



**THE  
STRAWBERRY  
ONE-ACT  
FESTIVAL**

**Summer 2017**

**JULY 13<sup>TH</sup> THROUGH AUGUST 27<sup>TH</sup>**

**JULY 13<sup>TH</sup> THROUGH JULY 30<sup>TH</sup>**

**At the Theatre at St. Clement's, 423 West 46<sup>th</sup> St., NYC**

**The Reality Show Airs Worldwide**

**AUGUST 4<sup>TH</sup> THROUGH AUGUST 27<sup>TH</sup>**

**Festival and Event Sponsorship Guide**

Presented by

**The Riant Theatre**

31 West 34<sup>th</sup> St, 7th Floor

New York, NY 10001

646-623-3488

[www.therianttheatre.com](http://www.therianttheatre.com)

[rianttheatre@gmail.com](mailto:rianttheatre@gmail.com)

[www.facebook.com/StrawberryOneActFestival](https://www.facebook.com/StrawberryOneActFestival)

[www.facebook.com/RiantTheatre](https://www.facebook.com/RiantTheatre)

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## The Strawberry **One-Act** Festival – Summer 2017

JULY 13<sup>TH</sup> – AUGUST 27<sup>TH</sup> New York City

### About the Riant Theatre

#### Mission



The Riant Theatre's mission is to provide a nurturing environment to develop new plays and outstanding artists. To fulfill this mission, The Strawberry One-Act Festival was created by Van Dirk Fisher (Artistic Director and AUDELCO Award Winner) as a venue to discover playwrights of diverse cultural backgrounds, give them a development deal and produce full-length plays and take them to the next level. Some plays presented in the festival have gone on to tour the country or have been made into short films. In addition, several plays are selected for publication in print in the festival's anthology: *The Best Plays From The Strawberry One-Act Festival*.

The **30<sup>th</sup> Season of the Strawberry One-Act Theatre Festival** opens on **July 13<sup>th</sup>** and runs through **August 27**. Each evening will feature a program of one to four plays out of thirty-two one-act works presented in competition, and on selected evenings, one of ten full-length plays. All performances are presented at the **Theatre at St. Clement's** (423 West 46th Street, between 9th and 10th Avenue, NYC).

Beginning **August 4<sup>th</sup>** the Festival will be streamed **Worldwide as a Reality Show** and viewers will be able to cast their votes to help us select the Best Play Of The Season. Awards will be presented at the **Closing Night Ceremony on August 27<sup>th</sup> at 7pm**.

Nicknamed "The American Idol for playwrights," the **Strawberry One-Act Festival** has been presenting New York premieres and world premieres of short theatrical works submitted for competition from across the country. Since 1995, it has produced over 1,500 one-act plays. Reflecting the diversity written into the mission of its presenter, the **Strawberry One-Act Theater Festival** features plays that vary in length (from 15 to 90 minutes) and deal with wide array of topics, from stories of human connection and comedic takes on love and sex to works dealing with pressing social issues like teenage suicide and women's rights.

**Strawberry One-Act Festival** features a playoff-style competition, in which the audience members vote for their favorites, selecting six finalists. The chosen plays will be judged by the jury of industry experts. The winners receive awards for Best Director, Best Actor, Best Actress, Best Set Design and Best Costumes. The main prize, The Best Play Award, comes with a \$5,000 prize and a development deal for a full-length play produced by the Riant Theatre. Awards will be presented at the **Closing Night Ceremony on August 27<sup>st</sup> at 7pm**. In addition, some of the plays in the festival will be selected for publication in print in the festival's anthology *The Best Plays From The Strawberry One-Act Festival: Volume Nine*.

"I'm very happy that the Riant Theatre is able to offer so many playwrights, actors, singers and artists an opportunity to showcase their work," said Van Dirk Fisher, Artistic Director of the Strawberry One-Act Theatre Festival. "The competition makes it an exciting event for the audiences, but at the end of the day all of our participants are winners as they use our event as an opportunity to network and develop future artistic collaborations," he further explains.

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### Strawberry Festival actor alumni includes:

**Jesse Eisenberg** (*The Social Network* 2010, *Batman v Superman* 2016), **Chazz Palminteri** (1993 *A Bronx Tale* & 1994 *Bullets Over Broadway*), **Ato Essandoh** (2016 *Jason Bourne*/HBO's *Vinyl*/*Elementary*), **Ving Rhames** (2016 *Bastards*/*Mission Impossible*), **Chance Kelly** (NBC's *Aquarius*/*American Sniper*) and a two-time Emmy nominated producer **Michael Selditch** (*Queer Eye for a Straight Guy*), who's play *EXPRESS TRAIN* was the winner of the 2016 Strawberry One-Act Festival.



