

## SPONSORSHIP with COFFEE CUP (a theatre co.)



Sponsorship opportunities with Coffee Cup range in scope and benefit, with promotion and participation packages customized to match the specific interests and business objectives of each sponsor. We work hard with each sponsor or partner to provide the most beneficial advertising impact and help them meet their marketing needs.



Coffee Cup is a theatre collective that develops, writes and performs original, actor-driven theatre. The Company provides its members with a flexible forum within which they can experiment freely. We take liberties with genre, mood and form while staying accessible to a wide audience. We ultimately aim to shine a humane and humorous light on the small, everyday relationships and interactions which define so much of our lives, and yet are so often taken for granted.



## WHY SPONSOR COFFEE CUP?

- ☕ Increase positive brand recognition among a new client base & instill brand loyalty in existing customers
- ☕ Reach a targeted and savvy audience
- ☕ Cultivate new consumers with trial usage of products or services
- ☕ Show your social commitment to the arts community of New York City.
- ☕ Align yourself with an up and coming, hip and happening, fun and exciting Arts Organization.

In an age where we are so inundated with choice, it's hard for the consumer to know where to turn. By sponsoring an organization our targeted base supports and loves, you are already heads and shoulders above the competition. Becoming a sponsor or partner of our season, an event or a show means you get your product in front of our dedicated supporters.

They trust us, we trust you, and by association, they will trust you.

*In this way, you can reach people directly and garner that critical and priceless "word of mouth" buzz.*

## Who is our Audience?

**Young, trend-setting New York and Tri-State residents** who are strong Theater supporters, and as such, enjoy an exciting night out on the town. They want to know the best food, the best drink and the most exciting new place to go.

*They are highly educated and on the forefront of trend waves.*

*They are your potential new consumer.*





## Critical Acclaim

Coffee Cup formed in 2004 from the desire to tell the story of a group of people taken for granted daily: Waiters. Out of this desire grew our first show, TURNING TABLES, which was created and produced in the Fall of 2006. In our short run downtown in Tribeca, we played to full houses, received rave reviews and gathered quite a momentum for the company. We kept the ball rolling with our second show STANDING CLEAR, which played for four weeks in the Summer of 2008. We produced three successful benefit events for our first show, and six for the second, each at a beautiful venue with sponsored alcohol and food, and many with silent auctions, raffles and gift bags. People came, they saw, and they will come back.

“Turning Tables is a total charmer... They’ve given us a smart, funny, and insightful slice of life... in this innovative, well-produced show, making for **an auspicious debut for their company**... The acting is sharp, the writing is clever and vivid, the staging... and production values are terrific.”  
-*Martin Denton, nytheatre.com*

“SNL should take notice”  
-*Backstage*

“hilarious and poignant”  
-*The Connecticut Post*

“smart writing and delightfully clever staging. ... this cast can do it all: physical comedy, pathos, subtlety, and giving us the eye... The cast of five, ... swerve into and out of their multiple characters in a tour de force of that sort of thing. ”  
-*BlogCritics*

## Past Sponsors/Partners: Join Us!



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www.noffortourists.com

**SASHA WOLF GALLERY**

## CONTACT COFFEE CUP



For all Sponsorship Opportunities:

Ishah Janssen-Faith  
Artistic Director  
[ishah@coffeecuptheatre.org](mailto:ishah@coffeecuptheatre.org)  
646-285-7733

**In exchange for your monetary sponsorship or in-kind partnering,  
we will work with you create a package that can include:**

Product placement opportunities in gift bags at our events  
Signage at events  
Logo placement on postcards, posters and invitations  
Advertising in our program  
Presence on our website and in our email campaigns which reach our extensive database  
Tickets to Benefits and Performances



Coffee Cup (a theatre co.)  
PO Box 482  
NY, NY 10276  
[www.coffeecuptheatre.org](http://www.coffeecuptheatre.org)

