



Partnership Proposal

NATIONAL & INTERNATIONAL TOURS 2015 & 2016



Vincent

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'A touching portrayal of a talented, tortured soul and the love between two brothers - an evocative and heartbreaking work'

Sharon Grimley- Visual Artist





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Overview

Vincent is a brand new and incredibly exciting Australian dance work by Sunshine Coast based dance company – LissaJane Dance. Headed up by artistic director and choreographer Melissa Lanham, Vincent explores the life and love of Vincent Van Gogh and his brother, Theo.

Exploring themes of depression, love and loss, Melissa hopes that **Vincent** will connect with people on more than just a physical level. “I have been moved for over 10 years by the work of Vincent. The power of his stroke, the rawness of his art – it’s a look directly into the soul of a man who was so lost yet so unbelievably connected at the same time”

It is the first time in many years that a professional dance opportunity of this kind has been presented in Australia. “This is a very special achievement for the vibrant regional community, to have a professional dance work made locally. Not to mention the themes of this work being so important for everyone in our community. Depression, anxiety, bi-polar disorder affect many in our community, and this work shows how people can do great things, despite these burdens,” said Ann McLean, head of Ausdance Queensland.

In 2015, **Vincent** hopes to travel to Holland, to take part in the 125th Anniversary of the death of Vincent Van Gogh in the Vincent Van Gogh Europe festivals.

Along with performing the show, the cast and Melissa will hold workshops in community groups,

sharing not only techniques and skills of contemporary dance, but also stories and discussions of their journey with Vincent to where they are now.

This production hopes to provide inspiration and showcase community responsibility and achievement in accepting and taking ownership of the presence of collective problems within men, women and children in society.

As a partner of **Vincent**, you will play a big part in one of the most up and coming contemporary dance pieces to be created on Australian shores. Partnership with **Vincent** demonstrates your commitment to building positive communities and positions your brand alongside topics and themes strongly associated with by a large audience.

Vincent is built with

Commitment: We are passionate about expressing ourselves through work and sharing the messages of social acceptance

Innovation: We seek and embrace change by working closely with youth and community

Integrity: We act, teach and perform with honesty, fairness and consistency

Collaboration: We create sustainable relationships with all that we meet, no matter what sector of the workplace you may come from.

We are pleased to invite you to become an integral component of this, and would love to have you on board to welcome you to the **Vincent** family.





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Performance Details

Date: Various dates throughout 2015 & 2016 dependent on festivals and theatre availability.

Location: Van Gogh Europe Federation celebrations in Holland, Belgium, France & The United Kingdom and nationally around regional and metropolitan centers within Australia

Target: To take **Vincent** internationally so as to promote and showcase Australian arts and talent on an international platform.

A full list of target market segments can be found on the following page

History: Vincent is in its 3rd year, and has already been making waves in the contemporary dance and dance theatre circuits within Australia. It was established by LissaJane Dance 3 years ago, but has been in the creative process within artistic director Melissa's mind for over a decade. After first seeing a Van Gogh painting in the London National Gallery, Melissa was determined and inspired to make a work exploring his life. After two development periods, and engaging with a scenic, audio and lighting designer, the show is now a fine tuned, evocative machine ready to inspire and engage.

Melissa's passion knows no bounds, and she continues to grow, develop and establish LissaJane Dance and Vincent as a driving force against social issues in youth.

Recent Vincent highlights include:

2014: Confirmed interest by the board of directors of the Van Gogh Europe Federation in having the show presented during their 125th year celebrations

2014: Acceptance into the arTour & Cyberpaddock touring promotions offices

2014: Completion of an acclaimed second stage development with new lighting and scenic design

2013: Completion of a very well received first stage development with dancers and performers





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Target Markets

Vincent's carefully designed workshops and performance are aimed at the following segments:

Good Corporate Citizens

In the increasingly conscience focused 21st century, many corporations recognize that they can benefit from operating with a broader perspective which is closely aligned with what their company's values, brand and culture stand for. Good Corporate Citizens embrace responsibility for the impact of their activities on the environment, consumers, employees, communities and other members of the public sphere. They proactively promote the public interest by encouraging community growth and development. Good Corporate Citizens deliberately include public interest in corporate decision making and honor their triple bottom line: people, planet, profit and **Vincent** would like to welcome contributions from organizations or individuals that would like to become Good Corporate Citizens.

Art Galleries & Private Enthusiasts

Vincent Van Gogh as we know is one of the worlds' most foremost artists. **Vincent** is not only a dance work, but also an expression of his art, and a further reach of his stroke. With the support of art galleries, national galleries and private Van Gogh enthusiasts, we would endeavor to share his works across multiple platforms and would be proud to hold the banner of the gallery proudly along side the work itself.

Community & Education Bodies

Vincent was a man of many emotions and skills. We see this as one of the most important aspects to explore and encourage within communities and youth of today. Through workshops and master classes, **Vincent** will use dance as a medium to help people of all ages and walks of life to express themselves in a way they may not have thought possible before. Community engagement is a crucial and vital part of the Vincent message, and we would like to invite councils, community groups, schools and educators to become partners with Vincent.

Networkers, Patrons and long-term supporters

Expanding networks and alliances is crucial to thriving in today's business world. Networkers would use Vincent and its performance nights as a springboard to meet and expand relationships with key industry players.

Vincent is excited to be able to engage patrons and long-term supporters into its cause. These individuals or organizations would be highly recognized with all of Vincent's' future performances and acknowledgements.





