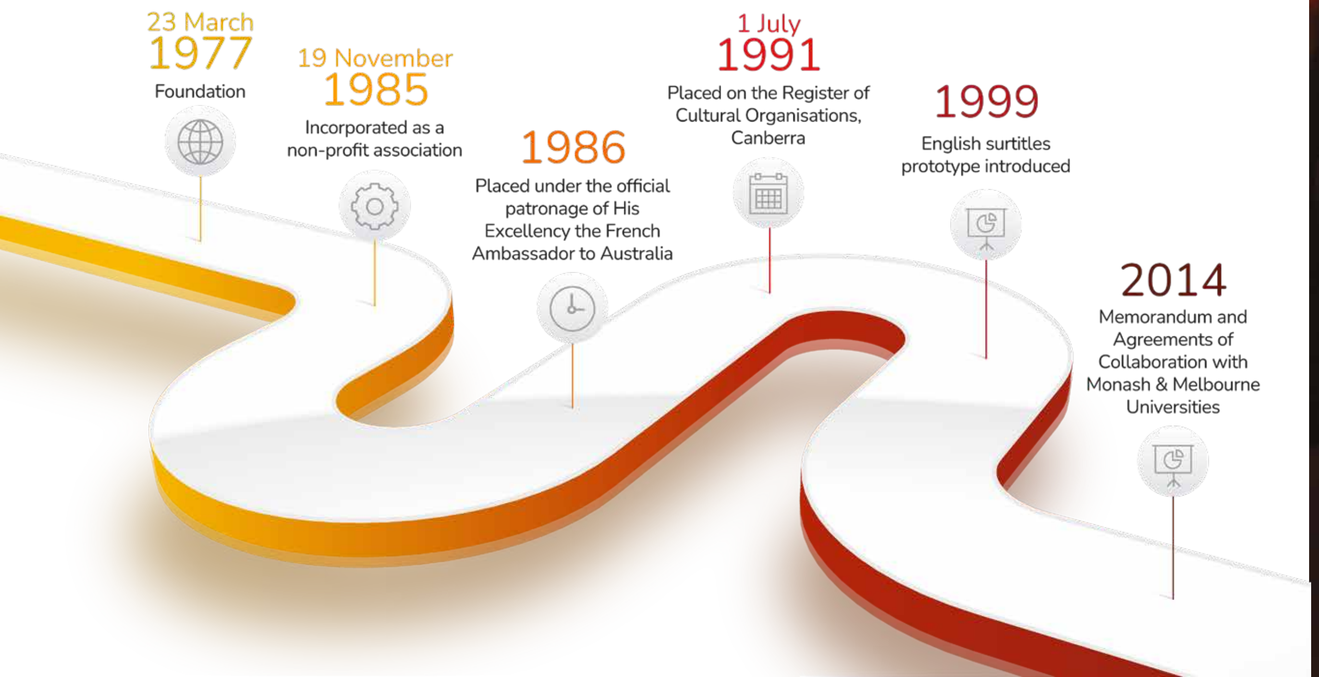
MELBOURNE FRENCH THEATRE INC.

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.



SPONSORSHIP PACK

What we offer

Elevate your corporate profile in French and Francophile audiences

Build goodwill and market brand

Partner in culture and French & theatre events

Statistics

Founded in 1977

12 Tours

Canberra: 4
Adelaide: 1
Regional Victoria: 3

New Caledonia: 3
Vanuatu: 1

105 Productions

54 Playwrights

770 Actors

67 Directors

70,000 Spectators

Including over 26,000 school and university students, teachers and lecturers

Our audience

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.

Our venues, our reach

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	$330	2 free tickets
SILVER PACKAGE		
Monetary donation or in-kind donation	$550	Logo in Programme · Logo + Link on Website · Logo in E-Bulletins 2 free tickets
GOLD PACKAGE		
Monetary donation or in-kind donation	$880	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	**Corporate** Logo in Programme and Poster · Logo + Link on Website · Logo in E-Bulletins Programme advertisement · Slide advertisement during performances 10 free tickets
	$3,000 to $5,000	**Billing rights** 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

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
· Any spot colours and RGB images will be converted to CMYK by the print system
· All files CMYK and 300dpi
· 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

Merci beaucoup!

MFT cannot continue to bring high-standard, innovative productions in French with English surtitles without your invaluable support on our journey.

Contact Details

For sponsorship enquiries please contact

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