



CORPORATE SPONSORSHIP

2024-2025 Season

Mission Statement:

MAD Company is an artist-driven collective that produces and performs timely works, rooted in the desire to empathize and understand the spectrum of the human experience.

As a non profit theatre company, MAD Company relies on the generosity of corporate sponsors to help us in fulfilling our mission. Sponsorship has many benefits, including increased brand visibility, recognition in our promotional materials and across our social media platforms, complimentary tickets to shows and events, along with many more. Sponsorship packages may be customized, and all gifts are tax-deductible.

Ready to explore sponsorship opportunities? Contact our Head of Corporate Sponsorship, Helena Mueller, at contact@madcompanytheatre.com or (262) 501-8834.

'24-'25 SEASON

HAMLET

SUMMER of '24

Often regarded as one of the greatest plays in the English language, William Shakespeare's *Hamlet* tells a thrilling tale of revenge, madness, murder and betrayal. Set in an intimate scope and performed by a cast of 7, MAD Company's production of this timeless play will run from May 30th to June 16th at Theatre Row.



RADIO PLAY

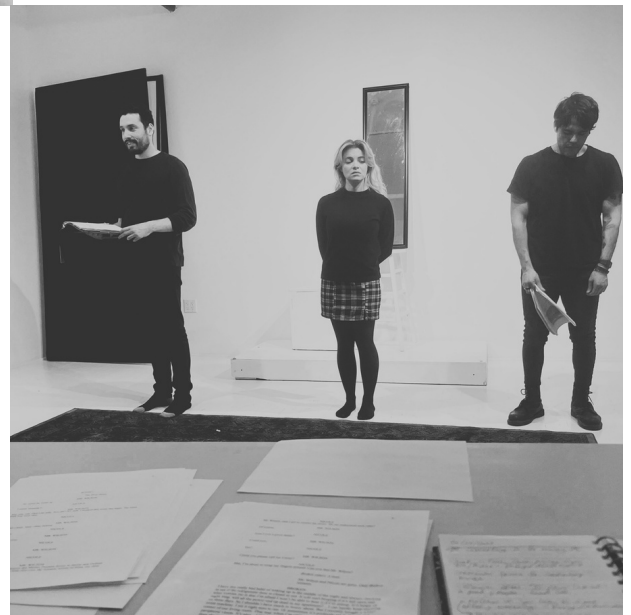
FALL of '24

Following the success of last year's *Frankenstein*, please join MAD Company this fall for another immersive radio play production. Complete with powerful performances, atmospheric music, SFX and more, this full-length production will be available on all streaming platforms.

STAGED READING

WINTER of '24/'25

This winter, MAD Company is proud to present the staged reading of a new work. This limited run will perform at Alchemical Studios, and will further MAD Company's mission to foster and develop original pieces.



EDUCATION

At MAD Company, education serves as a valuable way that we give back and engage with our community. Through monthly classes, 1:1 coaching sessions, and a future lecture series, we are excited for another year of educational offerings hosted all over NYC.



ACCESSIBILITY

In theatre, accessibility is of the utmost importance since it ensures that everyone can fully participate in the transformative power of live performances. At MAD Company, we are working to make our shows more accessible by offering ASL interpretation at select shows, having a sensory friendly performance during every run, and ensuring theatrical spaces match and exceed ADA compliance for both mobility aid users and visually impaired patrons.

COMMUNITY OUTREACH

From summer picnics to a winter gala, expanding and engaging with our community is at the heart of MAD Company's mission to "Get MAD. Do Good." In 2024 and 2025 we are looking for even more ways to expand our community through discounted ticket programs, free events open to the public, and collaborations with local businesses and art institutions.



SPONSORSHIP TIERS

Corporate Sponsorship opportunities listed below are for the 2024-2025 Season

SUPPORTER - \$250

- Logo placement on the “Corporate Sponsors” lobby screen or lobby poster for all mainstage performances
- Logo placement and direct link on the MAD Company sponsorship webpage
- Logo placement on “Corporate Sponsors” page in playbill for all mainstage productions
- Logo placement in monthly email blasts
- FOUR tickets to mainstage show (not for opening or closing night performances)

LEAD SUPPORTER - \$500

- All the benefits of the Supporter tier PLUS...
- Thank you and mention in one mainstage curtain speech
- EIGHT tickets to mainstage show (not for opening or closing night performances)

SPONSOR - \$1000

- All the benefits of the Lead Supporter tier PLUS...
- Corporate Sponsorship “shout out” during the credits of our yearly MAD Company audio play
- ONE full screen or full poster ad display during ONE mainstage performance
- 12 tickets to mainstage show (not for opening or closing night performances)

LEAD SPONSOR - \$2500

- All the benefits of the Sponsor tier PLUS...
- ONE full screen or full poster ad display during THREE mainstage performances
- Monthly Social Media Outreach for Corporate Sponsors (tags/reposts/shoutouts)
- Half-page ad in our mainstage playbill
- 16 tickets to mainstage show (not for opening or closing night performances)

(cont.)