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Marketing Plan

Vincent has a multi-pronged approach to marketing to our target market segments. We aim to:

- Encourage active engagement with community based master classes
- Drive attendance to Vincent's live performances
- Elevate interest in the Vincent work
- Promote opportunities for engagement of LissaJane Dance beyond this work
- Promote partners and sponsors of Vincent
- Showcase the generosity of our supporters

Not only is this an effective way for us to communicate with our direct audience, but it also creates a platform that you as partners can use to connect with your own markets, or markets you may not be currently focused on.

Subscriber Communication

From the initial development of **Vincent** through to this lead up to an international tour, we use all communication vehicles at our disposal to let our existing audience, and any potential future audiences know about **Vincent** and its moves to a city near them – to ultimately compel their participation and attendance. This includes:

Website Our updated website is generating a huge number of hits each week. The website – www.vincenttheshow.com - features highlight packages, media galleries, cast biographies and details of tour and workshop schedules.

Social Media Vincent is involved in social media across the following platforms:

Facebook: www.facebook.com/vincenttheshow

Twitter: @vincenttheshow

Instagram: #vincenttheshoww

Vimeo: www.vimeo.com/goslingproductions

Publicity **Vincent** is currently in the process of engaging an external PR agency to generate media coverage for the tour and future events. We will use our considerable connections within the arts industry and with those of social media to garner coverage for **Vincent** and our partners. Our Key Business Partner and Major Partner would be asked to help promote **Vincent**, in addition to having their logo and company name on all future publicity.





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Investment

Vincent is looking for sponsorship and partnership in the form of a monetary donation towards the upcoming tours.

These sponsorship donations will go towards covering all expenses related to producing **Vincent**. This includes, but is not limited to:

- A full rebuild of a brand new touring set designed by Daniel Ampeuro
- A full re-light for touring circuits by lighting designer, Travis Macfarlane
- A full re-record of a live score for the new tour, with new composer Susan Hawkins
- All travel expenses involved in touring the show, set and cast nationally and internationally
- All ongoing show costs and expenses

Benefit Scheme

All potential sponsors are invited to make a donation they believe is appropriate, and all donations will be graciously accepted. The Vincent Benefit Scheme is set up to allow those who engage with higher levels of sponsorship are fairly and justly acknowledged accordingly. As such, the scheme is as follows:

For donations between **AUD\$500 - AUD\$1000** you will receive:

- A thank you letter, receipt from the Artistic Director
- Written exposure online and via the official show program "Partner Thank-you" page
- Access to news and show development via a monthly email

For donations between **AUD\$1,000 - AUD\$2,000** you will receive:

- A personal thank you phone call from the Artistic Director, Melissa Lanham
- A thank you letter, receipt and certificate of contribution from the Artistic Director
- Written exposure via the official show program "Partner Thank-you" page
- Recognition online via the website by means of a logo placement
- Access to news and show development via a monthly email
- Access to Vincent's artistic director for interviews or keynote speaking
- Access to the **Vincent** promotional material pack, subject to Vincent approval
- Utilization of social media opportunities - Facebook and Twitter with photos as appropriate (1 tweet/post per year minimum)





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For donations between **AUD\$2,000 - AUD\$5,000** you will receive:

- A personal thank you phone call from the Artistic Director, Melissa Lanham
- A thank you letter, receipt and certificate of contribution from the Artistic Director
- Written exposure via the official show program "Partner Thank-you" page and placement of a logo within the official show program and all other collateral
- Verbal exposure at the beginning of all **Vincent** performances via a pre-recorded announcement
- Recognition online via the website by means of a logo placement with web hyperlink
- Access to news and show development via a monthly email
- Access to Vincent's artistic director for interviews or keynote speaking
- 2 x 2 complimentary ticket & beverage packages at a show of your choice in any city
- Photo opportunities with cast and crew before the show on stage at the venue of your complimentary package
- Access to the **Vincent** promotional material pack, subject to Vincent approval
- Utilization of social media opportunities - Facebook and Twitter with photos as appropriate

For donations between **AUD\$5,000 - AUD\$10,000** you will receive:

- A personal thank you phone call from and dinner with the Artistic Director, Melissa Lanham
- A thank you letter, receipt and certificate of contribution from the Artistic Director.
- Presentation of a framed "Vincent – Major Partner" certificate
- Written exposure via the official show program "Partner Thank-you" page and placement of a logo on the cover the program and all other **Vincent** collateral
- Verbal exposure at the beginning of all **Vincent** performances via a pre-recorded announcement
- Recognition online via the website and other social media by means of a "Major Partner" credit, prominent logo placement and a web hyperlink.
- Formal recognition in the **Vincent** annual report including logo
- Access to news and show development via a monthly email
- Access to Vincent's artistic director for interviews or keynote speaking
- 4 x 2 complimentary ticket & beverage packages at a show of your choice in any city
- Photo opportunities with cast and crew before the show on stage at the venue of your complimentary package
- Access to the **Vincent** promotional material pack, subject to Vincent approval
- Opportunity for **Vincent** to collaborate with your organization as a speaker or performance on any community engagement projects you may have for a period of one year
- Utilization of social media opportunities - Facebook and Twitter with photos as appropriate
- Personally signed card of thanks by the cast and crew of Vincent.





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Contact

To discuss this proposal in further detail, or to sign up as a partner to Vincent, please contact:

Daniel "Goz" Gosling
Production & Tour Manager

Vincent

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Production Management provided by
A LissaJane Dance Production

GoslingProductions
training events theatre design

