



2023 AT A GLANCE

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Executive Summary

OVERVIEW

The Boise Bard Players, Inc. is a registered 501(c)(3) performing arts organization based out of Boise, Idaho. We're embarking on our most ambitious development campaign to date, to fund our equally groundbreaking 2023 season.

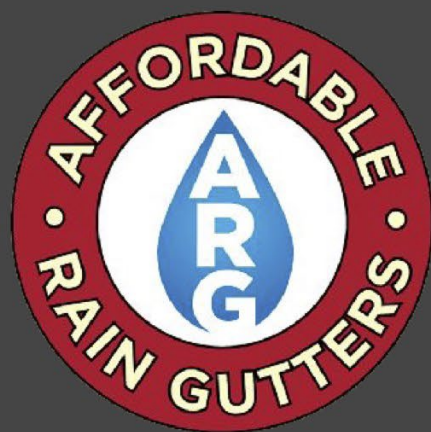
We are seeking to build relationships with sponsors who align with our core values:

- ❖ Deepening accessibility in the arts
- ❖ Building community in the Treasure Valley
- ❖ Providing employment for local artists

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 will cover an increase in staff pay, from \$100/month to \$500/month, and artist stipends from \$300/production to \$1,200/production, as well as other production, administrative and marketing expenses.

Our 2022 Season Sponsors



DR. RICK CAPEZZA
KEN & LISA SCHNEIDER

How now!

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 plays in contemporary settings, such as bars, breweries and backyards.

We strive to be the place in Boise where both audiences and artists experience the timelessness of Shakespeare through a uniquely Idaho lens. From Lakeview Park in Nampa, to The Bishops' House near Table Rock, to Carl Miller Park in Mountain Home, we make these plays feel natural in any setting.

In a literal and cultural desert, The Boise Bard Players offers an inclusive opportunity for Boise-based performing artists to exercise their craft, and provides a historical touchstone for the community at large. We envision a community where local artists are emboldened to exercise their talents while receiving a working wage.



*The Merry Wives of Windsor
at The Bishops' House, 2022*

Each annual donation over \$500 qualifies businesses and individuals for recognition, ticket discounts and exclusive invitations to The Boise Bard Players' shows and events.

Sponsorship Tiers

	Ally	Champion	Benefactor	Production Sponsor	Season Sponsor
	\$500	\$1,000	\$2,500	\$5,000	\$10,000
RECOGNITION IN SEASON PROGRAM	✓	✓	✓	✓	✓
RECOGNITION ON WEBSITE	✓	✓	✓	✓	✓
DISCOUNT ON SINGLE TICKETS	15%	15%	20%	20%	20%
COMPLIMENTARY TICKETS PER SHOW	4	4	4	12	24
TICKETS TO ANNUAL GALA		2	2	4	8
PRINT AND SOCIAL MEDIA RECOGNITION			✓	✓	✓
INVITATION TO FIRST READS			✓	✓	✓
CURTAIN SPEECH ACKNOWLEDGEMENT				✓	✓
INVITATION TO FIRST STAGING REHEARSALS				✓	✓
INVITATION TO FIRST TECH REHEARSAL					✓



Sponsor Recognition

QUALIFYING TIERS

Benefactor (\$2,500)

Production Sponsor (\$5,000)

Season Sponsor (\$10,000)



