

Proposal for Sponsorship Consideration

**StoneField Entertainment Group (SEG)
Presents An African Stage Play:**

“Dollars & Sense”

Saturday, September 19, 2009

“Making a Difference”

www.StoneFieldEntertainment.com

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PROJECT OVERVIEW

On September 19, 2009, StoneField Entertainment Group (SEG), in collaboration with Morgan State University International Student Association (ISA), will present an African stage play (“Dollars & Sense”) at the Gilliam Concert Hall on the campus of Morgan State University in Baltimore, Maryland. This production works to achieve the organization’s goals to fight stereotypes about Africa and Africans, provide youth development opportunities through the performing arts, and encourage cultural exchange. A key goal of this program is to give back to Africa by raising funds from the show’s proceeds to support the Panzi Women’s Hospital in the Democratic Republic of Congo and the Motherless Babies Home Care Center in Nigeria. SEG is also augmenting the community outreach objective of the project by recording the play and distributing it on DVD format and via online streaming. Equipped with a strong team of dedicated and seasoned professionals, SEG plans to put together an excellent family show attracting all ages in the Washington-metropolitan area. By sponsoring this event with monetary or in-kind donations, you will be supporting a worthy cause and gaining from the sponsorship benefits of promoting your business and products to the large Washington-metropolitan audience that the show will attract.

BACKGROUND INFORMATION

StoneField Entertainment Group (SEG) was created for the sole purpose of setting a standard of professionalism, creativity and excellence in the performing arts. The company is named after a soccer field in the city of Calabar in Nigeria that provides a space where members of the community experience their love for soccer in addition to sharing stories about their lives. In continuing this tradition of community building, SEG has committed itself to promoting the cultural life of the fast-growing African community in Washington-Metropolitan area. At SEG, we believe that by telling stories about African life and culture through theater and art, we can combat prejudices and ignorance about Africa.

Dollars & Sense play, which showcases African theater art and performance culture, is a major part of this initiative. *Dollars & Sense* is a vibrant, entertaining, and fun family play that carries with it a positive message of community building and cultural diversity. Part of the proceeds from the play will be donated to Panzi Women’s Hospital in The Democratic Republic of Congo and the Motherless Babies Home Care Center in Nigeria.

At SEG, we have considerable experience with community outreach initiatives, especially in the areas of theater and the performing arts. For example, SEG works regularly with the theater division of The Agape Christian Church (Baltimore, Maryland) where we provide assistance with script writing and theater production. SEG also provides project management assistance for Morgan State University International Student Association’s annual cultural festival called “FEVER”. SEG hosts and promotes concerts that feature African musicians based in the United States and abroad. Even as SEG begins work on producing *Dollars & Sense*, it is already laying the groundwork to establish the show as an annual event.

GOALS AND OBJECTIVES

- Fight stereotypes of Africa and Africans
 - Stage comedy plays and other performances that showcase the beauty and complexity of African culture for a broad audience
 - Create a video recording of the play for distribution to an even wider audience.
- Develop youth outreach opportunities.
 - Involve young people in the community in all stages of production.
 - Open young people to professional experiences that expand their skills and self-expression beyond academic fields of learning.
- Facilitate an interchange of cultural ideas and experiences.
 - Draw participants from diverse sectors of the community.
 - Create content that is accessible to a broad audience.
- Promote Community outreach in Africa
 - Raising funds for Panzi Women's Hospital in DRC and Motherless Babies Home Care Center in Nigeria.

TARGET AUDIENCE

SEG anticipates an attendance of 1,500 or more people to the show. The primary audience of this production is the Washington-Metropolitan community. *Dollars & Sense* is a family play that will be accessible, entertaining and appropriate for all ages. The second target audiences are youth groups, high schools, and colleges in the surrounding area. It is the hope of SEG that as we establish ourselves in the Washington-Metropolitan area, that we will continue to expand our audience throughout the nation.

METHODS

The primary method for reaching the goals and objectives of the SEG cultural project will be:

- An innovative cultural presentation that includes a stage play and other performances such as dancing and live music.
- A process-approach to stage production that give participants experience in a wide range of skills including playwriting, acting, directing, project Management, production, etc.
- Video recording and production for distribution on DVD and the internet.

