

**TOUCHSTONE THEATRE PRESENTS
THE LAWYER SHOW 2025 – SPONSORSHIP PROPOSAL**

**Book by
MARSHALL
BRICKMAN &
RICK ELICE**

**Music and
Lyrics by
ANDREW
LIPPA**



**The
Addams
Family
MUSICAL**

MAY 28 – 31, 2025

NEWMONT STAGE, BMO Theatre Centre

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The Lawyer Show: Touchstone Theatre's Premier Fundraising Event

The Lawyer Show is Touchstone Theatre Society's most **highly-anticipated fundraising event**, an annual celebration of the performing arts and talents of Vancouver's legal community. This year's production, *The Addams Family Musical*, will light up the stage at the beautiful BMO Theatre Centre in Olympic Village from **May 28–31, 2025**.

IMAGINE THIS: Every year, an ensemble of 30+ legal professionals take to the stage proving that acting and the practice of law have way too much in common. Guided by professional directors and designers, they embark on a thrilling four-month creative journey that ends with five sold-out performances.

Now in its 22nd year, the Lawyer Show is attended by **1000+ patrons**, an audience drawn from the legal community, industry partners, as well as friends and family of Lawyer Show company members.

Performances are followed by a lively reception in the gorgeous BMO Theatre Lobby where sponsors, performers, and attendees have an opportunity to connect & network.

An incredible online silent auction supported by 60+ local businesses accompanies the event, boasting a stunning array of items including hotel stays, artworks, fine-dining experiences and more!



Newmont Stage at the BMO Theatre Centre



The Lawyer Show 2024, Into the Woods company

About Touchstone Theatre

For over 48 years, Touchstone Theatre has been a mainstay of **theatrical innovation** and **excellence** on the West Coast. The company's mandate to support creators from Canada/Turtle Island has helped launch, develop and disseminate works from 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, Touchstone remains a lightning rod of theatrical activity. Funds raised from this year's Lawyer Show support Touchstone's upcoming 25/26 season as well as programs designed to support emerging theatre creators at all stages of development.

To Learn More about our programs visit touchstonetheatre.com

TOUCHSTONE STAFF

Lois Anderson | **Artistic Director**
Libby Willoughby | **General Manager**
Daniela Atencia | **Artistic Associate**
Kat Krampol | **Communications Manager**
Jessie Lee | **Bookkeeper**

BOARD OF DIRECTORS

Linda Sum | **President**
Leslie Stark | **Vice President**
Grace Bu | **Treasurer**
Rebecca Frame | **Secretary**
Elaine McHarg, Elan Hannah, Roselle Wu, Vince Kanasoot | **Members at Large**



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



Father Tartuffe: An Indigenous Misadventure by Herbie Barnes
Pictured: Samantha Alexandra, Sam Bob, and Danica Charlie
Photo by Moonrider Productions, courtesy of the Arts Club Theatre



YAGA by Kat Sandler. Pictured: Colleen Wheeler
Photo by Pedro Augusto Meza



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



The Addams Family

THE PRODUCTION

Music and lyrics by Andrew Lippa; Book by Marshal Brickman & Rick Elice
Directed by Lois Anderson; Music Direction by Lia Wolfe

THE ADDAMS FAMILY, a comical feast that embraces the wackiness in every family, features an original story and it's every father's nightmare: Wednesday Addams, the ultimate princess of darkness, has grown up and fallen in love with a sweet, smart young man from a respectable family – a man her parents have never met. And if that wasn't upsetting enough, Wednesday confides in her father and begs him not to tell her mother. Now, Gomez Addams must do something he's never done before – keep a secret from his beloved wife, Morticia. Everything will change for the whole family on the fateful night they host a dinner for Wednesday's "normal" boyfriend and his parents.

CREATIVE TEAM



LOIS ANDERSON
Director



LIA WOLFE
Musical Director



KIERA NEUFELD-HEINRICHS
Choreographer



LIBBY WILLOUGHBY
Producer

Originally produced on Broadway by Stuart Oken, Roy Furman, Michael Leavitt, Five Cent Productions, Stephen Schuler, Decca Theatricals, Scott M. Delman, Stuart Ditsky, Terry Allen Kramer, Stephanie P. McClelland, James L. Nederlander, Eva Price, Jam Theatricals/Mary LuRoffe, Pittsburgh CLO/Gutterman-Swinsky, Vivek Tiwary/Gary Kaplan, The Weinstein Company/Clarence, LLC, Adam Zotovich/Tribe Theatricals By Special Arrangement with Elephant Eye Theatrical

The Lawyer Show Event Schedule

**28
MAY**

Opening Night - 7:30PM

Enjoy a **supercharged evening** as The Lawyer Show cast hits the stage with the opening performance of *The Addams Family Musical!*
Catered post-show reception. Silent Auction continues online and in the lobby.

