as Center Stage Presenting Sponsor with logo and/or listing prominently displayed on MusicalWriters.com website, in all Festival printed materials as well as in press release and various social media posts
- Opportunity to distribute product to Festival attendees
- 1 full page ad in event program due on or before June 1, 2022
- Unlimited Registration Tickets to the 2022 MusicalWriters Festival (July 15-16, 2022)
- Unlimited tickets to Festival special performances including Evening Cabarets and Staged Readings
- ....possibly even a custom song written by our attendees about your product/brand....

### "TASTE OF TEXAS" LUNCH SPONSOR .....\$10,000

- Listing and verbal recognition as "Taste of Texas" Lunch Sponsor with logo and/or listing prominently displayed on website, in all Festival printed materials as well as in press release and various social media posts
- Additional branding opportunities at "Taste of Texas" Lunch
- Opportunity to distribute product to Festival attendees
- 1 full page ad in event program due on or before June 1, 2022
- Five (5) Full Registration Tickets to the 2022 MusicalWriters Festival (July 15-16, 2022)
- Unlimited tickets to Festival special performances including Evening Cabarets and Staged Readings

### DESSERT RECEPTION SPONSOR .....\$5,000

- Listing and verbal recognition as Dessert Reception Sponsor with logo and/or listing displayed on website, in all Festival printed materials and various social media posts
- Additional branding opportunities at Dessert Reception (Friday evening, July 15, 2022)
- Opportunity to distribute product to Festival attendees
- 1 half page ad in event program due on or before June 1, 2022
- Two (2) Full Registration Tickets to the 2022 MusicalWriters Festival (July 15-16, 2022)
- Unlimited tickets to Festival special performances including Evening Cabarets and Staged Readings

### WRITER'S RETREAT SPONSOR .....\$2,500

- Listing and verbal recognition as Writers Retreat Sponsor with logo and/or listing displayed on website, in all Festival printed materials and various social media posts
- Additional branding opportunities in Writers Retreat area (10am-4pm, Friday, July 15, 2022)
- Opportunity to distribute product to Festival attendees
- 1 quarter page ad in event program due on or before June 1, 2022
- Two (2) Full Registration Tickets to the 2022 MusicalWriters Festival (July 15-16, 2022)
- Unlimited tickets to Festival special performances including Evening Cabarets and Staged Readings

### HERO'S JOURNEY SPONSOR.....\$1,000

- These sponsorships will help provide scholarships for Festival registration as well as various writing and development programs at MusicalWriters.com.
- Listing as Hero's Journey Sponsor with logo and/or listing displayed on website, in all Festival printed materials and various social media posts
- Unlimited tickets to Festival special performances including Evening Cabarets and Staged Readings



## 2022 Sponsor Contract

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### SPONSOR INFORMATION

Sponsor Name \_\_\_\_\_

Sponsor Email \_\_\_\_\_

Company Name \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Contact Name (if different from sponsor name above) \_\_\_\_\_

Contact Phone \_\_\_\_\_ Contact Email \_\_\_\_\_

### SPONSORSHIP LEVEL (PLEASE CHECK THE DESIRED LEVEL)

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Sponsor (\$15,000)             | <input type="checkbox"/> Writer's Retreat Sponsor (\$2,500) |
| <input type="checkbox"/> "Taste of Texas" Lunch Sponsor (\$10,000) | <input type="checkbox"/> Hero's Journey Sponsor (\$1,000)   |
| <input type="checkbox"/> Dessert Reception Sponsor (\$5,000)       |   |

### PLEASE INDICATE YOUR PREFERENCE FOR SPONSORSHIP RECOGNITION:

- ☐ Name to be used for all printed materials: \_\_\_\_\_
- ☐ I/We prefer not to be listed in any printed materials.

### PAYMENT INFORMATION

- ☐ I'd like to send a check payable to MusicalWriters.com LLC.
- ☐ I will pay by credit card at [www.musicalwriters.com](http://www.musicalwriters.com) (we'll email a link)
- ☐ Send me an invoice to the above email or mailing address

Return via email to [hollyr@musicalwriters.com](mailto:hollyr@musicalwriters.com).

Questions? Contact Holly Reed at [hollyr@musicalwriters.com](mailto:hollyr@musicalwriters.com) or 903.721.0331.