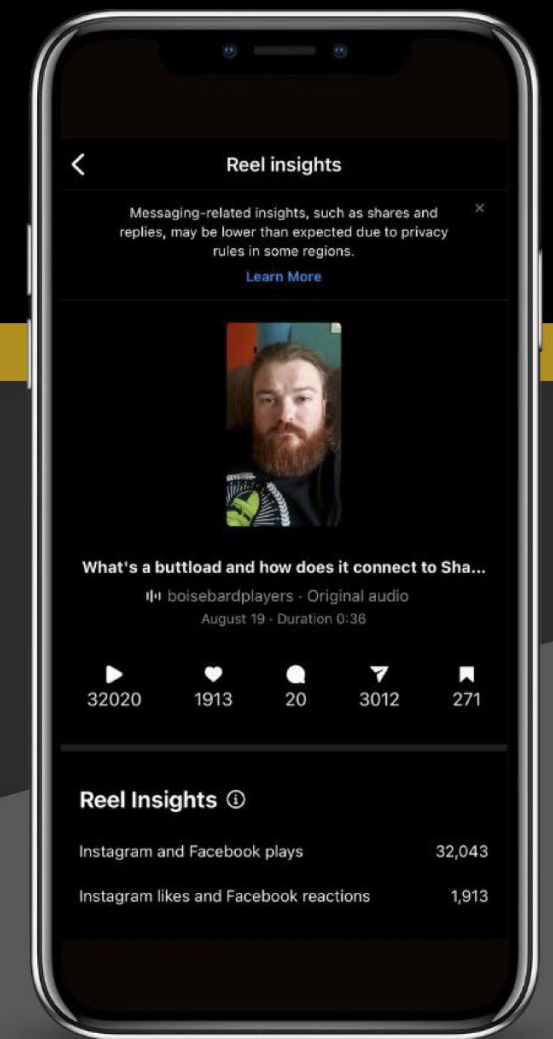
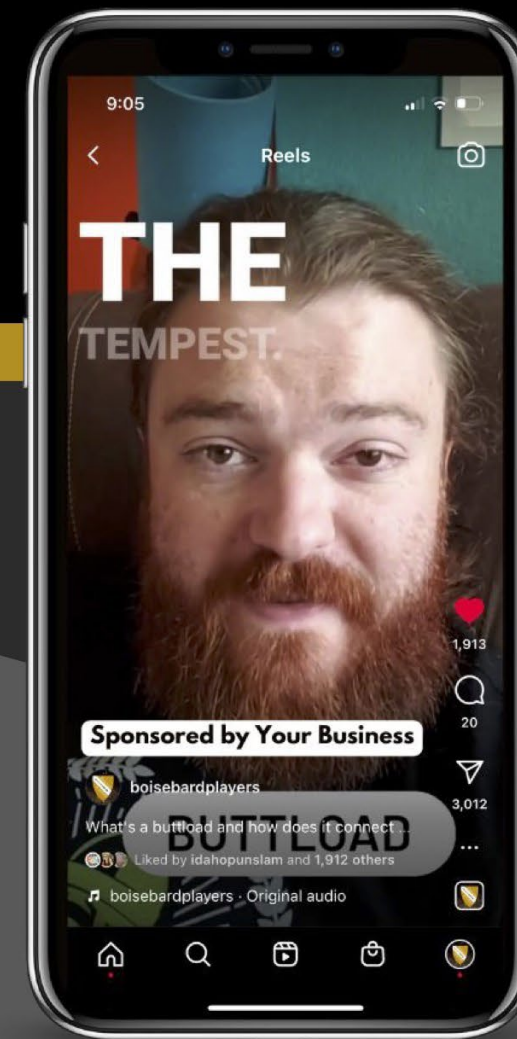
Your business or name included on:

One newsletter per production (3 per year) to our ever-growing list of email subscribers.



Your name or logo included on:

- ❖ Website footer
- ❖ Website Thank You page with optional link to your website (No sales pages)
- ❖ Select social media posts and banners
- ❖ Show program Thank You page (3 productions)
- ❖ Show posters, postcards and other print media



Your business or name included on:

