



## PARTNERSHIP PACKET

An opportunity to showcase your nonprofit within the vast MarinArts.org network while also fundraising for your organization.



**Signing  
up 2023  
events  
now**

**Supporting the arts and highlighting behind the scenes and specially curated shows about the arts throughout Marin.**



MarinArts Presents has proven that fundraising can be FUN! What if you could create a current, professional video that represents your non-profit organization through storytelling, collects data, assists with marketing materials AND raises funds? Could you use marketing support and a new sponsorship packet?

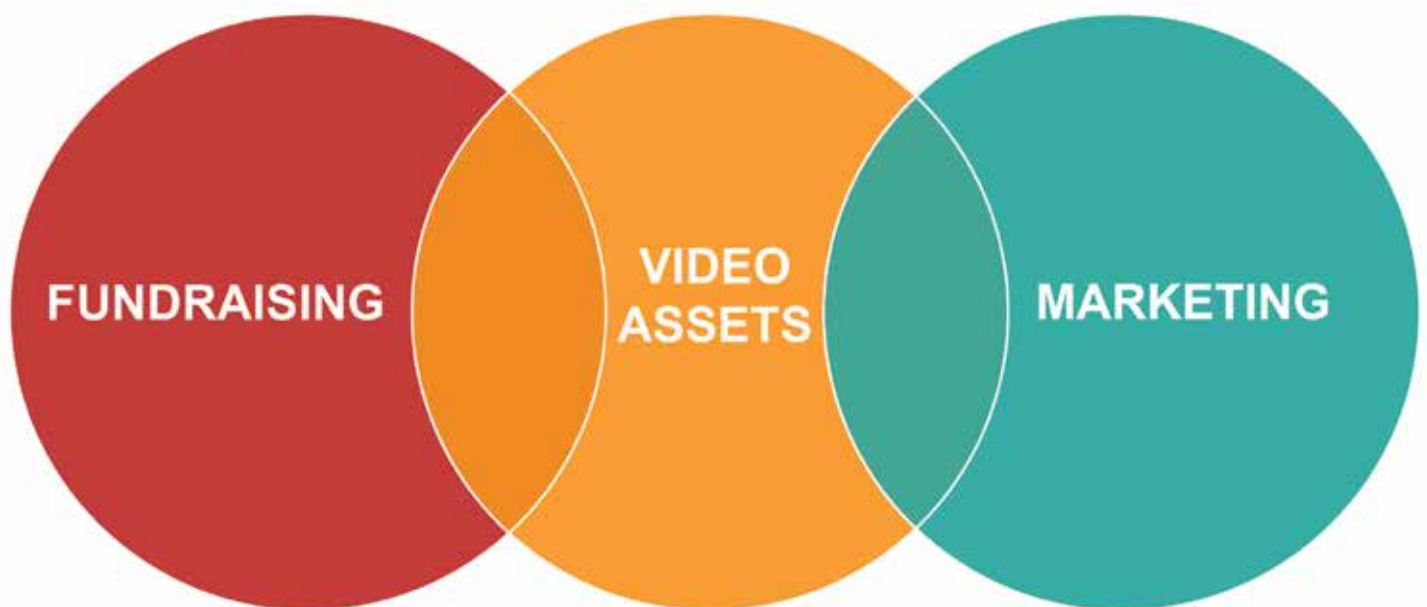
If YOUR answer YES, then MarinArts Presents can help your organization do all of that, and we promise you will have fun doing it! For a fraction of the cost of a full-length video production without all the extras (and MORE!), you can revitalize your entire organization with participation from staff and board.

Please read through this material very closely and you will see that this kind of love and care is genuine and generous and, YES, a fraction of the cost because we know how hard you work, and that every dollar counts.

Please call me today to discuss how MarinArts Presents can help your organization. We have a few production time slots left for 2023 and we want to work with YOUR ORGANIZATION!

We work quickly. Our production turnaround time is weeks (not months) so you can be well positioned to launch your marketing campaign and enroll more donors, which means more financial support.

Call me today 415-259-8334 or email me at [Mary@marinarts.org](mailto:Mary@marinarts.org)



**The vision of MarinArts Presents is to elevate exceptional arts organizations in Marin County by featuring them in a professional broadcast while also raising vital funds for their nonprofit missions.** Need



## Need

Our local nonprofit arts community, which includes a wide variety of arts organizations, has historically been under-funded in Marin County. The pandemic further exacerbated this funding gap. The financial recovery of many of these organizations, especially those without significant endowments or reserves, remains dire.

To help our community overcome these challenges, MarinArts and Strategic Development Technologies partnered to create MarinArts Presents: a program that showcases a local arts organization in a professional broadcast while raising funds for their nonprofit.

## Meet Your Partners

MarinArts mission is to ***Bring audiences to the arts in Marin.*** Our online calendar makes it easy to discover, access, and participate in creative and cultural events throughout our community, including arts events and educational opportunities for all ages. We now provide access to 11 languages with the push of a button. MarinArts also acts as a platform for county-wide collaborations among art agencies creating greater access to the arts and arts education.