PROJECT ADMINISTRATION TEAM

- **Edikan Bassey – Founder & Project Manager**
Edikan Bassey is the founder of StoneField Entertainment Group and the Artistic Director and Executive Producer of the *Dollars & Sense* play. He graduated with a bachelor's degree in Industrial Engineering and is currently an MBA student at Morgan State University where he has worked for over three years as a project manager for the ISA annual cultural festival called "FEVER". He the founder, lead dancer, and choreographer of the widely acclaimed African male dance group called "MAMBO" has delighted audiences in the community not only in the Washington-Metropolitan area but also around the country. His involvement in over 10 stage plays has afforded him considerable experience in writing, producing, directing, acting, and casting.
- **Kofi Williams – Liaison, Morgan State University**
Kofi Williams is a final year Architecture major and the current president of ISA at Morgan.
- **Uwem Bassey – Program Director**
Uwem Bassey has a graduate degree in Medical Technology from Johns Hopkins University. He is preparing to begin Law school to become an entertainment lawyer. He is the co-producer of the *Dollars & Sense* play.
- **Ainehi Egoro – Director, Strategic planning**
Ainehi Egoro is an alumnus of Morgan State University. While a student, she served as the ISA president during the 2004/2005 academic year. She is currently an adjunct faculty member of Columbia College Chicago where she teaches Writing.
- **Saffie Bangura – Director of Protocol and Logistics**
Saffie Bangura is a recent graduate of Morgan State University where she studied Chemistry. For over three years, she held various positions, including Treasurer, Secretary, and Vice President, on ISA executive board.
- **Casey Gwei – Director, Sales and Marketing**
Casey Gwei is a Morgan alumnus and works as a Project Engineer for Clark Construction Group. While he was a student at Morgan, he worked as assistant project manager on ISA events and shows.
- **Dr. Richard-Kitson Walters – Project Evaluator**
Dr. Walters has served as the Advisor of the ISA for many years and has seen the organization through different stages of its growth by providing advice on cultural events, administration, and budget management. He is on board the *Dollars & Sense* project to serve in advisory capacities.

AVAILABLE RESOURCES

- Building: Gilliam Concert Hall at Morgan State University with sitting capacity of approximately 2,371.
- Rehearsal space: Morgan’s Student Center.
- Volunteers: members of ISA, ISA alumni, Morgan state film department, and members of the community. Volunteer staff covers all areas of production including writing, acting, logistics, management, etc.

NEEDED RESOURCES

MONETARY

- Production, stage designer, marketing, etc

EQUIPMENT:

- Props for production
- Props for play

SUPPLIES

- Costumes

BUDGET:

Area of Funding	Description of Work	Costs (\$)
Stage	<i>Stage Design and Décor</i>	10,000
Production	<i>Video, Audio, Light and DVD</i>	12,800
Marketing	<i>Flyers, Ads, Media and Website</i>	5,000
Event	<i>M.C.’s and Performers</i>	3,350
Band	<i>Live band</i>	2,700
Venue	<i>Theater, Security, Cleanup, ticket master, Light Engineer, Curtain Specialist, Ushers</i>	4,508
Total Cost		38,358

SPONSORSHIP

Dollars & Sense play is the ideal opportunity to connect to the lucrative consumer market, including the African immigrant community in the Washington-Metropolitan area. As a major sponsor of the *Dollars & Sense* play, you will be provided valuable exposure to the community through marketing opportunities that will generate sales and or successful results towards your company’s objectives.

Pre & Post - event Promotions will reach over 10,000 people with concentration in Maryland through extensive media, online coverage and grassroots promotions. Sponsors will be recognized in the show's program booklet, promotional materials, media, website, email blasts, banner signage and visibility on location. Please find attached detailed sponsorship levels and benefits. Our flexible sponsorship packages can be customized to best meet your marketing needs.

Individual sponsorship in amounts lesser than what is stated below is accepted and will be greatly appreciated.

Sponsorship Levels

Below are the classes of sponsorship available:

- ***Platinum Sponsor:***
Minimum of \$300
 - Logo recognition on ALL promotional materials and media (fliers, email blasts, social networks site, Ads & radio)
 - Free Ads on website throughout the year 2009
 - Includes a Full Page Ad in the program booklet
 - Overhead projectors displaying company logo throughout the duration of the show
 - Continuous recognition during the show by the Master of Ceremony
 - 3 FREE VIP tickets
 - **A chance to win a digital camera in a drawing with other VIP members**

- ***Gold Sponsor:***
Minimum of \$200
 - Logo recognition on limited promotional materials (email blasts & social networks)
 - Includes a Half Page Ad in the program booklet
 - Overhead projectors displaying company logo throughout the duration of the show
 - Some recognition during the show by the Master of Ceremony
 - 2 FREE VIP tickets
 - **A chance to win a digital camera in a drawing with other VIP members**

- ***Silver Sponsor:***
Minimum of \$100
 - Includes a Quarter Page Ad in the program booklet
 - Overhead projectors displaying company logo throughout the duration of the show
 - 1 FREE VIP ticket
 - **A chance to win a digital camera in a drawing with other VIP members**

CONTACT INFORMATION

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