



**SEASON 7 | 2020**  
**SPONSOR PACKAGES!**  
**8 LIVE SHOWS**

## **THE MISSION**

Take It With You is dedicated to creating unique, original, radio-theatre fueled by passion, humor, wild creativity, and the quest for artistic excellence.

## **THE LOGLINE**

Take It With You is an hour-long, originally scripted, live radio theatre podcast complete with versatile voice actors (think The Simpsons), all original music (think South Park), and old-school foley sound effects (think Monty Python coconut horses) performed in front of a studio audience in Duluth, Minnesota. It's the Golden Age of Radio but without the "age" or the "radio." It's just gold.

## **THE SYNOPSIS**

Each season of Take It With You (TIWY for those in the know) takes on a different theatrical genre, this season being "The Fairy Tale."

The cast portrays a brand new (and ever-expanding) set of characters. And there are no limits to locations, periods, or number of characters in each episode, as the entire story unfolds in the listener's imagination.

Every episode features new, original music that drives the story forward and keeps the audience humming long after the show ends.

It is a joyful and profane celebration of music, theatre, and modern culture. Oh, and it's funny as hell.



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## THE TONE

Each show starts with a song that sets the stage for the episode. And, quite accidentally, the song happens to be the name of the episode... Okay, it's not accidental, it's like James Bond theme song shit.

This season, set in a Fairy Tale world, juxtaposes this simple and archetypal storytelling with the mindset of the present age. It is meant to be at times lighthearted, poignant, biting, and sincere. But, mostly, you're just going to laugh your ass off.

The very nature of listening/watching the creation of live radio-theatre reminds us of what a thrill it is to use our imaginations to fill in the blanks in a mentally crowded world.

## THE MUSIC

As important as the story is, the music brings it all together. Each original song is written specifically to move the narrative forward. In fact, every show is basically a tiny musical.

We'll careen from a yodeling mountain song to a hip hop anthem, to something so sweet, yet deliciously sour, that you'll think you're eating thimbleberries. (That's right, thimbleberries.) Rock, Pop, Folk, Rap, Disco, Musical Theatre. We do it all.

You'll find yourself bobbing your head, tapping your toe, and maybe even forming a tear. No matter what we do, these songs will stick in your head for days.

## THE SPONSORS

Sponsors of Take It With You get one-of-a-kind commercials that are written to fit the storyline of each show. Is what we write a little weird? Yup!! Does it have a wonderful and serendipitous comedic effect? Yup!!

While sponsors aren't, necessarily, given a say in what goes into any particular advertisement, Take It With You strives to understand the brand's unique marketing position and deliver that message in the most interesting way possible. For example: Duluth Coffee Company has spill-proof technology built into its coffee so you can drink it while riding a horse.



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# THE PACKAGES

## **\$20K - PRINCESS CHARMING PRESENTING SPONSOR (1 AVAILABLE)**

### **PRESENTED BY**

**8** "Take It With You Presented by Your Sponsor Name" Used in all Verbal & Printed Formats All Season! **\$16,000**

### **CREDIT & COMMERCIALS**

**8** Original, Hilarious Live Show Commercials (1 per Live Show) Throughout the Season (and therefore also appearing on the podcasts) created and performed by the cast of TIWY **\$8,000**

**8** Fun Specially Produced In-Podcast Ads (+ You keep the audio file = free funny radio ad!) **\$4,000**

**8** Enthusiastic Mentions in Every Pre-Live Show Welcome plus Podcast Intro & Credits **\$3,200**

### **LOGO & SIGNAGE**

**8** Prop Logo Signage on the Live-Show Stage **\$2,400**

**8** Super Huge Logo on all Applicable Print & Web Materials + Lobby Sponsor Signage at Every Live Show **\$2,400**

### **FOR GOOD OLD FASHIONED FUN**

**4** Rib-Tickling Private Personalized Recorded Voice Overs by Your Favorite Cast Member (think Voicemails, B-Day or Anniversary Wishes, Company Phone Hold Music/Message, etc.) **\$800**

**4** Vibrant Live Pre-Show Personal Shout Outs (think B-Day or Anniversary Wishes...or Just Heckling) **\$400**

A good faith understanding that TIWY will do their best to promote your company when possible, appropriate &/or inappropriate!