Learn more at [www.MarinArts.org](http://www.MarinArts.org)

Strategic Development Technologies LLC provides nonprofits with a full range of tech solutions to build fundraising capacity with a division dedicated to providing professional audio, video and broadcasting services to support nonprofit events.

Learn more at [www.StratDevTech.com](http://www.StratDevTech.com)





## Case Study

### MARIN SHAKESPEARE COMPANY

- The production team filmed at several Marin Shakespeare Company locations including the new San Rafael theater located at 514 Fourth Street, Forest Meadows Amphitheater, and at Solano State Prison.
- Nearly 200 participants watched the livestreamed broadcast with over thirty audience leaving donations.
- The broadcast featured four pre-produced film segments along with several live guests which included the executive director, numerous program directors, and program participants.
- Strategic Development Technologies created a professional event page that sold tickets, collected donations, and hosted the livestreamed broadcast.
- As a result of the project, several mini films about the Marin Shakespeare Company were produced and are used to promote the organization with other marketing initiatives.
- MarinArts.org used their vast network to promote the event, resulting in new people finding out about the Marin Shakespeare Company and their important mission.
- All individuals who donated to the event received a tax acknowledgment letter with MarinArts federal nonprofit tax ID number.

“I am writing this to acknowledge the wonderful work that MarinArts did in conceiving and producing a wonderful 50-minute broadcast this fall regarding Marin Shakespeare Company and our soon to be opened new performing arts center located at 514 4th Street in San Rafael...

The production team was punctual, well organized and very efficient in their filming of the interviews. The video was effectively edited and the broadcast is very useful to us as a marketing tool that we are proud to share with prospective donors and other members of the public who are interested in finding out more about what we do.

I would highly recommend MarinArts Presents to others as they were a pleasure to work with and helped generate very useful end product.”

– Andrew Gordon  
Board Chair  
Marin Shakespeare Company





# Production Value

Strategic Development Technologies LLC provides production services and equipment including professional audio/visual equipment, live broadcast technicians, production management, and pre and post editing video services to name a few.

A value worth over \$15,000+

## A. Audio/Visual & Broadcasting Equipment

### (Rental Rates)

- 3 Professional Canon Broadcasting Camera Systems
- Professional Microphone Systems:  
Ambient, Speaker, & Guest Panel
- Digital Mixer and Analog Soundboard
- 2 Professional On Site Yamaha Speakers with Stands
- 3 Internet Connectivity Systems with Signal Bonding (AT&T, Verizon, & T-Mobile)
- Mobile Broadcasting Studio with 3 High Performance Computers
- 43" 4K UHD Real-Time Monitor for Guests Presenters
- On-Air Countdown Timer
- Black table & speaker covers
- Cable Management along with Grip Tape

## On Site Live Broadcasting Technicians

- One Professional Audio/Video Technician
- One Professional Camera Operator

## B. Production Management

- Dedicated Director to Manage & the Project
- Two Site Assessments
- On Site Rehearsal

## C. Post and Pre Video/Audio Filming & Editing Services

- Create Trailer for the Event (Using Client's Assets)
- Two On Site Pre-Event Film Shoots
- Video Production & Editing of Three Short Films for Event
- Production of Post-Event Film

**Summary: Equipment, Broadcasting, Production, I/T Services, & Editing Fees**

**Total Value = \$15,550**





# Digital Advertising Value

Digital advertising on MarinArts website, social media, emails, and more. Advertising provides premium exposure to diverse audiences and arts enthusiasts looking for entertainment in Marin.

**A. Home Page Banner Spotlight** **\$1,500**

- Premium visibility for your event
- Includes one premium placement in MarinArts regularly scheduled bi-weekly e-news
- Mobile viewing
- Slider graphic, limited to 6 events at one time
- Links directly to your website
- Website Page Views 14,000+ per month

**B. Sidebar Button** **\$275**

- Right hand column of MarinArts/Bottom of mobile device
- Appear on all pages of site
- Mobile viewing
- Links directly to your website
- Website Page Views 14,000+ per month

**C. Exclusive Email to MarinArts Subscriber List** **\$975**

- Limited to one exclusive email per month per advertiser
- 4,500+ contacts will be emailed

**D. Social Media Posting** **\$?!**

Posting Event on MA Facebook Page

- 1,000+ MA Facebook Followers
- 1,000+ Facebook Reach Monthly

- Posting Event on MA Instagram Page
- 2,200+ Instagram Followers
- 2,600+ Instagram Reach Monthly

**Digital Advertising**

Home Page Banner Spotlight	\$1,500
Sidebar Button	\$275
Exclusive Email	\$975
Social Media	\$?!
<b>Total Value = \$2,750</b>	

**Summary: Equipment, Broadcasting, Production, I/T Services, & Editing Fees**

**Total Value = \$15,550**



Nonprofit Pricing



\$4,500