



## MELBOURNE FRENCH THEATRE INC.

Melbourne French Theatre (MFT) is a unique Australian theatre company founded in 1977 by Michael Bula and David Gorrie, which presents plays in French, organises events and serves as an agency for French actors for all multi-media applications.

One to two productions are presented each year usually as theatrical plays either entirely in French with English surtitles or in bi-lingual (French/English) form. MFT regularly presents school workshops and performances in schools of Le Petit Nicolas and Courteline sketches. Other projects are also presented, as well as University lectures.

**23 March 1977**  
Foundation

**19 November 1985**  
Incorporated as a non-profit  
association

**1986**  
Placed under the official patronage  
of His Excellency the French  
Ambassador to Australia

**1 July 1991**  
Placed on the Register of Cultural  
Organisations, Canberra

**1995**  
Association Agreement with the  
Department of French and Italian  
Studies, University of Melbourne

**2005**  
Memorandum of Understanding  
with the Australian Catholic  
University



# SPONSORSHIP PACK



# What we offer

## 1. ELEVATE YOUR CORPORATE PROFILE

## 2. BUILD GOODWILL

## 3. ESTABLISH A GOOD REPUTATION IN THE COMMUNITY

### STATISTICS

as at 2018

#### 12 Tours

##### International



New Caledonia : 3  
Vanuatu : 1

##### National



Canberra: 4  
Adelaide: 1  
Regional Victoria: 3

**41 years**

**103**  
productions

**53**  
playwrights

**764**  
actors

**66**  
directors

**4,800**  
members of production teams

**69,000**  
[including some 25,200 school and  
university students and teachers/  
lecturers] spectators –

that is MFT!

# Our audience, our reach, our venues



## SHOWS/EVENTS

Full theatre productions including school incursions/tours, play readings, workshops, all in French or bilingual with English surtitles by PowerPoint projection.



## OUR AUDIENCE

- Francophone and Multicultural Australia
- Francophiles interested in French culture, literature, music, theatre, fashion, travel, restaurants, fine food and wine
- Middle Australia – educated professionals
- Corporate Australia – small business to multi-national companies
- Primary and secondary schools, tertiary education institutions and universities
- French-Australian and Foreign Diplomatic and Consular Corps
- French-Australian Chamber of Commerce and other French organisations



## DONATION IN KIND

A donation can be in kind (hire of goods and/or equipment or provision of product and/or services) and should be accompanied by a letter of value for the goods or services provided. In return you will receive all the sponsorship entitlements according to the value of sponsorship category you choose.



## CONFERENCE & MEETING FACILITIES

MFT can provide theatrical corporate presentations (promotions, advertisements, etc) for all your corporate needs such as conferences, seminars, product launches, with a uniquely French accent. Please enquire about our rates and proposals.

Multi-use fully renovated building available for hire for presentations, conferences, classes, arts performances, rehearsals, meetings, corporate functions and meals, gallery space, cocktail venue, wine tastings, cooking demonstrations, commercial kitchen, product launches and unlimited uses in the heart of Carlton.



## WEBSITE

Approximately **1,500 to 4,000** average hits per day or **35,000 to 100,000** hits per month [source : Webalizer Version 2.01]



## EMAILOUT/BULLETIN

Sent to **6,500+** email address database! From late January to November each year: Frequency 1 to 4 e-bulletins in each of the above months **800 to 1,600** spectators per season [2 to 3 per year] 8 to 90 years old.

# Sponsorship categories

We have a range of sponsorship options to suit every business and budget, each with relevant publicity and exposure options. All donations are TAX DEDUCTIBLE, come with FREE tickets and apply to a 12 month cycle.

Package Category	Cost	Exposure and Benefits
<b>BRONZE PACKAGE</b> Monetary donation or raffle prize	\$220	2 free tickets
<b>SILVER PACKAGE</b> Monetary donation or in-kind donation	\$440	Logo in Programme • Logo + Link on Website • Logo in E-Bulletins 2 free tickets
<b>GOLD PACKAGE</b> Monetary donation or in-kind donation	\$660	Logo in Programme • Logo + Link on Website • Logo in E-Bulletins Slide advertisement during performances 2 free tickets
<b>PLATINUM PACKAGE</b> Major sponsorship entitlements	\$2200	Logo in Programme and Poster • Logo + Link on Website • Logo in E-Bulletins Programme advertisement • Slide advertisement during performances Corporate Display in Theatre Foyer • Distribution of Promotional Material 10 free tickets

## Contact

*For sponsorship enquiries please contact*

**Maggie Bracher**

**Phone** 03 9349 2250

**Email** info@mftinc.org

## Your logo

### Logo Specifications

- Supply hi-res JPG, PNG or EPS
- Please email your logo to:  
**productions@mftinc.org** *Attention: Graphic Artist*
- Logo to be supplied by a date to be advised

## Your advertising

### Print Specifications

- Supply hi-res PDF or JPG
- All files CMYK and 300dpi
- Any spot colours and RGB images will be converted to CMYK by the print system
- Please email your artwork to:  
**productions@mftinc.org** *Attention: Graphic Artist*
- Artwork to be supplied by a date to be advised

### Web Specifications

- Supply hi-res JPG, PNG or Illustrator file
- Please email your artwork to:  
**productions@mftinc.org** *Attention: Graphic Artist*
- Artwork to be supplied by a date to be advised