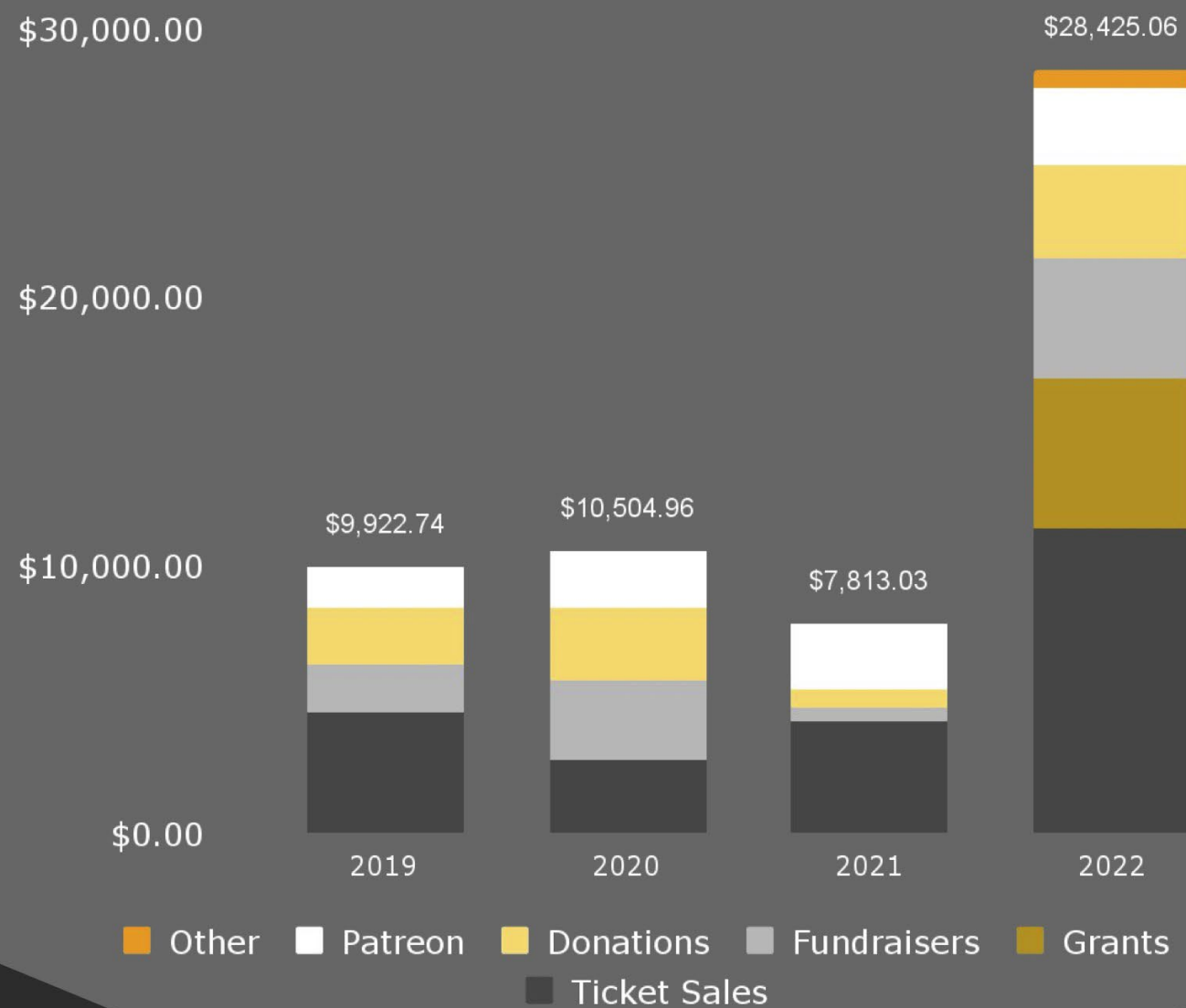
One sponsored “Shakespeare tidbit” Reel per quarter (4 per year), posted on Facebook and Instagram.

Artistic Director Chris Canfield tells a 30-60 second tidbit about Shakespeare with on-screen captions. The last four seconds of the video will include **“Sponsored by [YOUR BUSINESS/NAME]”** on screen. The caption below will include your business’ @ tag and relevant, local hashtags.

Growth and Engagement

ORGANIC REVENUE

ANNUAL REVENUE BY SOURCE



Through ticket sales, one-time donations, Patreon subscriptions, grants, and our annual fundraiser, The Boise Bard Players has **tripled its revenue** over the last year.

By relying on these income sources alone, we have the potential to cover nearly half of our season goal. Corporate sponsorships would allow us to expand operations to reach larger audiences in new locations—both in Boise and surrounding areas.

We keep our tickets at \$20 or less to continue to make Shakespeare accessible to Idahoans who would not typically have the ability to attend theatrical events due to financial constraints. With a low ticket price, we free up their disposable income to support your business.



2022 Funding Sources

SOURCES & NUMBERS

TICKET REVENUE

\$11,358

GRANTS

\$5,610

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

arts
IDAHO

PATREON

\$3,060

Patreon is a membership platform that provides business tools for content creators to run a monthly subscription service. We are currently supported by 26 patrons at about \$220/month.



INDIVIDUAL DONORS

\$2,760

ANNUAL GALA

\$2,665

Our annual gala will be held in February 2023. Our gala was our primary fundraising source prior to 2022.

MERCH SALES

\$248

We offered branded stickers and pins during our run of *The Merry Wives of Windsor*. We will expand merch options as our budget allows.