**29
MAY**

Theme Night Thursday - 7:30PM A SPOOKY FEAST

Spooktastic treats await audience-goers in the the post-show reception lobby.

Catered post-show reception. Silent Auction continues.

**30
MAY**

Martini Night - 7:30PM

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

Catered post-show reception. Silent Auction continues.

**31
MAY**

Special Matinee - 2:00PM

A special family-friendly afternoon performance.

**31
MAY**

Closing Night - 7:30PM

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

Catered post-show reception. Silent Auction closes and winners announced.

LAWYER SHOW Sponsorship Packages

TITLE SPONSOR | \$10,000

Maximize brand recognition by claiming TOP BILLING as the Lawyer Show event sponsor! Includes FULL page ad, top logo placement on all marketing, 10 VIP tickets, and MORE!

PRINT

- TITLE BILLING & logo recognition on all print marketing including posters, rackcards, and programs.
- FULL PAGE colour ad in 1000 Lawyer Show programs & e-Program (\$2000 value)
- LOGO, full-colour, Front & Back cover of house program + Sponsor Page (1000 copies).
- BONUS: your logo will appear in Touchstone's 2025/26 season postcard (2,000+ distributed)

DIGITAL

- Title logo recognition on The Lawyer Show webpage.
- Title logo recognition in a minimum of 5 E-blasts distributed to 2,000+ members and associates of the legal community.
- Exclusive firm thank you and profile in e-blast.

ON-SITE

- High-visibility lobby signage during ALL Lawyer Show performances.
- Opportunity for firm/org representative to address the audience at the post-show reception.

PUBLICITY

- Recognition in Lawyer Show press release

TICKETS

10 VIP tickets for staff or clients

LAWYER SHOW Sponsorship Packages

BIG NIGHT OUT | \$5000

Step into the limelight by sponsoring a select evening performance and showcasing your organization to a captivated audience. The BIG NIGHT OUT package offers the chance to:

- 🍷 Promote your business at a premier, high-profile event.
- ☀️ Boost brand recognition with an engaged, influential audience.
- 👥 Expand your network among arts enthusiasts and community leaders.

PRINT

- 1/2 page colour ad in 1000 Lawyer Show programs & e-Program (\$1000 value)
- Logo recognition on all print marketing including posters, rackcards, and programs.
- LOGO, full-colour, on the program Sponsor Page (1000 copies).
- BONUS: your logo will appear in Touchstone's 2025/26 season postcard (2,000+ distributed)

DIGITAL

- Title logo recognition on The Lawyer Show webpage.
- Title logo recognition in a minimum of 5 E-blasts distributed to 2,000+ members and associates of the legal community.
- Exclusive firm thank you and profile in one of the above 5 E-blasts.

ON-SITE

- High-visibility lobby signage during ALL Lawyer Show performances.
- Opportunity for firm/org representative to address the audience at the post-show reception.

PUBLICITY

- Recognition in Lawyer Show press release

TICKETS

4 VIP tickets for sponsored evening

SUPERSTAR | \$2500

Showcase support for a company member in the production & enjoy these advertising and entertainment benefits:

PRINT

- Logo recognition on all Lawyer Show print marketing (posters, rackcards, & programs).
- 1/4 colour ad in 1000 Lawyer Show programs & e-Program (\$500 value)
- A SUPERSTAR badge next to your sponsored performer's program image
- LOGO, full-colour, on program Sponsor Page (1000 copies).

DIGITAL

- Logo recognition on The Lawyer Show webpage.
- Logo recognition in a minimum of 5 E-blasts distributed to 2,000+ members and associates of the legal community.
- SPOTLIGHT ARTICLE about your Lawyer/Actor in one of 5 e-blasts.

ON-SITE

- High-visibility lobby signage during ALL Lawyer Show performances.

TICKETS

4 Opening Night VIP tickets

STANDING OVATION | \$1500

Showcase your support for the Lawyer Show performers who donate 100+ hours rehearsing for this prestigious production & enjoy these benefits:

PRINT

- Logo recognition on all print marketing including posters, rackcards, and programs.
- 1/8 colour ad in the Lawyer Show program & e-Program (\$250 value, 1000 programs printed)

DIGITAL

- Logo recognition on Touchstone's The Lawyer Show webpage.
- Recognition in a minimum of 5 E-blasts distributed to 2,000+ members and associates of the legal community.

ON-SITE

- High-visibility lobby signage during ALL Lawyer Show performances.

