



2023 Season Sponsorship Proposal

By Chris Canfield & Tiffany Eller

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OVERVIEW

The Boise Bard Players (BBP) is seeking funding for our 2023 Season. Our sponsorship opportunities for local businesses range from \$500-\$10,000 a year. These sponsorships will fund our season, totaling \$66,632.88. This amount includes staff and artist stipends, production costs, and administrative and marketing expenses.

We are seeking sponsors who align with our values of supporting the arts, building community in the Treasure Valley, and keeping local artists local.

WHO WE ARE

The Boise Bard Players is a local non-profit theater made by Idahoans for Idahoans. Our mission is to make Shakespeare and other classical playwrights emotionally and economically accessible to the Treasure Valley and beyond. We are a mobile, minimalist company performing these timeless classics in contemporary settings, such as bars, breweries and backyards.

In 2014, a few Boise State theatre graduates, under the leadership of Chris Canfield, came together to put on *Macbeth* in The Crux at 11th and Main in Boise, where Barbarian Brewing is now. Influenced by The Globe Theater in London, Chris dreamt of a production small on style but big on intensity of language and performance. Little did he know that it would be the start of something much bigger.

This ragtag group of actors continued producing Shakespeare plays until 2018, when Chris founded The Boise Bard Players as a nonprofit. Under this new name and designation, Chris and these unrelenting artists have produced eight productions—and counting!

Not even COVID could take down The Boise Bard Players. Our return to the stage for *A Midsummer Night's Dream* in August 2021 resulted in our highest-grossing show at the time.

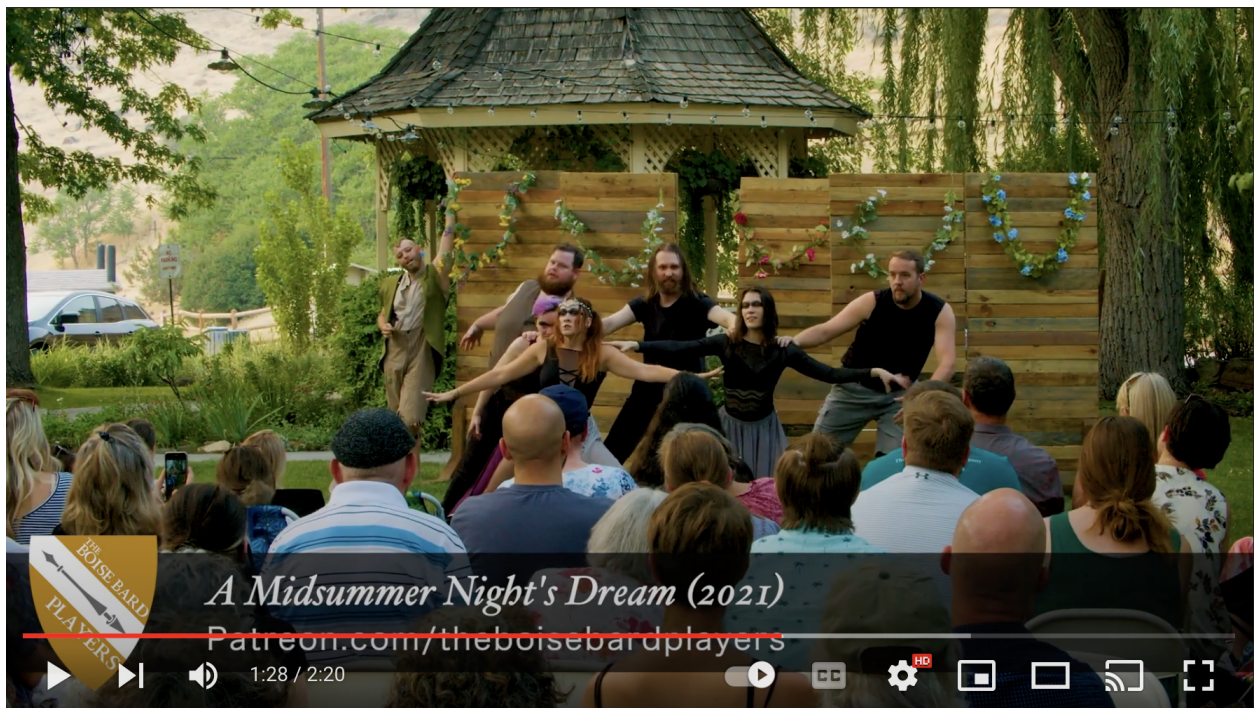
Since then, we have continued to produce Shakespeare plays that make people say, “Not only did I understand it, but I loved it!”