SPONSORSHIP TIERS

Corporate Sponsorship opportunities listed below are for the 2024-2025 Season

PARTNER - \$5000

- All the benefits of the Lead Sponsor tier PLUS....
- ONE full screen or full poster ad display during FIVE mainstage performances
- Full-page ad in our mainstage playbill
- 20 tickets to mainstage show
- FOUR tickets to opening OR closing night.

PRODUCER - \$10,000

- MAD Company's mainstage show will be PRESENTED BY YOUR COMPANY. Your company's name will appear on all show posters and on the cover of the playbill.
- One full screen or full poster ad display during ALL mainstage performances
- Logo placement and direct link on the MAD Company corporate sponsorship webpage
- Logo placement on "Corporate Sponsors" page in playbill for all mainstage productions
- Corporate Sponsorship "shout out" during the credits of our yearly MAD Company audio play
- Logo placement in monthly email blasts
- Thank you and mention in ALL mainstage curtain speeches
- Monthly Social Media Outreach for Corporate Sponsors (tags/reposts/shoutouts)
- Full page ad in our mainstage playbill
- 24 tickets to mainstage show (not for opening or closing night performances)
- FOUR tickets to opening AND closing night performances of mainstage show
- Special thank you during closing night speech

>65

BACKERS/
DONORS

>700

PODCAST
LISTENERS

>1,000

SOCIAL MEDIA
REACH

SOLD OUT

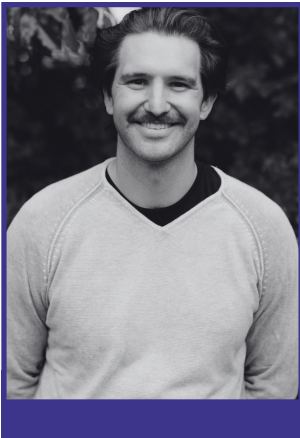
PERFORMANCES OF
MAINSTAGE SHOW

BENEFITS AT A GLANCE

Sponser Benefits	Producer \$10,000+	Partner \$5,000	Lead Sponsor \$2,500	Sponsor \$1,000	Lead Supporter \$500	Supporter \$250
Logo placement & direct link on our corporate sponsorship webpage	•	•	•	•	•	•
Logo placement in lobby for all mainstage performances	•	•	•	•	•	•
Logo placement in playbill for all mainstage productions	•	•	•	•	•	•
Logo placement in monthly email blasts	•	•	•	•	•	•
Tickets to mainstage show	24 Not Open or Close +4 for Opening +4 for Closing	20 Not Open or Close +4 for Opening OR Closing	16 Not Open or Close	12 Not Open or Close	8 Not Open or Close	4 Not Open or Close
Thank you & mention in curtain speech	All mainstage performances	One mainstage performance	One mainstage performance	One mainstage performance	One mainstage performance	
“Shout out” during the credits of our yearly audio play	•	•	•	•		
ONE full screen or full poster ad display	All mainstage performances	Five mainstage performances	Three mainstage performances			
Monthly Social Media Outreach (tags/reposts/shoutouts)	•	•	•			
Ad in our mainstage playbill	Full page	Full page	Half page			
Special thank you during closing night speech	•					
Mainstage show is PRESENTED BY YOUR COMPANY.	•					

MEET OUR TEAM

MAD Company, Inc is a 501(c)3 Non-Profit Theatre Company based in NYC. Producing works and supporting artists while maintaining our values of artistic excellence, creative autonomy, community engagement, inclusivity, and respect. Meet some of our team below!



James Hale
Executive Director

James is the founding Executive Director of MAD Company, a position which oversees the non-artistic aspects of the organization. He received an MA from LAMDA, a BA in Music from UNC-Greensboro, and an AA in Business Administration from Wake Technical CC. As an entrepreneur, artist, and musician, James has written, performed, produced, financed, and created in a variety of artistic media. He currently serves as the President of the Board.



Lauren Zbylski
Artistic Director

Lauren is the founding Artistic Director of MAD Company, having served in this position since its inception in 2022. Her knowledge and experience as an independent producer was directly transferable to a leadership position within an arts' organization. She received her MA in Classical Acting from LAMDA, and her BFA in Theatre from SMU. In addition to her role as Artistic Director of MAD Company, Lauren is a working actor, having performed with regional theatres and Shakespeare festivals across the country.



Maddi Albregts
Marketing Director

Maddi began her marketing career at Montclair State University, receiving a minor in Business and Marketing, before going on to work in social media management. She developed an interest in web design, branding, and social presence, working with clients across the spectrum of arts and business for the past four years. This all led to Maddi taking on the role of MAD Company Marketing Director, furthering her knowledge of marketing for theatre, publicity, and advertisement for non-profit companies.