TICKETS

2 Opening Night VIP tickets (Wed, May 28)

Make an Impact by Donating to the 2025 Lawyer Show Silent Auction!

Contribute a product or service to this high-profile event and showcase your brand to an influential and engaged audience. With over 1,000 show patrons from the legal community and beyond and more than 5,000 email subscribers, your organization gains incredible visibility and the chance to support a meaningful cause.

2024 STATS



Auction Page Views
9800



Bids: 267



Funds raised in 2024:
\$ 15,372

2025 SILENT AUCTION DATES: May 19 – 31

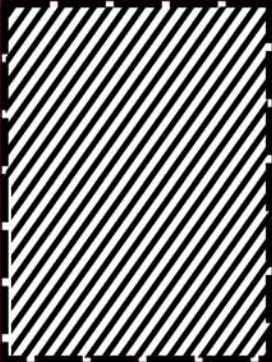

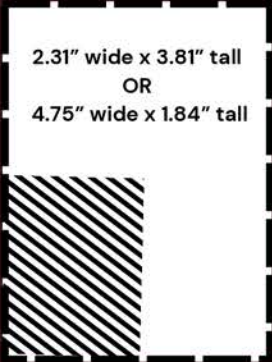
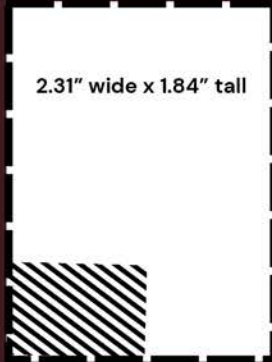
DEADLINE TO SUBMIT: May 12, 2025

Contact: John Hewson, john@touchstonetheatre.com

BENEFITS

ONLINE	
WEBSITE	Business name + link on <i>The Lawyer Show</i> webpage.
AUCTION PLATFORM	Description of your donated product/service, picture, and link on silent auction platform.
ON-SITE	
LOBBY AREA	Logo recognition in the BMO Theatre lobby signage.
E-BLAST (2000+ subscribers)	
SPOTLIGHT	Auction e-blast spotlight on donations valued \$600+
E-BLAST	Logo recognition in auction e-blast
PRINT MARKETING	
PROGRAM	Logo recognition in show program.

THE LAWYER SHOW 2025 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 16, 2025
- ALL Ad materials due: May 19, 2025
- 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

THE LAWYER SHOW 2025 CAST & BAND | THE ADDAMS FAMILY MUSICAL

CAST

GOMEZ ADDAMS | **Liam Kearns**
Kearns and Co. Law Group

MORTICIA ADDAMS | **Naya Dhatt**
Fasken LLP

UNCLE FESTER | **Roger Watts**
Northpoint Legal

GRANDMA | **Rhona Lichtenwald**
Hillcrest Bar Tutor

WEDNESDAY | **Stephenie Park**
Amplispark Services Ltd.

PUGSLEY | **Kyle Oliver**
Watson Goepel LLP

LURCH | **Craig McCue**
Osler, Hoskin and Harcourt LLP

MAL BEINEKE | **Cobi Dayan**
Miller Thomson LLP

ALICE BEINEKE | **Alison Colpitts**
Clark Wilson LLP

LUCAS BEINEKE | **Jake Harrigan**
Farris LLP

ENSEMBLE | THE ADDAMS ANCESTORS

Ada Ang
606 Essex Chambers

Lucy Chambers,
Articling, Jenkins Marzban Logan LLP

Natalie V. Chan
British Columbia College of Nurses & Midwives

Jeevyn Dhaliwal, KC
Larlee Rosenberg, Barristers & Solicitors

Kiara Gibbons
Alexander Holburn Beaudin and Lang LLP

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Linda Sum
LSum Consulting

ENSEMBLE | THE ADDAMS ANCESTORS

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Kitsilano Family Law Group

Ilana Teicher
The Law Society of British Columbia

Ferris Vasko
Articling, Norton Rose Fulbright Canada LLP

BAND

Alexei Paish | Percussion
Thorsteinssons LLP

Barb Choi | Keyboards
Jack Chow Insurance

Doran Chandler | Synthesizers
Chandler Fogden Lyman Law Corp.

Lindsay Goldberg | Trumpet
Fulton & Company Law Corporation
Sr. Advisory Counsel

Michael Bain | Electric Bass
HHBG Lawyers

Patrick Aldous | Drums
Netzwerk Music Group

A SPECIAL THANK YOU TO 2024 LAWYER SHOW SPONSORS



READY TO JOIN US AS A LAWYER SHOW SPONSOR?

Contact: **Kat Krampol** | Communications Manager

Phone 604-709-7993 Email katherine@touchstonetheatre.com