



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 Prince 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

1999

English surtitles prototype introduced

2014

Memorandum and Agreements of Collaboration with Monash & Melbourne Universities

SPONSORSHIP PACK



What we offer

1. Elevate your corporate profile in French and Francophile audiences
2. Build goodwill and market brand
3. Partner in culture and French & theatre events

Statistics

as at 2020

12 Tours

International



New Caledonia: 3
Vanuatu: 1

National



Canberra: 4
Adelaide: 1
Regional Victoria: 3

43 Years

105
Productions

54
Playwrights

770
Actors

67
Directors

70,000
including some 26,000 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 subtitles 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 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
BRONZE PACKAGE		
Monetary donation or raffle prize	\$220	2 free tickets
SILVER PACKAGE		
Monetary donation or in-kind donation	\$440	Logo in Programme • Logo + Link on Website • Logo in E-Bulletins 2 free tickets
GOLD PACKAGE		
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
PLATINUM PACKAGE		
Major sponsorship entitlements	\$2,200 Plus	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 Details

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