OUR WORK



Click to view: [▶ Romeo and Juliet \(2022\) — Act 2, Scene 2 | The Balcony](#)



Click to view: [▶ The Fairy Roundel - A Midsummer Night's Dream \(2021\)](#)

AUDIENCE INSIGHTS

Total Reach

- **Population of the Treasure Valley**

Below are the total populations of the cities we serve, according to 2020 Census data. We believe theatre is for everyone, and consider these numbers when setting our reach goals in the Treasure Valley.

- **Boise:** 228,057
- **Meridian:** 107,787
- **Nampa:** 96,825
- **Eagle:** 28,145
- **Garden City:** 11,873

- **Greater Treasure Valley Area:** ~710,000

- **How Many People are Coming to BBP Shows?**

- We average about 200-300 people per show run at our current seating and marketing capacity. A BBP show may seat anywhere from 40-200+ people, depending on our location.

- In our 2022 season so far, we have sold over 600 tickets. That's with one production to go!

How Many People Have We Been in Front of?

- To date, BBP has performed for thousands of people around the Treasure Valley, including audiences in Boise, Nampa, Caldwell, and Mountain Home.

- BBP's Instagram reaches an average of 15,000 accounts monthly from all over the world, with 77% of that audience in the United States.

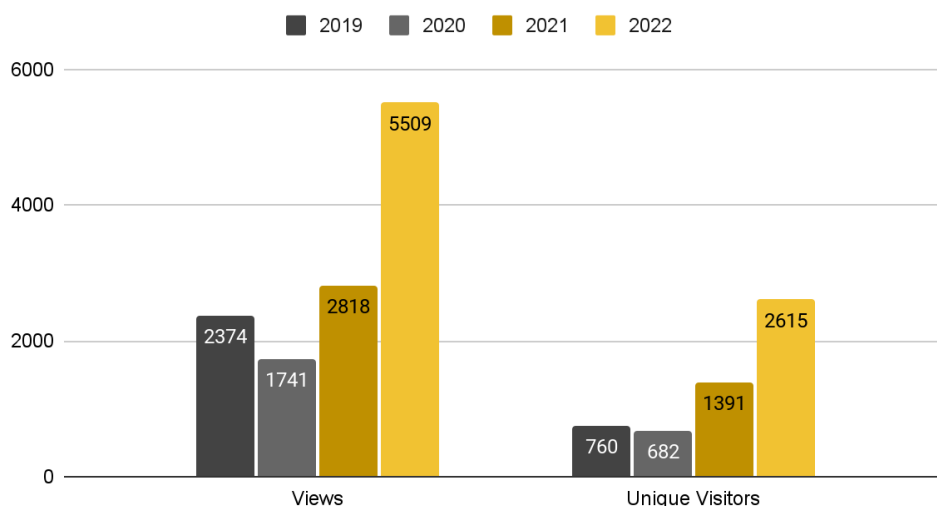
- **Email List**

- Our email list is currently at 302 subscribers, and has grown by 30-40 subscribers with each show run. We began collecting subscribers in January 2022. Everyone who buys a ticket is automatically added to our email list.

- **Website Traffic**

- Our website traffic continues to grow at an exponential rate. In 2021 (Dark Gold), we had a total of 2,818 views from 1,391 unique visitors. As of October 2022 (Yellow), we have received 5,509 views from 2,615 unique visitors, nearly doubling the previous year's stats.

