

SPONSORSHIP PACKET



September 8-12, 2021

www.countdownimprovfestival.com

Tampa Bay's Homegrown Improv Festival Celebrates 5th Anniversary



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, September 8 through Sunday, September 12, will mark **the festival's fifth anniversary** and its **eagerly anticipated return to live performance in Ybor City**. With 40 top-tier improv acts scheduled to perform, and all live shows to be simulcast online, the 2021 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 great 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 four years, we have used our improvisational expertise to consistently deliver unique and memorable sponsorship campaigns **that have left festival participants and patrons talking about our sponsors long after the festival ends.** We look forward to providing the same service for your business or group.

By simulcasting all festival performances live online in 2021, we will quadruple the potential audience for all of our sponsorship campaigns. **We also would love to create a unique sponsorship package tailored to your organization's specific needs.** Contact us for pricing and further information.

BASIC SPONSORSHIP BENEFITS



All entry-level 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.
- Promotional postings on all festival social-media channels.
- Our sincere and undying gratitude!

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 **six live 60-second promos** for your business over the course of the evening.

SPECIALTY SPONSORSHIP BENEFITS



In addition to all of the benefits enjoyed by entry-level sponsors, our specialty sponsors will receive:

- Logo placement on all festival promotional materials, such as programs, posters, and the festival step-and-repeat.
- Logo placement on stage during festival performances.
- All-access weekend festival passes for 2021.
- Customized benefits and brand activation opportunities tailored specifically to your organizational needs and interests.

Read on for examples of the sorts of specialty sponsorship opportunities we'd love to make available for you in 2021:

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. **Sponsoring this ceremony is a fun and effective way to communicate that your business, too, is worthy of the highest acclaim.**

We will promote 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. We’ll work with you to find other relevant brand activation opportunities, too. 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 gift bags and green room food and drink 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. 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



From the stage lights to the audio equipment to the computers and software used to stream the shows live online, it takes a lot of technology to produce the Countdown Improv Festival. **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 many times per night). **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. 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**. The 2021 Countdown Improv Festival will be our fifth annual festival, and we expect it to be our biggest and best yet. The festival is routinely covered in all local media outlets and our shows routinely sell out. 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.**