

SPONSORSHIP PACKET



August 9-12, 2023

www.countdownimprovfestival.com

Tampa Bay's Homegrown Improv Festival Celebrates 7th 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 will run from Wednesday, Aug. 9 through Saturday, Aug. 12 — and the producers are pulling out all the stops to celebrate **Countdown's seventh anniversary** in historic Ybor City. With **77 top-tier improv acts scheduled to perform** across three separate stages, the 2023 Countdown Improv Festival promises to be **Tampa's biggest and best live comedy event of the year.**

SPONSORSHIP OPPORTUNITIES



Thank you for your interest in sponsoring the 2023 Countdown Improv Festival. **Our sponsorship packages are affordable, customizable, and effective** ways to spread the word about your business while supporting a good cause. Plus, since Countdown is produced by a 501(c)(3) nonprofit organization, **your sponsorship is tax-deductible to the extent permitted by law.**

The next few pages outline the details of some of our sponsorship options for 2023. **We would be happy to craft a unique sponsorship package tailored to your specific needs.** We also welcome in-kind sponsorships. Please contact us for more information.

ENTRY-LEVEL SPONSORSHIPS



SHOW SPONSOR: \$100

Show sponsors will receive **logo placement on the festival website**, and **one live sponsorship read for your business** before a show at the festival.

PROGRAM SPONSOR: \$250

Program sponsors will get **all the preceding benefits**, plus a **thank-you post on the festival's social media accounts**, and a **business-card sized ad in the 2023 festival program**.

BLOCK SPONSOR: \$500

Block sponsors will get **social-media thanks**, a **half-page ad in the 2023 festival program**, **three live reads** over the course of a three-show festival block, and **logo placement on the official festival poster**.

NIGHTLY SPONSORSHIP: \$1,000



The 2023 Countdown Improv Festival will run for four nights: Wednesday, August 9 through Saturday, August 12. As a nightly sponsor, you'll be the star of the show for an entire evening, from start to curtain call. Nightly sponsors will receive **six live, in-person promotional spots** over the course of an evening, delivered in improvisational style by festival hosts and co-founders **Kelly Buttermore and Justin Peters**. Nightly sponsors will also receive **logo placement on stage** at the HCC Mainstage Theatre before and after festival performances, a **full-page ad in the festival program**, and **four all-access weekend passes for the 2023 festival**.

ABOUT THE FESTIVAL



The Countdown Improv Festival was founded in 2017 by the renowned national touring improv comedians **Kelly Buttermore and Justin Peters**. Since then, it has grown into one of the biggest and best improv comedy festivals in North America. Today, it is known as one of the biggest and The festival is routinely covered in all local media outlets, and the shows regularly sell out. This year's edition will feature 77 different shows from comedians hailing from 18 different states. **We are committed to diversity, equality, and ensuring that the festival reflects and represents the communities it serves.**

The Countdown Improv Festival is a production of Countdown Arts, LLC, a 501(c)(3) nonprofit organization. Promotional reads, logo placements, and program acknowledgments should not be construed as endorsements. All sponsorships are tax-deductible to the extent permitted by law.

ATTENDEE TESTIMONIALS



“This festival was **one of the most fun and meaningful experiences I have had in 3 decades in the improv community.** I was so incredibly sad it had to end! In fact, I am still smiling!” – *Catherine Napper, Chicago, Ill.*

“I’ve attended several festivals before, and I’ve never experienced one like Countdown. **The amount of care and intention put into all performers was exceptional.** The performers, volunteers, and organizers have fostered an amazing community, and I’m excited to now be a part of it. Looking forward to next year!” – *Ryan Nuzzo, Pittsburgh, Pa.*

“Justin and Kelly and the group of volunteers at Countdown Arts are true supporters of the art of improvisation. **If you’re looking for a space with excellent talent and radical acceptance, this is the space for you.**” – *Liz Marcucci, St. Petersburg, Fla.*