FACEBOOK REELS

\$546

Our Facebook Page receives between \$0-\$150 per month by posting short-form videos, or "Reels." This bonus is unpredictable, with the highest payouts occurring during show runs—when there is plenty of video content to post.

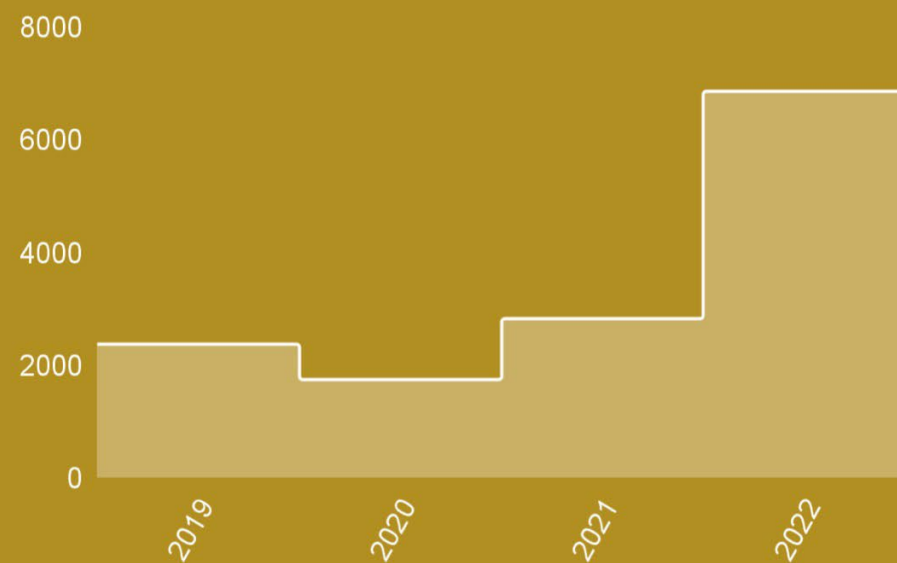


Growth and Engagement

SOCIAL MEDIA & WEB TRAFFIC SNAPSHOT

The Boise Bard Players has experienced rapid growth since our inception in 2014, and with the aid of our incredible managing director (and marketing strategist extraordinaire), Tiffany Eller, we're mastering social media as a tool for revenue, outreach, and engagement.

WEB TRAFFIC YEAR TO YEAR



META REELS

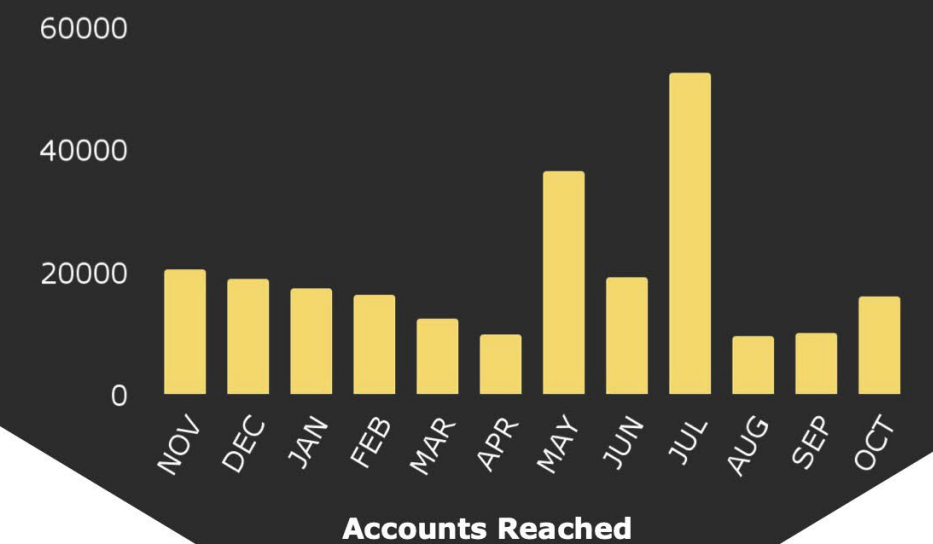
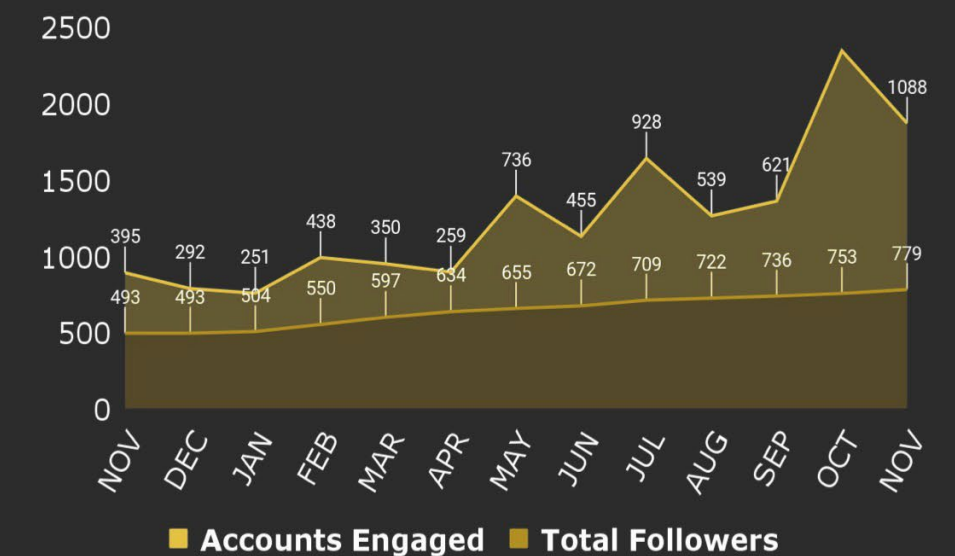
The Boise Bard Players makes consistent use of Meta's Reels feature, crafting unique digital experiences for our audience.