Views and Unique Visitors by Year



Who is Our Audience?

- **Demographics**

- **Age**

- 32% of our Instagram audience is 25-34
 - 21% of our Instagram audience is 35-44
 - 20% of our Facebook audience is 25-34

- **Gender**

- On Facebook: 70% women, 30% men
 - On Instagram: 64% women, 36% men

- **Location**

- Instagram followers: 50% from Boise
 - Facebook followers: 73% from Boise, with other Treasure Valley communities making up the rest.



SPONSORSHIP TIERS

\$10,000 - Season Sponsor

- Recognition as a Season Sponsor in the season program (or all three production programs)
- Verbal recognition from the stage before all performances
- Twenty-four (24) comp tickets to be used by you or your guests at any performances of the season
- Eight (8) tickets to our Annual Fundraiser
- Recognition in all print and online advertising and social media throughout the season
- Recognition and weblink on the BBP website
- 20% discount on single tickets to use throughout the season
- *Invitation to First Read, Staging Rehearsal, and Tech Rehearsal for all three productions*

\$5,000 - Production Sponsor

- Recognition as a Production Sponsor in the season program
- Verbal recognition from the stage before all performances of sponsored production
- Twelve (12) comp tickets to be used by you or your guests at any performances of the season
- Four (4) tickets to our Annual Fundraiser
- Recognition in all print and online advertising and social media throughout the season
- Recognition and weblink on the BBP website
- 20% discount on single tickets to use throughout the season
- Invitation to First Read and Staging Rehearsal for all three productions

\$2,500 - Benefactor

- Recognition as a Benefactor in the season program
- Four (4) comp tickets to be used by you or your guests at any performances of the season
- Two (2) tickets to our Annual Fundraiser
- Recognition in all print and online advertising and social media throughout the season
- Recognition and weblink on the BBP website
- 20% discount on single tickets to use throughout the season
- Invitation to First Read for all three productions

\$1,000 - Champion

- Recognition as a Champion in the season program
- Four (4) comp tickets to be used by you or your guests at any performances of the season
- Recognition and weblink on the BBP website
- 15% discount on single tickets to use throughout the season

\$500 - Ally

- Recognition as a Champion in the season program
- Four (4) comp tickets to be used by you or your guests at any performances of the season
- Recognition and weblink on the BBP website
- 15% discount on single tickets to use throughout the season

CREATIVE STATEMENT

Running a theatre company takes time and money. Even our minimalist approach to theatre frequently results in way more work than what we could pay for if we relied on ticket sales alone.

Because this is often the case, many incredibly talented artists end up leaving Boise for bigger markets and better pay. We are seeking sponsors to help bridge the gap, keeping local talent local by providing artists a fair wage.

Staff

The Boise Bard Players currently has two staff members, both of which are paid a monthly stipend of \$100 (\$1,200 per year). They work anywhere from 15-40 hours per week.

- **The Proposal:** Increase each monthly staff stipend to \$500 (\$6,000 per person per year, for a total of \$12,000).

Artists

Our productions usually feature 8-11 artists (actors, a stage manager, and a director) who all receive \$300 stipends for the entire rehearsal process and performances. In today's economy, these stipends hardly even cover the cost of gas driving to and from rehearsals.

- Rehearsals consist of 4 hour days, 5 days a week, for 5 weeks
- Each show run includes a minimum of 6 performances
- Each show averages about 2 to 2.5 hours, plus setup and teardown
- Artists use their own vehicles to get to and from rehearsals, and for out-of-town performances

***When we look at the numbers, artists are working
over 125 hours at about \$2.40/hour or less.***

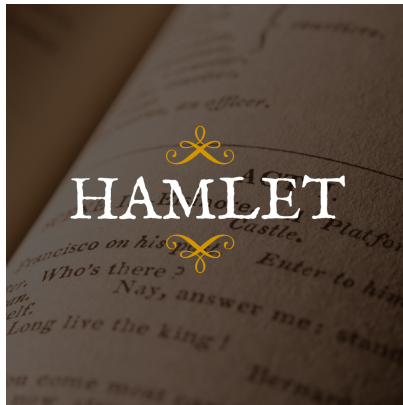
- **The Proposal:** Increase each artist stipend to \$1,200 per show run (\$36,000 for the season).

