

SPONSORSHIP PACKET



August 12-16, 2020

www.countdownimprovfestival.com

America's Premier Small-Group Improv Festival Goes Online For 2020



The Countdown Improv Festival, based in Tampa, Florida, brings together **dozens of the world's best trio, duo, and solo improv comedians** each year for a weekend's worth of world-class comedy. This year's festival, which will run from Wednesday, August 12 through Sunday, August 16, will be **the world's first-ever large-scale online improv festival**. With 50 top-tier improv acts scheduled to perform, and all shows streaming live and free of charge to Twitch, the 2020 Countdown Improv Festival promises to be **the most ambitious event of its kind: an improv festival with a truly global reach**.

SPONSORSHIP OPPORTUNITIES



Sponsoring the Countdown Improv Festival is a highly effective way to build brand awareness amongst a wide variety of tastemakers both in Tampa Bay and across the nation. **Our sponsorship packages are affordable, customizable, and extremely effective.** Over the past three years, we have used our improvisational expertise to consistently deliver unique and memorable sponsorship campaigns **that have left festival participants talking about our sponsors long after the festival ends.** We look forward to providing the same service for your business.

By moving the Countdown Improv Festival online for 2020, and thus quadrupling our potential audience, we have been able to expand the range of marketing and partnership opportunities available to our sponsors. **We also would be delighted to create a unique sponsorship package tailored to your organization's specific needs.** Contact us for pricing and further information.

SPONSORSHIP BENEFITS



All festival sponsors will receive:

- Highly memorable and personalized promotions in front of an engaged crowd of tastemakers and consumers from across Tampa Bay and around the world;
- Special thanks on the festival website, as well as prominent placement of your logo with a link back to your own site;
- An official festival T-shirt;
- Between 1–5 promotional postings on all festival social-media channels, depending on sponsorship level;
- An all-access weekend pass for 2021, when the festival plans to make its triumphant in-person return to Tampa.

THREE BASIC SPONSORSHIPS



SHOW SPONSOR

Sponsor a **single show** at the festival, and we'll do **one live 60-second promo for your business** immediately preceding a show of your choice.

BLOCK SPONSOR

Sponsor a **block of shows**, and we'll do **three live 60-second promos** for your business over the course of your three-show block.

NIGHTLY SPONSOR

Sponsor an **entire night of shows**, and we'll do **eight live 60-second promos** for your business over the course of the evening. **We will also play a brief promo video of your choice**, if you have one. (If you don't have one, we can help you make one.)

HALL OF FAME SPONSOR



The induction ceremony for the Countdown Improv Festival Hall of Fame—improv’s greatest honor, according to us—happens on the final night of each year’s festival, and is a beloved and eagerly awaited annual festival tradition. **By sponsoring this ceremony, your business will become a key part of it, and will derive great benefits from all the buzz that surrounds it.**

We will tease the induction ceremony throughout the festival, taking care each time to describe it as “presented by [your business].” We will engrave your company’s logo on this year’s Hall of Fame trophy. When the induction ceremony comes around on Sunday night, **we will even connect you in via Zoom so that you can be the person to induct this year’s honoree**, if you like. The Countdown Improv Festival Hall of Fame is a really fun tradition, and sponsoring it is a great way to guarantee that attendees and performers will be talking about your business for months after the festival ends.

HOSPITALITY SPONSOR



The perfect sponsorship option for hotels, restaurants, and other businesses that understand the value of creating special experiences for their guests. **Your hospitality sponsorship will underwrite care packages for our performers, as well as our pre-show happy hours and post show after-parties.** We'll work with you to incorporate your branding into the festival in a variety of fun and memorable ways—for example, **we can help you create a custom Zoom background which we'll use to “host” each night's happy hour and after party “from” your establishment.** We'll also do several live 60-second promos for your business during the festival each night. You will not be disappointed by choosing this option!

TECHNOLOGY SPONSOR



The 2020 Countdown Improv Festival will be the most technology-intensive festival we have ever produced. **Your technology sponsorship will help underwrite all of the computing, streaming, and production resources that will make this year's festival go.** The technology sponsor will be praised every single time we mention the tech we're using to produce this year's festival (and we expect to mention it *dozens* of times per night). **We will make a habit of referring to the festival as "the Countdown Improv Festival, powered by [your business], our wonderful technology sponsor."** We will work with you to incorporate your branding into the festival in a bunch of other ways, too. **By the end of the weekend, your business will be synonymous with innovation in the minds of all festival attendees.**

FESTIVAL SPONSOR



The sky is the limit for our valued Festival Sponsor! This year's Festival Sponsor will enjoy **a comprehensive co-branding of the festival as "the Countdown Improv Festival, presented by [your business],"** as well as wall-to-wall visibility and promotion during the course of the festival. **We will also offer a two-hour Zoom corporate improv workshop for up to 12 people,** taught by festival co-founders and national touring comedians Kelly Buttermore and Justin Peters—**itself a \$2,000 value.** Still not convinced? **Give us a call!** We will work with you to ensure that your business gets **far more than its money's worth** from its Festival Sponsorship.

ABOUT THE FESTIVAL



The Countdown Improv Festival was founded in 2017 by the renowned national touring improvisers **Kelly Buttermore and Justin Peters**. Though based in New York City, Buttermore and Peters choose to produce the festival each year in Tampa, Florida, due to that city's robust and supportive performing arts community. The 2020 Countdown Improv Festival will feature **94 performers performing 50 distinct shows**. Our performers hail from all over the country, including New York, Chicago, San Francisco, New Orleans, Boston, Richmond, Austin, Washington DC, Tampa, St. Petersburg, Miami, Orlando, and beyond. **The Countdown Improv Festival is committed to diversity, equality, and ensuring that it reflects and represents the communities it serves.**