In 2022, we reached **134.6K** people authentically through Meta, with **99.8K** engagements.

In **November** alone, we received **13,210** views across Instagram and Facebook through our use of Reels.



2022 INSTAGRAM INSIGHTS



Our Audience

AUDIENCE STATISTICS

- ❖ Each show run attracts between 200-400 people on average. This number will grow in our 2023 season, as we add two additional days to our performance runs.
- ❖ Our audience size typically ranges from 40-80 people, depending on the venue size. The largest audience we have had was more than 200, in Carl Miller Park in Mountain Home. We are seeking venues that can seat 100+ for our 2023 season.
- ❖ Our ideal patron is between the ages of 25-34 with an income of \$40,000-\$60,000. They believe that showing up for performing arts events is what creates community. Their disposable income goes to supporting local businesses as they hit the town with their close-knit group of friends.





New Proposals

2023 BUDGET ITEMS

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

Because this is often the case, many talented artists end up leaving Boise for bigger markets and better Sponsors help us bridge the gap, keeping local talent local by providing artists a fair wage.

In 2023, 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.

Proposal #1:

Increase each artist stipend to \$1,200 per show run

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. Artist obligations include:

- ❖ 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

By increasing our artist stipends, we improve our production quality and keep local talent local to Boise.

Proposal #2:

Increase each staff stipend to \$500 per month

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

- ❖ Administrative tasks
- ❖ Marketing and event promotion
- ❖ Production planning and communications
- ❖ Fundraising and development

By increasing our staff stipends, we ensure The Boise Bard Players can continue to operate at full capacity.

Our 2023 Season



APRIL

We will open our 2023 season with Shakespeare's most popular tragedy in April. It wouldn't be a BBP *Hamlet* without our signature element of an unconventional theatrical space: The Old Penitentiary beneath Table Rock.



AUGUST

Our first non-Shakespeare play is the Oscar Wilde classic, *The Importance of Being Earnest*. This comedic commentary on class and gender roles is set to tour in late summer from the western Treasure Valley to Mountain Home.



DECEMBER

The "problem play," *Measure for Measure*, 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.

The Arithmetic

PRODUCTION COSTS

Hamlet

Artist Salary (x 11)	\$13,200.00
Rehearsal Venue	\$2,000.00
Stage Manager	\$1,200.00
Props*	\$1,000.00
Video Captions (Rev.com)	\$180.00
Costumes	\$100.00
Materials (Scripts, etc.)	\$100.00
SUBTOTAL \$15,980.00	

*Props: This production will require stage rapiers. This line item is for the purchase of six (6) rapiers from Blades of Choice, to be an evergreen item that the company will use in future productions.

