BRICOLAGE PRESENTS:

BAZAAR

A MICRO IMMERSIVE CARNIVAL

Sponsor Opportunities
WHAT’S IN HERE

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02 (Y)OUR REACH
03 (Y)OUR IMPACT
04 (Y)OUR BAZAAR
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OI.

ABOUT BAZAAR
Bricolage is a nonprofit theater company that creates adventurous participatory work. Last year, we premiered our new fundraiser, Bazaar. It was a magical, sprawling event with fire-breathers, acrobats, carnival games, a dunking booth, and dynamically designed micro-immersive pods. Over 400 guests played, laughed, ate, and drank their way through the night.

This year will feature even greater opportunity for our supporters to have eyes on their brand—from signage at this dazzling event, to ads in the program, to sponsor spots within our Silent Auction software (which attendees will reference multiple times) —we have a multitude of ways to recognize friends of Bricolage.
2018
BAZAAR PROVED TO BE A MARKETING POWERHOUSE

400+ ATTENDEES
We saw more attendees at Bazaar than any previous Bricolage fundraiser. With buzz and excitement from the first year, we expect more in 2019.

PRESS & MEDIA
Bazaar was covered by:
The Pittsburgh Post-Gazette,
The Trib Live,
The Pittsburgh Tatler, and more!

BRICOLAGE’S BRAND
Over 85% of surveyed attendees said they came to Bazaar in order to support Bricolage—because they love what we do.
With one year of Bazaar under our belts, a slew of people who vowed to come back, and a crew of newcomers who wish they had joined us in 2018—this year’s fundraiser is bound to be even better than the last.

Just like last year, we plan to charm and delight our guests, and to create an event that will have attendees—and the region—talking for the year to come.

We’re also looking for the ideal companies to showcase.

**AND WE HOPE TO INCLUDE YOU!**
02. (Y)OUR REACH
OUR REACH

WE'RE HAPPY TO SHARE

7,250+ EBLAST SUBSCRIBERS
Our audience has been trained to pay attention to small details in our emails (for Fear of Missing Out!)

6,200+ FACEBOOK FOLLOWERS
Bricolage’s audience considers us their family—and the love comes through their FB interactions

2,000+ INSTAGRAM FOLLOWERS
From gorgeous sets to charismatic actors to an office dog, Bricolage is woefully ‘grammable’

4,000+ TWITTER FOLLOWERS
Bricolage’s education program gets a lot of love on Twitter from teachers and families!

BRICOLAGE FANS ARE ALL EARS; OUR EBLAST OPEN RATE IS 23%
YOUR IMPACT
THIS GETS PERSONAL

PERSONALIZED EXPERIENCES MEAN PERSONAL IMPACT

Immersive theater boasts smaller audiences and more personalized experiences than traditional theater approaches. The number of people we reach each year is smaller than the averages of traditional theater houses, yet it is not uncommon to receive essay-length emails and letters from our attendees, who have been deeply touched by their experiences.

The same is true of Bazaar. The intimate experiences in immersive pods, the carnival entertainers breathing fire and spinning from the ceiling, the delicious food and drink, the impressions made, the images seen, and the connections that are made—it all creates an unforgettable evening for our guests and an event that inspires attendees to share their stories for weeks and months afterward.

TOGETHER, WE HAVE THE POWER TO MAKE LASTING MEMORIES
WHAT BAZAAR ATTENDEES SAID

HINT: THEY LOVED IT

“Loved the vibe. Love the shows (aerialists, fire breathers, etc.). Loved the games and carnival booths. Loved the open space. Loved the cocktails (maybe a little too much!). Loved dressing up for the event!! Can't wait to see what you guys will do next year!!”

“Incredible event. Will definitely attend again next year!!! I hope it's back!! ...Thank you as always for putting on such amazing events and including such a diversity of thoughts and experiences in your work!”

“Everything was set up to give you a real carnival feeling. From the moment you walk into the "tent," through the colorful glass walkway, and into the "center ring" where you see a fire breather and contortionists on your left and right. There was always something interesting to look at. I loved that everyone was dressed up, actors and patrons and volunteers. I felt like I was in an alternate reality, but I also felt completely comfortable being there with my friends and cherished theater community.”

“GREAT event. Also, when I said the event "met expectations," I meant that as a compliment. I had high expectations and you met them!”

“I thought it was a great idea for a fundraiser. I hope you can support further Bricolage performances with the revenue you gained, and I know that if you do another one of these (or any other fundraiser), I'll certainly buy in to attend that as well.”

“Please do this or something like it again! Incredible venue, performances, and experience.”
Bricolage is known for putting our audience front and center.

And we put our supporters front and center, too!

Our sponsor benefits are generous, and help us to direct the attention of an engaged and excited audience toward your brand. Bazaar is more than just your average gala. Instead, your brand will be associated with the danger and thrill of circus performers, the fun of carnival games, and the inventiveness of Pittsburgh’s freshest artists.

