

THE
LAWYER
SHOW  2024

SPONSORSHIP PROPOSAL

INTO THE WOODS

Music and Lyrics by **STEPHEN SONDHEIM**

Book by **JAMES LAPINE**

Originally Directed on Broadway by **James Lapine**

Orchestrations by **Jonathan Tunick**

JUNE 19–22

NEWMONT STAGE

at the BMO Theatre Centre

Contact: Susan Shank | General Manager

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TOUCHstone
THEATRE

Essential Canadian Plays

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Introduction

One of Vancouver's most exciting legal events and a valued tradition, **THE LAWYER SHOW** is the signature fundraising event for Touchstone Theatre, a long-standing cultural institution and registered charity.

Every spring, an ensemble of over 25+ law professionals take to the boards to prove that acting and the practice of law have way too much in common. Lines are learned, songs are sung, audiences applaud – and fun and friendship abound along the way!

Funds raised from The Lawyer Show support Touchstone Theatre's award-winning artistic programming, outreach activities, and new play development initiatives.

Now in its 21st year, The Lawyer Show is an outstanding model of how the business + arts sector can work together for mutual benefit and has been replicated in several cities and professions.



The Lawyer Show 2019 - Urinetown: The Musical



The Lawyer Show 2023: Mamma Mia!



The Lawyer Show 2017: Grease



The Wrong Bashir by Zahida Raheemulla
Pictured: Neha Devi Singh, Aman Mann,
Seth Ranaweera
Photo by Matt Reznik



Morag, You're A Long Time Deid
by Claire Love Wilson & Peter Lorenz
Pictured: Claire Love Wilson
Photo by Pedro Augusto Meza

About Touchstone Theatre

For over 47 years, Touchstone Theatre has been a mainstay of **theatrical innovation** and **excellence** on the West Coast. The company's all-Canadian mandate has helped launch, develop and disseminate the works of some of the country's most compelling playwrights and theatre artists, and its substantial body of work has garnered over 75 local and national awards.

Now in its fifth decade of production, Touchstone remains a lightning rod of theatrical activity. Its purely Canadian focus makes it unique in its region, and its reputation for excellence has earned the respect of audiences, critics and colleagues.



Hurricane Mona by Pippa Mackie
Pictured: Alex Gullason & Sherine Menes
Photo by Pedro Augusto Meza



YAGA by Kát Sandler
Pictured: Colleen Wheeler
Photo by Pedro Augusto Meza

About The Lawyer Show 2024

The Lawyer Show is an annual celebration of the creative talents of Vancouver’s legal community and Touchstone Theatre Society’s signature fundraising event. Professional directors and designers guide selected participants through a remarkable four-month creative journey that culminates in five performances to sold-out audiences.

Every year, the Lawyer Show is attended by over **1000+ audience members** drawn from the legal community, industry and arts supporters, as well as friends and family of cast members. This year’s 2024 Lawyer Show Production of *Into the Woods* will be presented at the **beautiful & state-of-the-art Newmont Stage** at the BMO Theatre Centre in Olympic Village from **June 19 – 22, 2024**.

Performances will be followed by a lively reception and cash bar in the gorgeous BMO Lobby where sponsors, performers, and attendees will have an opportunity to connect and network. A silent auction will also be available to participate in.



Newmont Stage at the
BMO Theatre Centre
162 West 1st Ave
Vancouver, BC

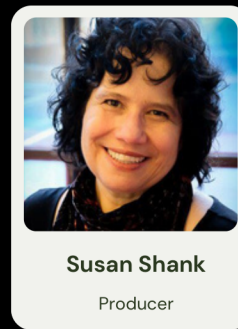
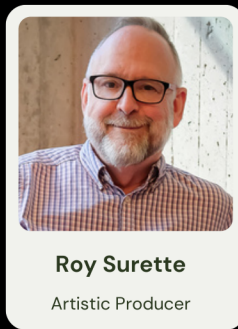
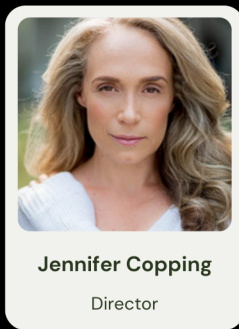
INTO THE WOODS

ABOUT THE PRODUCTION

Music and lyrics by Stephen Sondheim; Book by James Lapine
Directed by Jennifer Copping; Music Direction by Marguerite Witvoet

James Lapine and the legendary Stephen Sondheim take everyone’s favorite storybook characters and brings them together for a timeless, yet relevant, piece... and a rare modern classic. The **Tony & Grammy Award-winning** production is both enchanting and touching.

The story follows a Baker and his wife, who wish to have a child; Cinderella, who wishes to attend the King’s Festival; and Jack, who wishes his cow would give milk. When the Baker and his wife learn that they cannot have a child because of a Witch’s curse, the two set off on a journey to break the spell. Everyone’s wish is granted, but in the second act the consequences of their actions return to haunt them later with surprising results.