Earnest

Artist Salary (x 9)	\$10,800.00
Rehearsal Venue	\$2,000.00
Stage Manager	\$1,200.00
Props	\$100.00
Video Captions (Rev.com)	\$180.00
Costumes	\$100.00
Materials (Scripts, etc.)	\$100.00
Transportation*	\$450.00
SUBTOTAL \$14,980.00	

*Transportation: This production is scheduled to travel around the Treasure Valley. This amount will cover renting a vehicle to transport the set, props, and costumes.

Measure for Measure

Artist Salary (x 10)	\$12,000.00
Rehearsal Venue	\$2,000.00
Stage Manager	\$1,200.00
Props	\$150.00
Video Captions (Rev.com)*	\$180.00
Costumes	\$100.00
Materials (Scripts, etc.)	\$100.00
SUBTOTAL \$15,730.00	

*Captions: We have included video captioning services for all productions. Having captions available on our videos makes them accessible to a wider audience.

Administration

Staff stipends (\$6,000 per staff member)	\$12,000.00
Accountant	\$3,700.00
Alliance of Nonprofits for Insurance Membership (\$65.99 Monthly)	\$791.88
Insurance - Dir. and Off., Gen. Liab. (Yearly)	\$651.00
Fundraiser (February)	\$500.00
BBP Merchandise	\$500.00
Taxes	\$500.00
PO Box	\$274.00
Office Supplies	\$200.00
Idaho Burners Alliance Membership	\$120.00
Idaho Gives Registration	\$55.00
Membership - Idaho Nonprofit Center	\$50.00
Miscellaneous	\$50.00
SUBTOTAL \$19,391.88	

Marketing

Ludus Marketing (Email List)	\$99.00
Website Services	\$452.00
SUBTOTAL \$551.00	

The Arithmetic
ADMINISTRATION & MARKETING

Without admin,
nothing else happens.

Our artistic and managing directors put in hundreds of hours to ensure top quality productions, balanced books, and a steady marketing strategy. Without the necessary resources and personnel, we could not keep the BBP machine running while producing three plays per season.

Administrative costs are estimated based on 2022 expenses.



The Arithmetic

SUMMARY

Total Production Costs	
Hamlet	\$15,980.00
The Importance of Being Earnest	\$14,980.00
Measure For Measure	\$15,730.00
SUBTOTAL \$46,690.00	

Total Administration Costs	
Administration	\$19,391.88
Marketing	\$551.00
SUBTOTAL \$19,942.88	

SEASON TOTAL:

\$66,632.88

Boise is home to an arts community of performers, stage technicians, designers, and administrators whose endeavors enliven public events calendars from here to the farthest reaches of the Treasure Valley.

Due to a lack of funding in the performing arts, many great artists have left Boise for larger markets. Our goal in providing artists a working wage is to keep them in Boise as long as possible. When the arts thrive, the economy thrives.

Great collaborations require great collaborators. We work with some of the greatest collaborators in the industry, and would love for you and your business to be one of them.

An investment in The Boise Bard Players is a vote of confidence in your local creative community, and a direct action to help us build the cultural pillar we know Boise can be.