### **TICKETS**

**10** Seated Season Tickets **\$1,940**

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**TOTAL VALUE TO SPONSOR** **\$39,140**



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**\$5K - FAIRY GODMOTHER SPONSOR (2 AVAILABLE)**

**CREDIT & COMMERCIALS**

<b>4</b>	Original, Hilarious Live Show Commercials Throughout the Season (and therefore also appearing on the podcasts) created and performed by the cast of TIWY	<b>\$4,000</b>
<b>2</b>	Fun Specially Produced In-Podcast Ads (+ You keep the audio file = free funny radio ad!)	<b>\$1,000</b>
<b>8</b>	Enthusiastic Mentions in Every Pre-Live Show Welcome plus Podcast Intro & Credits	<b>\$3,200</b>

**LOGO & SIGNAGE**

<b>8</b>	Prop Logo Signage on the Live-Show Stage	<b>\$2,400</b>
<b>8</b>	Huge Logo on all Applicable Print & Web Materials + Lobby Sponsor Signage at Every Live Show	<b>\$1,600</b>

**FOR GOOD OLD FASHIONED FUN**

<b>4</b>	Rib-Tickling Private Personalized Recorded Voice Overs by Your Favorite Cast Member (think Voicemails, B-Day or Anniversary Wishes, Company Phone Hold Music/Message, etc.)	<b>\$800</b>
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A good faith understanding that TIWY will do their best to promote your company when possible, appropriate &/or inappropriate!

**TICKETS**

<b>4</b>	Seated Season Tickets	<b>\$776</b>
<b>4</b>	Standing Room Tickets	<b>\$40</b>

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<b>TOTAL VALUE TO SPONSOR</b>	<b>\$13,816</b>
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**\$3.5K - SLEEPING BEAUTY SPONSOR (4 AVAILABLE)**

**CREDIT & COMMERCIALS**

- |          |  |                |
|----------|--|----------------|
| <b>3</b> | Original, Hilarious Live Show Commercials Throughout the Season (and therefore also appearing on the podcasts) created and performed by the cast of TIWY | <b>\$3,000</b> |
| <b>2</b> | Fun Specially Produced In-Podcast Ads (+ You keep the audio file = free funny radio ad!)   | <b>\$1,000</b> |
| <b>8</b> | Enthusiastic Mentions in Every Pre-Live Show Welcome plus Podcast Intro & Credits  | <b>\$3,200</b> |

**LOGO & SIGNAGE**

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|----------|---|----------------|
| <b>8</b> | Big Logo on all Applicable Print & Web Materials + Lobby Sponsor Signage at Every Live Show | <b>\$1,200</b> |
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**FOR GOOD OLD FASHIONED FUN**

- |          |   |              |
|----------|---|--------------|
| <b>2</b> | Rib-Tickling Private Personalized Recorded Voice Overs by Your Favorite Cast Member (think Voicemails, B-Day or Anniversary Wishes, Company Phone Hold Music/Message, etc.)<br><br>A good faith understanding that TIWY will do their best to promote your company when possible, appropriate &/or inappropriate! | <b>\$400</b> |
|----------|---|--------------|

**TICKETS**

- |          |                       |              |
|----------|-----------------------|--------------|
| <b>2</b> | Seated Season Tickets | <b>\$388</b> |
| <b>2</b> | Standing room tickets | <b>\$20</b>  |

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**TOTAL VALUE TO SPONSOR** **\$9,208**



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**\$2K - BEWITCHING WITCH SPONSOR (8 AVAILABLE)**

**CREDIT & COMMERCIALS**

<b>2</b>	Original, Hilarious Live Show Commercials Throughout the Season (and therefore also appearing on the podcasts) created and performed by the cast of TIWY	<b>\$2,000</b>
<b>1</b>	Fun Specially Produced In-Podcast Ad (+ You keep the audio file = free funny radio ad!)	<b>\$500</b>
<b>8</b>	Enthusiastic Mentions in Every Pre-Live Show Welcome plus Podcast Intro & Credits	<b>\$3,200</b>

**LOGO & SIGNAGE**

<b>8</b>	Medium Logo on all Applicable Print & Web Materials + Lobby Sponsor Signage at Every Live Show	<b>\$800</b>
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**FOR GOOD OLD FASHIONED FUN**

A good faith understanding that TIWY will do their best to promote your company when possible, appropriate &/or inappropriate!

