NC Black Rep invites partners to join a global theatre community. Partnership levels range from $10,000 to $250,000 and include program-specific and premium partner benefits. Benefits can be personalized to your organization and may include:

- Logo placement on IBTF digital + printed media and signage.
- Product placement across 30+ Festival locations and venues.
- Brand activation opportunities, including giveaways and demonstrations.
- Invitations to the Opening Night Gala, Celebrity Reception, performances, and special events.
- Advertisement in the IBTF Souvenir Journal and printed + digital playbills.

To plan your partnership, contact:

Jackie Alexander
jackie@ncblackrep.org
336.723.2266
<table>
<thead>
<tr>
<th>Signature Branding</th>
<th>Premium Placement</th>
<th>Festival Experiences</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Co-Headline Placement and Acknowledgement On All IBTF Media</strong></td>
<td><strong>Product Placement &amp; Giveaway Opportunities throughout 30+ Festival Locations, including:</strong></td>
<td><strong>All-Access Benefits to plays and performances of your choice, including:</strong></td>
</tr>
<tr>
<td>ex: 2024 International Black Theatre Festival, presented by “Your Brand Here”</td>
<td>Opening Night Gala, Celebrity Reception at Winston-Salem State University, I3+ Theatre Venues, IBTF Merchandise and Gift Bags</td>
<td>20 (twenty) VIP Passes to Festival Productions, Cast Meet and Greets, Stage Tours, and Preferred Seating</td>
</tr>
<tr>
<td><strong>Logo Placement Across All IBTF + NC Black Rep platforms, including:</strong></td>
<td><strong>Complimentary Booth at the International Vendors Market</strong></td>
<td><strong>Special Invitation to the IBTF Opening Night Gala and Celebrity Reception</strong></td>
</tr>
<tr>
<td><strong>Digital:</strong> Website, Mobile App, Social Media, Souvenir Journal, Playbills, and Mobile Ticket Orders</td>
<td>Located at the 150,000 sq ft Benton Convention Center located in Downtown Winston-Salem</td>
<td>2 (two) Complimentary Tables (20, seats) at the Opening Night Gala and 20 (twenty) tickets to the Celebrity Reception</td>
</tr>
<tr>
<td><strong>Print:</strong> Souvenir Journal (Cover + Full Page Ad), Playbills, Tickets, IBTF Passenger Vans, and Signage throughout 30+ Festival Locations</td>
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</tr>
</tbody>
</table>
As a Title Sponsor, your brand will receive placement on all digital and printed IBTF Media. Enjoy premium visibility and branding opportunities throughout the 30+ Festival locations in Winston-Salem.
<table>
<thead>
<tr>
<th>Gold &amp; Platinum $75,000-$150,000</th>
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<tbody>
<tr>
<td><strong>Platinum Level</strong> $150,000</td>
</tr>
<tr>
<td><strong>Gold Level</strong> $75,000</td>
</tr>
<tr>
<td><strong>Brand &amp; Logo Placement</strong></td>
</tr>
<tr>
<td>Full page ad in the IBTF Souvenir Journal</td>
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<tr>
<td>Website + Mobile app</td>
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<tr>
<td>NC Black Productions (Coconut Cake, Heritage, and I Am...a Shepherdess), <strong>Ancillary Events + Programs</strong></td>
</tr>
<tr>
<td><strong>Production Tickets</strong></td>
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<tr>
<td>10 (ten) VIP passes to Festival productions</td>
</tr>
<tr>
<td><strong>Festival Experiences</strong></td>
</tr>
<tr>
<td>1 (one) Table (10 tickets) at the Opening Night Gala</td>
</tr>
<tr>
<td>10 (ten) tickets to the Celebrity Reception</td>
</tr>
<tr>
<td><strong>Gold Level $75,000</strong></td>
</tr>
<tr>
<td>Half page ad in the IBTF Souvenir Journal</td>
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<tr>
<td>Website + Mobile app</td>
</tr>
<tr>
<td>All Ancillary Events + Programs</td>
</tr>
<tr>
<td><strong>Production Tickets</strong></td>
</tr>
<tr>
<td>5 (five) VIP passes to Festival productions</td>
</tr>
<tr>
<td><strong>Festival Experiences</strong></td>
</tr>
<tr>
<td>5 (five) tickets to the Opening Night Gala</td>
</tr>
<tr>
<td>5 tickets (five) to the Celebrity Reception</td>
</tr>
</tbody>
</table>
$50,000  Theatre for Young Audiences Production
A World Premiere Theatre for Young Audiences production. The production is free and open to the public.

$25,000  Mabel P. Robinson Emerging Artists Awards
The Mabel P. Robinson Emerging Artist Awards will present six scholarships to acting, directing, and design students to attend the 2024 International Black Theatre Festival.

$20,000  Virtual IBTF Programs
Virtual viewing of special IBTF programming and events.

Midnight Poetry Jam
Featured poets bring their brightest words and let them shine. The only place to be at midnight during IBTF!

National Youth Talent Showcase + Youth Celebrity Project
Youth take center stage and showcase their talent before a panel of judges.

$15,000  Readers’ Theatre of New Works
Over 30 original works are read by actors for theatre professionals, scholars, and the community.

Workshops + Seminars
Theatre and industry leaders engage in interactive workshops and discussions centered around theatre arts.

Therapeutic Power of Theatre
A program that examines the power of theatre as a source of healing, hope, and resilience.

$10,000  International Colloquium
A collaborative effort between IBTF, Black Theatre Network (BTN), and Winston-Salem State University’s Office of International Programs and Africana Studies.

Out On Holy Ground
A celebration of the LGBTQIA+ community featuring workshops, staged readings and film screenings.

IBTF Film Fest
Films made by independent filmmakers are shown at a/perture cinema.
EVENTS & PROGRAMS

READERS’ THEATRE OF NEW WORKS

INTERNATIONAL COLLOQUIUM

INTERNATIONAL VENDORS MARKET

LARRY LEON HAMLIN SOLO PERFORMANCE SERIES

MABEL P. ROBINSON EMERGING ARTIST AWARDS

MAINSTAGE PRODUCTIONS

MIDNIGHT POETRY JAM

INTERNATIONAL YOUTH TALENT SHOWCASE

IBTF FILM FEST

IBTF FRINGE

FINDING HOLY GROUND

OUT ON HOLY GROUND

SYLVIA-SPRINKLE HAMLIN ROLLING WORLD PREMIERE AWARD

TEENTASTIC (COLLABORATIVE TEEN INITIATIVE)

THE THERAPEUTIC POWER OF THEATRE WORKSHOPS & SEMINARS

YOUTH CELEBRITY PROJECT

IBTF 2024 Partnerships
**IBTF BY THE NUMBERS**

$12 million
Generated in revenue

65,000+
Visitors Attended

200+
Performances + Events

22,585
Social Media Followers

**AUDIENCE REACH**

$125,000
Median Household Income

18/82
Male to Female Ratio

71% Black
12% White
7% LatinX
10% Other

Median Age
Thank you

NC Black Rep
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336.723.2266

Jackie Alexander
Producing Artistic Director
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India Mack
Managing Director
india@ncblackrep.org
336.723.2266 ext 1306

International Black Theatre Festival
July 29 - August 3, 2024