



SEASON 7 | 2023
4 LIVE SHOWS
SPONSOR PACKAGES!

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* [tee-wee] 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

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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✦ AVAILABLE ✦ ✦ SPONSORSHIPS ✦

PRESENTING SPONSOR

\$20,000

PRINCESS CHARMING SPONSOR (1 AVAILABLE)

\$33,000 VALUE

SEASON SPONSOR

\$4,000

FAIRY GODMOTHER SPONSOR (2 AVAILABLE)

\$9,820 VALUE

TWO SHOW SPONSOR

\$1,600

SLEEPING BEAUTY SPONSOR (2 AVAILABLE)

\$3,980 VALUE

SINGLE SHOW SPONSOR

\$800

BEWITCHING WITCH SPONSOR (4 AVAILABLE)

\$2,075 VALUE



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✨ PRESENTING SPONSOR ✨

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

PRESENTED BY		VALUE
4	"Take It With You Presented by Your Sponsor Name" Used in all Verbal & Printed Formats All Season!	\$20,000
CREDIT & COMMERCIALS		
4	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 <i>TIWY</i> .	\$4,000
4	Enthusiastic mentions in every pre-live show welcome plus podcast intro & credits.	\$1,600
LOGO & SIGNAGE		
4	Prop logo signage on the live-show stage.	\$1,200
4	Super huge logo on all applicable print & web materials + lobby sponsor signage at every live show.	\$2,000
FOR GOOD OLD FASHIONED FUN		
2	Fun specially produced in-podcast ads (+ you keep the audio file = free funny radio ad!)	\$2,000
2	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.)	\$400
4	Vibrant live pre-show personal shout outs (think b-day or anniversary wishes...or just heckling)	\$400
A good faith understanding that <i>TIWY</i> will do their best to promote your company when possible, appropriate &/or inappropriate!		
TICKETS		
10	Seated Season Tickets	\$1,400
TOTAL VALUE TO SPONSOR		\$33,000



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SEASON SPONSOR

\$4K - FAIRY GODMOTHER SPONSOR (2 AVAILABLE)

CREDIT & COMMERCIALS

VALUE

- | | | |
|----------|---|----------------|
| 4 | 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 <i>TIWY</i> | \$4,000 |
| 4 | Enthusiastic mentions in every pre-live show welcome plus podcast intro & credits | \$1,600 |

LOGO & SIGNAGE

- | | | |
|----------|---|----------------|
| 4 | Prop logo signage on the live-show stage. | \$1,200 |
| 4 | Huge logo on all applicable print & web materials + lobby sponsor signage at every live show. | \$800 |

FOR GOOD OLD FASHIONED FUN

- | | | |
|----------|---|----------------|
| 1 | Fun specially produced in-podcast ad (+ you keep the audio file = free funny radio ad!) | \$1,000 |
| 2 | 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.) | \$400 |
| 2 | Vibrant live pre-show personal shout outs (think b-day or anniversary wishes...or just heckling) | \$200 |
| | A good faith understanding that <i>TIWY</i> will do their best to promote your company when possible, appropriate &/or inappropriate! | |

TICKETS

- | | | |
|----------|-----------------------|--------------|
| 4 | Seated Season Tickets | \$560 |
| 6 | Standing Room Tickets | \$60 |

TOTAL VALUE TO SPONSOR

\$9,820



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TWO SHOW SPONSOR

\$1.6K - SLEEPING BEAUTY SPONSOR (2 AVAILABLE)

CREDIT & COMMERCIALS		VALUE
2	Original, hilarious live show commercials (1 per Live Show) therefore also appearing on the podcasts) created and performed by the cast of <i>TIWY</i>	\$2,000
2	Enthusiastic mentions in pre-live show welcome plus podcast intro & credits on the show when your commercial is performed.	\$800
LOGO & SIGNAGE		
4	Logo on all applicable print & web materials + lobby sponsor signage at every live show.	\$600
FOR GOOD OLD FASHIONED FUN		
1	Rib-tickling private personalized recorded voice over by your favorite cast member (think voicemails, b-day or anniversary wishes, company phone hold music/message, etc.)	\$200
1	Vibrant live pre-show personal shout outs (think b-day or anniversary wishes...or just heckling)	\$100
A good faith understanding that <i>TIWY</i> will do their best to promote your company when possible, appropriate &/or inappropriate!		
TICKETS		
2	Seated Season Tickets	\$280
TOTAL VALUE TO SPONSOR		\$3,980



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SINGLE SHOW SPONSOR

\$800 - BEWITCHING WITCH SPONSOR (4 AVAILABLE)

CREDIT & COMMERCIALS		VALUE
1	Original, hilarious live show commercial performed in the live show (therefore also appearing on the podcasts) created and performed by the cast of <i>TIWY</i>	\$1,000
1	Enthusiastic mentions in pre-live show welcome plus podcast intro & credits on the show when your commercial is performed.	\$400
LOGO & SIGNAGE		
4	Logo on all applicable print & web materials + lobby sponsor signage at every live show.	\$600
FOR GOOD OLD FASHIONED FUN		
A good faith understanding that <i>TIWY</i> will do their best to promote your company when possible, appropriate &/or inappropriate!		
TICKETS		
2	Single show tickets	\$75
TOTAL VALUE TO SPONSOR		\$2,075



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À LA CARTE

MAGIC POTION ONE-OFF OPTIONS

LIVE SHOW AD

Original, hilarious live show commercial performed in the live show (therefore also appearing on the podcasts) created and performed by the cast of *TIWY*

PRICE

\$1,000

IN-PODCAST AD

Fun specially produced in-podcast ad (+ you keep the audio file = free funny radio ad!)

\$1,000

PERSONALIZED VOICEOVER

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.)

\$200

LIVE SHOW SHOUT OUT

Vibrant live pre-show personal shout outs (think b-day or anniversary wishes...or just heckling)

\$100

STICKER ON THE FAIRY GATE

Put a sticker on the fairy gate that every person passes through on the way to the show.

\$20



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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 4 sold out live shows to approximately 552 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)
- ☐ \$4k - Fairy Godmother Season Sponsor (2 Available)
- ☐ \$1.6K - Sleeping Beauty Two Show Sponsor (2 Available)
- ☐ \$800 - Bewitching Witch Single Show Sponsor (4 Available)

À La Carte

- ☐ \$1,000 Original Live Show Ad
- ☐ \$1,000 Specially Produced In-Podcast Ad
- ☐ \$200 Personalized Voiceover
- ☐ \$100 Live Pre-Show Shout Out

The 2023 TIWY show dates are as follows:

- August 15
- September 19
- October 17
- November 21

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: _____