**TICKETS**

<b>4</b>	Single show tickets	<b>\$96</b>
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<b>TOTAL VALUE TO SPONSOR</b>	<b>\$6,596</b>
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**\$500 - 1 SHOW, JOIN THE QUEST SPONSOR (16 AVAILABLE)**

**CREDIT & COMMERCIALS**

- 1** Enthusiastic Mention in Pre-Live Show Welcome plus Podcast Intro & Credits **\$400**

**LOGO & SIGNAGE**

- 8** Small Logo on all Applicable Print & Web Materials + Lobby Sponsor Signage at Every Live Show **\$1,200**

**FOR GOOD OLD FASHIONED FUN**

A good faith understanding that TIWY will do their best to promote your company when possible, appropriate &/or inappropriate!

**TICKETS**

- 2** Single show tickets **\$48**

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**TOTAL VALUE TO SPONSOR **\$1,648****

**MAGIC POTION À LA CARTE OPTIONS**

- Original Live Show Ad **\$1,000**
- Specially Produced In-Podcast Ad **\$500**
- Hilarious Personalized Recorded Voiceovers by Your Favorite Cast Member (think Voicemails, B-Day or Anniversary Wishes, Company Phone Hold Music/Message, etc.) **\$200**
- Hilarious Live Pre-Show Shout Outs (3 available per show) **\$100**



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## THE NUMBERS

TOTAL PODCAST DOWNLOADS = **45,279**

### TOP 10 STATES

	TOTAL
Minnesota	24,537
Wisconsin	4,418
Illinois	2,508
California	726
Colorado	706
Nebraska	595
Texas	510
Iowa	429
Florida	427
Others	7,074

### TOP 10 COUNTRIES

	TOTAL
United States	41,930
Japan	1,783
Germany	519
United Kingdom	196
France	175
Canada	165
Italy	104
Australia	96
Spain	44
Others	271

- **This year we expect to perform 8 sold out live shows to approximately 1,104 people in total**, and our audience is fantastic. They're engaged, they're all about this city, and they support local businesses, craftspeople and artists. TIWY has tapped into an audience who is committed to see Duluth change and grow.
- **TIWY has over 45,000 total podcast downloads with each episode averaging over 1,000 downloads.** We're getting new listeners every day and your ads will be heard by a largely local, Minnesota-proud audience. We are also finding fans in far-flung places like Japan and Germany.
- **This marks our 7th Season and we've been growing every year.** In addition to our Duluth shows we've been touring, taking our show to the Twin Cities and elsewhere in MN, allowing us to continue to grow our audience in a grassroots way as well as online.

**Thank you for your consideration in supporting *Take It With You* & the arts in Duluth!**

Blake Thomas (Executive and Artistic Director)





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# THE CONTRACT

This is an agreement between \_\_\_\_\_ (The Sponsor) and Take It With You (TIWY).  
TIWY is a Minnesota based 501(c)(3) nonprofit organization.

The Sponsor agrees to sponsor the 2020 artistic season of TIWY at this level:

- \$20K - Princess Charming Presenting Sponsor (1 Available)
- \$5k - Fairy Godmother Sponsor (2 Available)
- \$3.5K - Sleeping Beauty Sponsor (4 Available)
- \$2K - Bewitching Witch Sponsor (8 Available)
- \$500 - 1 Show, Join The Quest Sponsor (16 Available)

À La Carte

- \$1,000 Original Live Show Ad
- \$500 Specially Produced In-Podcast Ad
- \$200 Hilarious Personalized Recorded Voiceovers by Your Favorite Cast Member (think Voicemails, B-Day or Anniversary Wishes, Company Phone Hold Music/Message, etc.)
- \$100 Hilarious Live Pre-Show Shout Outs (3 available per show)

The 2019 TIWY show dates are as follows:

- April 21
- May 19
- June 15
- July 21
- August 18
- September 15
- October 20
- November 17

TIWY produces original content and is solely responsible for its creation. This agreement in no way gives the sponsor any artistic say in TIWY's programming.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_