In addition, this festival is dedicated to:

1. promoting New York City, its businesses, neighborhoods and people;
2. revitalizing efforts of Manhattan and other areas throughout the city;
3. strengthening arts and education within New York City;
4. highlighting New York City as the premiere location for the development and production of new plays; and
5. celebrating the diversity and multi-cultures that New York City has to offer.

### Another Highlight: Sponsor Gifts for Contestants, Theatre Viewers & Worldwide Viewers of the Reality Show.

The Summer festival will include opportunities where sponsors can gain visibility for their company and products at the theatre during the festival as well as in the Worldwide Streaming of the Reality Show, where sponsors can offer gifts that will be won by our contestants in each episode as well as prizes that will be won by our Viewers watching the Festival Online.

**Youth Empowerment Scholarship Awards:** The Riant Theatre has a strong youth mentoring program, which provides internships for teenagers and college students interested in the arts. At the Closing Night Awards Ceremony, we will present Scholarships to our Interns who are enrolled in college or planning to enroll.

**The Riant Theatre** (formerly The Black Experimental Theatre) was founded by Artistic Director, Van Dirk Fisher in 1979 as a not-for-profit organization with the mission of providing a nurturing environment to develop new plays and outstanding artists – particularly for the African-American playwrights facing limited access to resources for developing and presenting their work. Through the years, The Riant has extended its mission of furthering the understanding between the races by celebrating diversity through theatre. By 1991, the theatre company expanded to a loft in Tribeca and was renamed The Riant Theatre. Since 1995, it has been producing and presenting the Strawberry One-Act Festival. The Riant (which means merriment and laughter in French) has grown to become a place where artists – singers, writers, actors, directors, musicians, and visual artists – can come together to collaborate on new works and share ideas.

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### SPONSORSHIP LEVELS

#### 1. Title Sponsor: \$100,000.00

##### **Sponsorship's Name in Title Exclusivity**

- The Sponsor's Name will be included in the Title of the Festival. (i.e. *The Riant Theatre's Strawberry One-Act Theatre Festival presented by **Sponsor's NAME.***)
- As Title Sponsor you will also have visibility when the show airs the Reality Show Worldwide from August 4<sup>th</sup> through August 27, 2017.

##### **Special Acknowledgement**

- Special acknowledgment at Performances and Opening and Closing Night Ceremonies;
- The following special acknowledgment in all press releases and all media, radio, print advertisements and Public Service Announcements: *The Riant Theatre's Strawberry One-Act Theatre Festival presented by **COMPANY NAME;*** and
- Special acknowledgment and exclusive full page article in program guide and festival blog.

##### **VIP Access**

- Private VIP section at all performances and events; and
- VIP festival passes for fifty (50) individuals.

##### **Advertising & Promotions**

- Speaking and product demo opportunities;
- The most prominent signage at each event;
- Largest logo display: at all festival venues; on festival website and blog (with hyperlink to company website); and on festival banner, event poster, flyers, t-shirts and brochure;
- Two (2) full page color advertisements (on inside cover and back cover) in the program guide; and
- Luxury gift bag insert.
- Opportunity to offer gifts for prizes for the Winners during the Festival Competition and Prizes for the audiences in the theatre as well as the Worldwide viewers of the Reality Show, which will air 12 Episodes from August 4<sup>th</sup> through August 27, 2017.

##### **Festival Products**

- Official festival souvenirs and twenty-five (50) luxury gift bags.
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#### 2. Reality Show Sponsor: \$50,000.00

##### **Special Acknowledgement**

- Special acknowledgment as sponsor of One (1) episode of the Reality Show which will be available for viewing Worldwide.
- Special acknowledgment at all Performances in the Theatre from July 13<sup>th</sup> – July 30, 2017;
- Special acknowledgment and half page article in program guide and festival blog.

##### **VIP Access**

- VIP festival passes for fifty (50) individuals.

##### **Advertising & Promotions**

- Prominent signage at each event;

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- Logo display: at all festival venues; on festival website and blog (with hyperlink to company website); and on festival banner, event poster, flyers, t-shirts and brochure;
- Two (2) full page color advertisements in the program guide; and
- Luxury gift bag insert.
- Opportunity to offer gifts for prizes for the Winners during the Festival Competition and Prizes for the audiences in the theatre as well as the Worldwide viewers of the Reality Show, which will air 12 Episodes from August 4<sup>th</sup> through August 27, 2017

### **Festival Products**

- Official festival souvenirs and Fifty (50) luxury gift bags.
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### **3. Festival Sponsor: \$25,000.00**

#### **Acknowledgement**

- Acknowledgment and ½ page article in program guide and in the Festival Blog.