Into the Woods is presented through special arrangement with Music Theatre International (MTI). All authorized performance materials are also supplied by MTI. www.mtishows.com

The Lawyer Show Event Schedule

19
JUNE

Opening Night - 7:30PM

Enjoy a **supercharged evening** as The Lawyer Show cast hits the stage with the opening performance of *Into The Woods*!

Post-show reception catered by Lazy Gourmet. Silent Auction online and in the lobby.

20
JUNE

Theme Night Thursday - 7:30PM "What's in Red Riding Hood's Basket?"

Delectable sweet and savory treats from Red Riding Hood's basket await audience-goers in the the post-show reception lobby.

Food catered by Lazy Gourmet. Silent Auction continues.

21
JUNE

Martini Night - 7:30PM

A Lawyer Show tradition, Martini Night boasts a featured cocktail sure to delight!

Post-show reception catered by Lazy Gourmet. Silent Auction continues.

22
JUNE

Special Matinee - 2:00PM

A special family-friendly afternoon performance.

22
JUNE

CLOSING NIGHT - 7:30PM

Excitement rides high at this celebratory closing performance with firm-sponsored awards announced!

Post-show reception catered by Lazy Gourmet. Silent Auction closes and winners announced.

THE LAWYER SHOW 2024

Sponsorship Packages

LAWYER SHOW TITLE SPONSOR

Take your brand recognition to the fullest extent of the law by claiming **TOP BILLING** as the *Lawyer Show* **event sponsor!**

Includes a **FULL page ad, top logo** placement on all marketing, **10 VIP tickets**, and **MORE!**

PRINT ADVERTISING

- **TITLE BILLING** (ex: Touchstone Theatre with event partner (your firm/org) presents)
- **FULL PAGE full-colour** ad in 1000 Lawyer Show print programs & e-Program (\$2000 value)
- Your **LOGO**, full-colour, on Front & Back cover of our House Programs', as well as in the inside Sponsor Page (1000 copies).
- ***BONUS:** your logo will appear in **Touchstone's 2024/25 season programs** (2,000+ distributed).

TITLE RECOGNITION ON:

- **3,000 postcards** distributed to the legal community of Greater Vancouver.
- **300 posters** distributed throughout the Lower Mainland.
- **Lobby signage** during ALL Lawyer Show performances.

DIGITAL MARKETING

- **Title logo recognition** on Touchstone's *The Lawyer Show* webpage.
- **Title logo recognition** in a minimum of **6 E-blasts** distributed to 2,000+ members and associates of the legal community.
- **Exclusive firm thank you and profile** in one of the above 6 E-blasts.

MEDIA | PUBLIC RELATIONS

- Firm recognition in the show **press release**.
- Opportunity for a representative of your firm to briefly address the audience following intermission or at the post-show reception.
- Opportunity to display your firm's materials & signage in the lobby and at the reception.
- **10 VIP** tickets for staff or clients.

\$10,000

THE LAWYER SHOW 2024

Sponsorship Packages

BIG NIGHT OUT (BNO) SPONSOR

Shine proudly by becoming a **BIG NIGHT OUT SPONSOR** and **elevate your marketing reach** at a *select evening performance*! It's the perfect opportunity to **promote your organization and its services, boost brand recognition, align with a high-profile community event, and grow your network!**

PRINT ADVERTISING

- Your **LOGO, full-colour**, in our House Programs' Sponsor Page (1000 copies).
- **1/2 page full-colour** ad in 1000 Lawyer Show print programs & e-Program (\$1000 value)
- *BONUS: your logo will appear in **Touchstone's 2024/25 season programs** (2,000+ distributed).

PROMINENT LOGO RECOGNITION ON:

- **3,000 postcards** distributed to the legal community of Greater Vancouver.
- **300 posters** distributed throughout the Lower Mainland.
- **Lobby signage** during ALL Lawyer Show performances.

DIGITAL MARKETING

- Prominent logo recognition on Touchstone's *The Lawyer Show* webpage.
- Logo recognition in a minimum of **6 E-blasts** distributed to 2,000+ members and associates of the legal community.
- **Exclusive firm/organization feature article** in one of the above 6 E-blasts.

MEDIA | PUBLIC RELATIONS

- Firm recognition in the show **press release**.
- Opportunity for a **representative of your firm** to briefly address the audience following intermission or at the post-show reception.
- Opportunity to display your firm's materials & signage in the lobby and at the reception.
- **4 VIP** tickets to the performance you sponsor for staff or clients.

\$5,000

THE LAWYER SHOW 2024

Sponsorship Packages

SUPERSTAR

Showcase support for a company member or legal community star & enjoy all the advertising and entertainment benefits!

