



Spark Showcase Festival Information Sheet ***"Spotlighting Spark" Meeting with Alex & Greg*** **2030 Sansom Street, Monday, May 9th @ 7pm**

What is it?

Ten Spark companies, in good standing with the Theatre Alliance, performing a festival of 10 minute plays at Mum Puppetteatre the last week in July for six performances (July 26-31). This year's festival is a pilot project to help Spark decide the future development of such a festival in the future.

What for:

To present and promote Spark theatres to the community, and to develop funding to help create other Spark initiatives.

Why:

To help us build audiences, gain community awareness, build Spark funding for future festivals, and develop funding for other Spark programs.

What theatre companies are presenting?

Green Light, The Brick, PDC, Luna, Tapestry, 11th Hour, Flashpoint, Tribe of Fools, Theater Catalyst/ESP and Madhouse.

How can I help if my company isn't presenting at the festival:

This is the beauty of it- all Spark theatres are participating. We want you to be involved even if you're not presenting a 10-minute play. You can volunteer to help in so many ways. From marketing to production we want your help. We need **EVERY** Spark company to support this festival. We are counting on you to come to the show and also to spread the word to all your company members, friends and everyone you know. We need this to be a huge success so that we can expand the festival in the coming years. This festival can only be truly successful with the support of each and every Spark company.

How were the presenting companies chosen this year?

The companies represented by a Spark Committee member were given the first choice to participate in this year's festival. Other Spark member theatres were chosen by a vote taken by committee members. Companies were chosen to help us build a festival that represented the landscape of Spark theatres. Presenting member theatres will be putting a lot of work into this festival, as we all will, but they are also taking a risk. Each presenting company is required to submit a deposit that will secure funding for rent and other costs associated with the production. This deposit plus a small stipend for production costs will be refunded to the company after the festival, and all profits will go directly to fund future Spark endeavors. Because there is no safety net, the deposit refund and Spark fund profit are dependent on the success of the festival.

What Spark future endeavors will this potentially fund?

First off, this is a decision that will need to be discussed between not only the committee members, but all of us. We need to know from you what you think will benefit our theatres. Some ideas that we have been working with based on our initial "post it" meeting are based on cooperative marketing. If our companies can raise funding for cooperative marketing we can reach more people than if we tried to do this alone. By sharing advertising space we can all advertise more frequently in publications and/or websites. For example, if Spark had an ad in the City Paper and year-round we shared this space for Spark shows, this Spark page would become part of the landscape of the City Paper and our audiences would know where to look and see what was going on with Spark theatres that week. There are many ideas, like that one, that we can explore to figure out what would be our most effective effort.

Anything else cooking?

Well, now that you mention it- we would like to know how everyone feels about creating a Spark page that would be placed on each of our companies' websites. The page would have the logos/link of each participating company. It would be a great way for us to all support each other and spread the word about Spark and our commitment to small theatre and each other.