#### **VIP Access**

- VIP festival passes for twenty (20) individuals.

#### **Advertising & Promotions**

- Signage at each event;
- Logo display: at all festival venues; on festival website (with hyperlink to company website); and on festival banner, event poster, flyers, blog, t-shirts and brochure;
- One (1) full page color advertisements in the program guide;
- A Youth Empowerment Scholarship Award named after the Sponsor; and
- Luxury gift bag insert.

#### **Festival Products**

- Official festival souvenirs and twenty (20) luxury gift bags.
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### **4. Performance Sponsor: \$12,500.00**

#### **Acknowledgement**

- Logo display and full page article in the festival blog.

#### **VIP Access**

- VIP festival passes for ten (10) individuals.

#### **Advertising & Promotions**

- Logo display: at all festival venues; on festival website (with hyperlink to company website); and on festival banner, event poster, flyers, t-shirts and brochure;
- Youth Empowerment Scholarship named after the Sponsor;
- Luxury gift bag insert; and
- One (1) ½ page color advertisements in the program guide.

#### **Festival Products**

- Official festival souvenirs and ten (10) luxury gift bags.
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### 5. Event Sponsor: \$6,000.00

#### **Acknowledgement**

- Logo display and full page article in the festival blog.

#### **VIP Access**

- VIP festival passes for four (4) individuals.

#### **Advertising & Promotions**

- Logo display: at all festival venues; on festival website (with hyperlink to company website); and on festival banner, event poster, flyers, t-shirts and brochure;
- Youth Empowerment Scholarship Named after the Sponsor; and
- One (1) ¼ page color advertisements in the program guide.

#### **Festival Products**

- Official festival souvenirs and four (4) luxury gift bag.
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### 6. Contributing Sponsor: \$3,000.00

#### **Acknowledgement**

- Logo display and mention in article in the program guide and festival blog.

#### **VIP Access**

- VIP festival passes for two (2) individuals.

#### **Advertising & Promotions**

- Logo display: at all festival venues; on festival website (with hyperlink to company website); and on festival banner, event poster, flyers and brochure; and
- One (1) ¼ page color advertisements in the program guide.

#### **Festival Products**

- Official festival souvenirs and two (2) luxury gift bags.
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### 7. Sponsor: \$1,500.00

#### **Acknowledgement**

- Logo display in the program guide and festival blog.

#### **VIP Access**

- VIP festival passes for two (2) individuals.

#### **Advertising & Promotions**

- Logo display: at all festival venues; on festival website (with hyperlink to company website); event poster, flyers and brochure.

#### **Festival Products**

- Official festival souvenirs and one (2) luxury gift bag.
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### 8. A Leader: \$500.00

#### **VIP Access**

- VIP festival passes for one (1) individual.

#### **Advertising & Promotions**

- Mention in festival guide as a “Leader” of the festival, as well as mention on social media and blog.

#### **Festival Products**

- Official festival souvenirs and one (1) luxury gift bag.
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### 9. Supporter: \$250.00

#### **VIP Access**

- Two (2) tickets to the Finals of the Strawberry One-Act Theatre Festival or any other show.

#### **Advertising & Promotions**

- Mention in festival guide as a “Supporter” of the festival, as well as mention on social media and blog.

#### **Festival Products**

- Two (2) Official festival souvenirs and two (2) Anthologies of the Best Plays From The Strawberry One-Act Festival or two signed copies of the novel LOVING YOU by Van Dirk Fisher.
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### 10. Friend: \$100.00

#### **VIP Access**

- One (1) ticket to the Finals of the Strawberry One-Act Theatre Festival or any other show.

#### **Advertising & Promotions**

- Mention in festival guide as a “Friend” of the festival, as well as mention on social media and blog.

#### **Festival Products**

- One (1) Official festival souvenir and one (1) Anthology of the Best Plays From The Strawberry One-Act Festival or a signed copy of the novel LOVING YOU by Van Dirk Fisher.
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### 11. A Fan: \$50.00

#### **VIP Access**

- One (1) ticket to the Strawberry One-Act Theatre Festival.

#### **Advertising & Promotions**

- Mention in festival guide as a “Fan” of the festival, as well as mention on social media and blog.

#### **Festival Products**

- Official festival souvenir.
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