It is our goal to secure enough funding to increase our staff and artist stipends to better reflect the amount of work these individuals put in and fairly compensate them for their time and dedication.



THE 2023 SEASON

We are pushing our boundaries with our 2023 season lineup. From the most well-known, to the rarely performed, to our first non-Shakespeare, The Boise Bard Players are prepared to stretch our wings.



Hamlet (April 2023)

No Shakespeare company can call itself a Shakespeare company without producing *Hamlet*. We plan to open our 2023 season with the Danish Prince in late April, but it wouldn't be a BBP *Hamlet* without our signature element of unconventional theatrical space—which is why we are endeavoring to produce this epic tragedy at The Old Penitentiary beneath Table Rock.

The Importance of Being Earnest

(August 2023)

Our first non-Shakespeare play is the Oscar Wilde classic comedic commentary on class and gender roles. This production is set to tour in late summer from the western Treasure Valley to Boise to Mountain Home, as we have in summers past.



Measure for Measure (December 2023)

Rounding out our season in December will be the “problem play,” *Measure for Measure*, which takes a hard look at abuse of power and the nature of morality. This play was last produced in the Boise area in 2007, and we are excited to bring it to life in our stripped down, minimalist approach.

2023 Season Video Announcement



Click to watch: <https://youtu.be/mzXJxbbYb6s>

MEET THE STAFF



Chris Canfield - Artistic Director

Chris Canfield is a founding member of The Boise Bard Players. A Boise native, Chris attended Boise High School and Boise State University where he developed his love for Shakespeare. Outside of BBP, Chris has worked with the Idaho Shakespeare Festival, Boise Contemporary Theater, HomeGrown Theater, Alley Repertory Theater, and the Company of Fools in Hailey, ID. It is his dream that The Boise Bard Players becomes a cultural icon in the Treasure Valley, bridging the gaps between past and present and Boise and the world.



Tiffany Eller - Managing Director & Marketing

Tiffany Eller is the Managing Director of The Boise Bard Players, and all-around creative. On any given day, Tiffany may be found planning comedy competitions, theatrical events, or her next home improvement project. Her work outside of BBP includes producing the *Idaho Pun Slam* and *Upstaged Comedy Competition*, and playing games

with her daughter, Henley. She's happy to be part of The Boise Bard Players and loves to watch the company flourish and thrive.

THE BOARD OF DIRECTORS

- **Hayden Pedersen - President**
- **Justin Tharpe - Treasurer**
- **Dakotah Brown - Secretary**
- **Joshua Rippey - Board Member**
- **Michael Baltzell - Board Member**
- **Chris Canfield - Board Member**

OTHER FUNDING SOURCES

Patreon

Patreon is a membership platform that provides business tools for content creators to run a subscription service. We earn a monthly income by providing perks to our subscribers, such as early-access and free tickets, and Patreon-exclusive digital content.

We are currently supported by 24 patrons at about \$200/month.

Annual Gala

Our annual gala will be held in February 2023. Last year's gala brought in \$2,665.

Grants

For our 2022 season, we received three grants from the Idaho Commission on the Arts, totaling \$5,610. We are always on the lookout for grants we qualify for, and are applying as often as we can.

Individual Donors

We provide an option for our patrons to make one-time donations on our website. We typically see donations between \$20-\$100 from individuals.

BUDGET OVERVIEW

For a full breakdown of the proposed 2023 budget, please see our [2023 Budget Proposal](#).

CONCLUSION

Thank you for your time and consideration! With your support we can continue to make Shakespeare and other classical theatre emotionally and economically accessible to the Treasure Valley.

Please reach out to us via email at admin@boisebardplayers.org or our company number at **(208) 391-2887** with any questions or inquiries.

We look forward to partnering with you!