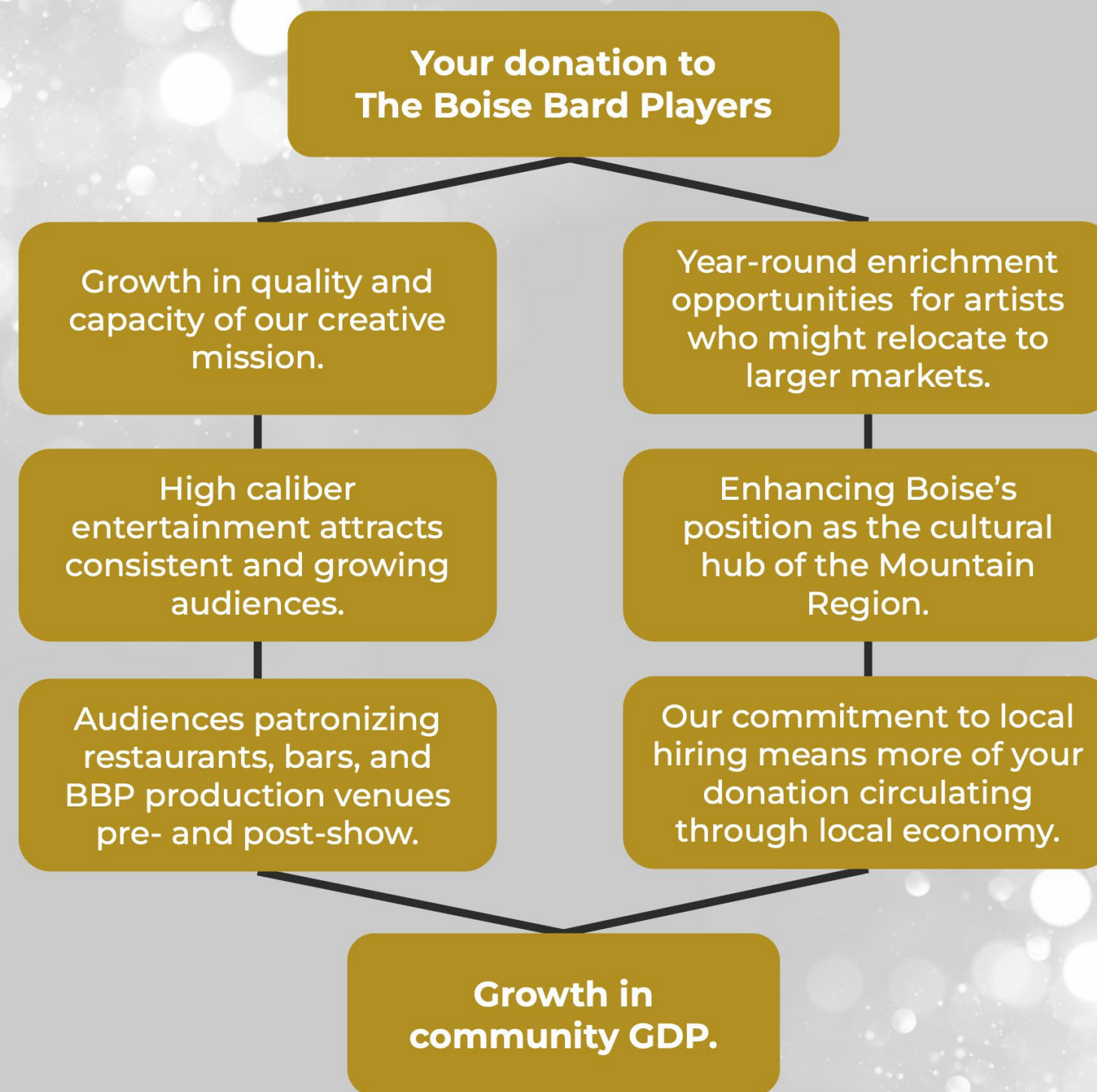
Economic Impact

ARTS & CULTURE IN IDAHO

AS OF 2020, IDAHO'S ARTS & CULTURE SECTOR REPRESENTS 2.2% OF IDAHO GDP AND 19,113 JOBS

The performing arts industry offers numerous benefits to the economy, and we have an opportunity to both improve livability and boost state and local economies with your investment in the arts and culture sector.

A thriving cultural scene attracts residents and tourists who not only spend their money on the events themselves, but also contribute to the local economy by dining in restaurants, lodging in hotels, and purchasing gifts and services in the community.



Sources:

U.S. Bureau of Economic Analysis & National Assembly of State Arts Agencies, 2022 (2020 data)
<https://www.artsactionfund.org/sites/artsactionfund.org/files/2022-03/Idaho%202022.pdf>
https://www.austintexas.gov/sites/default/files/files/Redevelopment/0901arts_economy_nga.pdf

Our Staff

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 and theatrical events, or writing poetry and reading. Her life 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.



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.



Our Board



Hayden Pedersen
PRESIDENT



Justin Tharpe
TREASURER



Dakota Brown
SECRETARY



Josh Rippey



Rachel Baxa



Michael Baltzell



Chris Canfield



**“I can no other answer make but thanks,
And thanks; and ever thanks...”**

Sebastian | Twelfth Night, or What You Will | Act III Scene 3

**To become a sponsor, email
Chris Canfield at admin@boisebardplayers.org**

(208) 391-2887

www.boisebardplayers.org

www.patreon.com/theboisebardplayers

www.instagram.com/boisebardplayers

www.facebook.com/boisebardplayers