PRINT ADVERTISING

- **1/4 page full-colour ad** in 1000 Lawyer Show print programs & e-Program. (\$500 value)
- Your **logo full-colour** logo in our House Programs' Sponsor Page (1000 copies) & next to your Lawyer/Actor's photo and bio.
- Lobby display next to your Lawyer/Actor's photo and bio.
- Prominent display of your firm's name on lobby signage during all Lawyer Show performances.

DIGITAL MARKETING

- Prominent display of firm's name on *The Lawyer Show 2024* webpage.
- **Logo recognition** in a minimum of 6 E-blasts distributed to 2,000 members and associates of the legal community.
- **SPOTLIGHT ARTICLE** about your Lawyer/Actor in one of 6 e-blasts.

MEDIA | PUBLIC RELATIONS

- Opportunity to display your firm's branded materials in the lobby and at the reception.
- **4 VIP tickets** to the **Opening Night** (Wed, June 19) performance for staff or clients

\$2,500

STANDING OVATION

Showcase your support for the Lawyer Show performers who donate 100+ hours rehearsing for this prestigious production. Congratulate the cast, boost morale, and attract potential new clients!

PRINT ADVERTISING

- **1/8 page full-colour ad** or congratulatory message in Lawyer Show programs. (\$250 value)
- **Your logo full-colour** in our House Programs' Sponsor Page (1000 copies).
- Prominent display of your firm's name on lobby signage during all Lawyer Show performances.

DIGITAL MARKETING

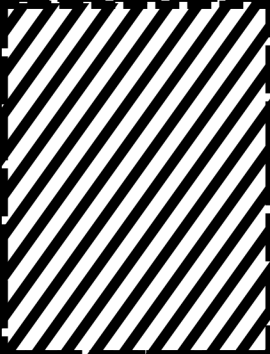

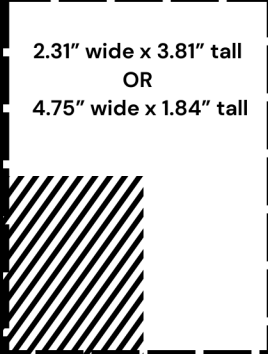
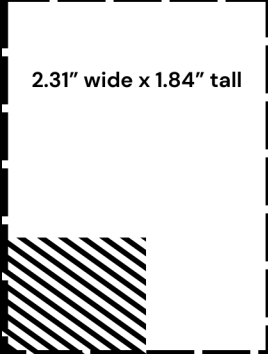
- Prominent display of firm's name on *The Lawyer Show 2024* webpage.
- **Logo recognition** in a minimum of 6 E-blasts distributed to 2,000 members and associates of the legal community.
- Firm's **congratulatory message** featured in one of the 6 e-blasts.

MEDIA | PUBLIC RELATIONS

- **2 VIP tickets** to **Opening Night** (Wed, June 19) performance for staff & clients.

\$1,500

THE LAWYER SHOW 2024 PROGRAM AD RATES

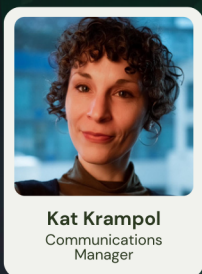
FULL PAGE AD 4.75" wide x 7.75" tall	1/2 PAGE AD 4.75" wide x 3.81" tall	1/4 PAGE AD 2.31" wide x 3.81" tall OR 4.75" wide x 1.84" tall	1/8 PAGE AD 2.31" wide x 1.84" tall
			
\$2,000 +gst	\$1,000 +gst	\$500 +gst	\$250 + gst

AD SPECIFICATIONS

- Full colour/CMYK
- Formats accepted: PDF, TIFF or JPEG
- High resolution image file (300 dpi)
- No bleed/no crops

DEADLINES

- Ad booking: May 23, 2024
- Ad materials due: May 30, 2024
- Payment due: Upon receipt of invoice



FOR MORE INFO & TO SEND DIGITAL FILES
Kat Krampol | Communications & Business Manager
Ph: 604.709.9973
katherine@touchstonetheatre.com

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THE LAWYER SHOW 2023 CAST & BAND

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Bennett Jones LLP

Johanna Goosen (Tanya/Ensemble)
WorkSafeBC

Vince Kanasoot (Pepper)
Chartered Professional Accountants
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Jennifer Lang-Hodge (Ali/Ensemble)
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Una Urosevic (Ensemble)
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Roselle Wu (Ensemble)
Harper Grey LLP

Craig McCue (Ensemble)
Osler, Hoskin & Harcourt LLP

Michael Bain – Bass Guitar
HHBG

Cappone D'Angelo – Guitar
Vancity

Mark Slay – Percussion
North Shore Law

Patrick Aldous – Drums
Netzwerk Music Group

Doran Chandler – Keyboards
Chandler Fogden Lyman Law Corp.

**Hope you will
join us this
year!!**

Contact: Susan Shank | General Manager

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