Be a part of something different.
# Bazaar 2019 Sponsor Levels

<table>
<thead>
<tr>
<th>Name</th>
<th>Level</th>
<th>Recognition</th>
<th>Print*</th>
<th>Digital</th>
<th>Tickets</th>
<th>Rentals</th>
<th>Thanks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Circus Master</td>
<td>$20,000</td>
<td>Naming rights. Literature in 937 Liberty lobby. Top logo in auction software.</td>
<td>Premier logo placement. Centerfold color ad.</td>
<td>Logo on Bricolage website. 1 exclusive/custom eblast section.** Premier logo &amp; link in Bazaar eblasts. 2 exclusive Facebook and Instagram shout outs.</td>
<td>10 Grandstand. 2 Center Ring. 2 to all 2020 productions.</td>
<td>1 Free Bricolage rental!</td>
<td>Personalized shout out during announcements</td>
</tr>
<tr>
<td>Magician</td>
<td>$10,000</td>
<td>Co-presenter of VIP party. Company info provided to press.</td>
<td>Lead logo placement. Full-page color ad.</td>
<td>1 exclusive eblast shout out. Info about your brand tied into Bricolage news!**</td>
<td>6 Grandstand</td>
<td>25% off rental fee</td>
<td>Same as below</td>
</tr>
<tr>
<td>Trapeze Artist</td>
<td>$5,000</td>
<td>Logo on event signage &amp; auction software.</td>
<td>Logo placement. Half-page color ad.</td>
<td>Logo on all Bazaar eblasts. Logo in 1 group eblast shout out. 1 exclusive shout out each on Facebook &amp; Instagram.</td>
<td>4 Grandstand</td>
<td>Same as below</td>
<td>Thanked during announcements</td>
</tr>
<tr>
<td>Fire Eater</td>
<td>$2,500</td>
<td>Listed in auction software. Logo on webpage.</td>
<td>Half-page black &amp; white ad</td>
<td>Group eblast shout out. 1 group shout out each on Facebook &amp; Instagram.</td>
<td>2 Grandstand</td>
<td>10% off rental fee</td>
<td>—</td>
</tr>
<tr>
<td>Juggler</td>
<td>$1,000</td>
<td>Listed on Bazaar signage &amp; webpage.</td>
<td>Listed on materials</td>
<td>Listed on all Bazaar eblasts.</td>
<td>2 Grandstand</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

Sponsor levels include benefits of levels below, except where upgraded.

*Print Deadlines Must Be Met To Receive Benefits
**Images and Language approved by Bricolage
## ACTIVITY SPONSOR LEVELS

<table>
<thead>
<tr>
<th>NAME</th>
<th>LEVEL</th>
<th>RECOGNITION</th>
<th>PRINT*</th>
<th>Digital</th>
<th>TICKETS</th>
<th>RENTALS</th>
<th>THANKS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CENTER RING SPONSOR</td>
<td>$5,000</td>
<td>1 Available. Logo on signage in front of Center Ring entertainment.</td>
<td>Half-page, color ad. Logo in by Center Ring in program.</td>
<td>Same as below.</td>
<td>4 Grandstand</td>
<td>Same as below.</td>
<td>Same as below.</td>
</tr>
<tr>
<td>POD SPONSOR ***</td>
<td>$2,500</td>
<td>10 Available. Logo by 1 pod, in Bazaar program, &amp; auction software, on signage &amp; webpage.</td>
<td>Logo placement. Half-page black &amp; white ad.</td>
<td>Logo on all Bazaar eblasts &amp; in 1 group eblast shout out. 1 exclusive Facebook &amp; Instagram shout out.</td>
<td>2 Grandstand</td>
<td>Same as below.</td>
<td>Thanked in announcements.</td>
</tr>
<tr>
<td>DUNK TANK SPONSOR</td>
<td>$1,000</td>
<td>1 Available. Logo in front of dunk tank &amp; on signage. Listed on webpage.</td>
<td>Same as below.</td>
<td>Logo on all Bazaar eblasts &amp; 1 eblast group shout out. 1 exclusive Instagram &amp; 1 group Facebook shout out.</td>
<td>2 Big Top</td>
<td>Same as below.</td>
<td>—</td>
</tr>
<tr>
<td>GAME SPONSOR</td>
<td>$1,000</td>
<td>5 Available. Logo on 1 game’s signage. Listed on signage &amp; webpage.</td>
<td>Program listing.</td>
<td>Included in 1 group eblast &amp; 1 group Facebook and Instagram shout out.</td>
<td>2 Big Top</td>
<td>10% off rental fee</td>
<td>—</td>
</tr>
<tr>
<td>SPIRITS SPONSOR</td>
<td>SOLD $2,500</td>
<td>SOLD – 0 Available Logo on event signage &amp; webpage.</td>
<td>Logo in program, half page black &amp; white ad.</td>
<td>1 each dedicated eblast section, Facebook &amp; Instagram post. In copy on webpage, 1 eblast, &amp; 1 social media post.</td>
<td>2 Grandstand</td>
<td>—</td>
<td>Thanked in announcements.</td>
</tr>
</tbody>
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***Bricolage cannot guarantee any specifics (i.e. content) for pods***
THANK YOU!

LET'S KEEP THE CONVERSATION GOING

Contact for more information:
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Development Manager
412.471.0999 | nicole@bricolagepgh.org

BRICOLAGEPGH.ORG | SOCIAL MEDIA: @BRICOLAGEPGH

Bricolage is a non-profit organization declared tax-exempt by the federal government (under section 501 C 3 of the IRS code) and the Commonwealth of Pennsylvania. A copy of our official registration may be obtained from the PA Department of State by calling toll-free, within Pennsylvania: 800-732-0999. Registration does not imply endorsement. All donations to Bricolage Production Company are tax deductible to the full extent of the law.