

WAIT
IN THE WINGS



**WHAT WENT
WRONG?**

LIVE

**SeUSSiCAL
THE MUSICAL**

SPONSORSHIP INFORMATION

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FOREWARD

Thank you so much for taking the time to read through this media packet. Inside you should find all of the crucial information to help you make an informed decision about the value that can come from supporting the **BEACON Afterschool Program** and **The Restless Observers Creative Studio** with our **What Went Wrong with Seussical The Musical** live event. We've tried making the packet as in depth as possible, but if anything is missing please don't hesitate to reach out to us with any questions or concerns.

Regards,
Brendon Henderson
Founder of the Restless Observers Creative Studio

The Mission

Founded in 2016, **The Restless Observers Creative Studio** strives to expose audiences to new elements of thought and expression, while also equipping future actors, directors, producers, technicians and entrepreneurs with the knowledge and understanding of the importance of taking the initiative to create their own work by allowing each member to encounter multiple facets of the theatrical adventure.

Working under this umbrella, the **Wait in the Wings YouTube Channel** operates under the core belief that that our productions must enhance people's love and understanding of the performance art world while simultaneously providing them with an insightful and enjoyable viewing experience in the process. The key to our success is being able to offer credible, high-quality, consistent videos brimming with various points of view, commentary and friendly, welcoming personalities. Through the preceding, we are determined to create a community built on support, collaboration and a mutual respect for the performing arts.

Combining all of these values, it only made sense to team up with the **Beacon After School Program** which aims to provide a health, safe, and enriching afterschool environment for children K-8, while helping to improve academic performance, as well as to cultivate essential life skills. They understand that children have various ways of learning and understanding the world around them and work to create academic and enrichment activities to support all learning styles. Their core mission is to empower students to discover their innate ability to succeed.

How This Whole Thing Works

On YouTube, a subscriber is defined as someone who has chosen to follow a channel in order to stay updated with their latest videos. The **average number of subscribers** for a YouTube channel with **more than 100 videos** is around **834**. The Wait in the Wings YouTube channel is about to **past 5,000** with **only 15 videos**. As a celebration of this *huge* milestone, we'll be doing something that hasn't been attempted before in which we **present a video essay LIVE**. The presentation will be held **in front of a live studio audience** at **Grand County High School** and **live streamed on YouTube** for all of our subscribers to take part in.

What is a Video Essay?

Much like a written essay, it's a piece of video content whose main purpose is to advance an argument through education. The main difference, however, is that through a video essay our channel is allowed the ability to use visual aids to help heighten the text. This is achieved thanks to the **fair use doctrine** in the US Copyright law which allows for brief excerpts of copyrighted material to be used for the purpose of criticism, teaching and research without the need for permission or payment to the copyright holder.

What Will This Video Essay Cover?

The video essay will chronicle the chaotic behind the scenes history of *Seussical The Musical*, a Broadway show that initially had so much promise but through production politics, creative missteps, and desperate bookings of celebrities like Aaron Carter and Rosie O'Donnell to save the production, *Seussical* became one of the biggest missed opportunities of the early 2000's. The beautiful outcome of the story is that the original creative team was able to take control of the show once again and in 2008 they were able to produce the show that they had originally envisioned, which ultimately led to the show's resurrection. The video essay will highlight the importance of creativity, collaboration and the crucial lesson that just because a person may fail once that doesn't mean it should stop them from trying again. For a better demonstration of what a video essay looks like, visit www.youtube.com/waitinthewings to see more examples from our channel. I highly recommend *The Unexpected Success of Spongebob the Musical (WWWS1:E5)* as it is in the same vein as *Seussical the Musical*.

Will the Live Event Be the ONLY Event?

What Went Wrong Live: *Seussical the Musical* will be the main event of a weekend of events to celebrate the milestone and to bring theater education back to the students and community of Grand County. Theater education provides an outstanding opportunity for students to fully express themselves, push their comfort zones, learn collaboration and the idea of delayed gratification in a safe, supportive environment.

Here is a tentative outline for the Wait in the Wings Weekend Events:

- Friday, February 21st:
 - o **6:00 PM** Acting Masterclass (The Importance of Play)
 - o **7:30 PM** Live Performance of Workshopped Scenes by the Middle School
- Saturday February 22nd:
 - o **5:00 PM** Behind the Scenes Pre-Show on Facebook Live
 - o **7:00 PM** What Went Wrong Live

Workshops and the Acting Masterclass

In an effort to bring excitement and enthusiasm towards theater arts back to Grand County, The Restless Observers will be teaming up with BEACON to bring a series of acting workshops to eight grade students at Grand County Middle School and 9th-12th graders at Grand County High School. The classes will bring the professional content that has been passed down from industry professionals and present it in a fun and engaging way that the students can understand and implement. These workshops will be held exclusively for Middle and High school students.

Using scenes from *All in the Timing* by David Ives and potentially *Almost Maine* depending on how many participate, the four-week course will take the students through the fun and mechanics that go into creating a scene. All of it will be leading up to a live performance of their scenes at the Friday the 21st showing.

On the 21st, we will also be revisiting and holding *The Importance of Play* masterclass for any age from 5th grade+ prior to the final presentations at the MARC. ***Workshop 1 (January 24th): The Importance of Play***

Workshop 2 (January 31st): Building the Scene (A Process)

Workshop 3 (February 7th): Creating Point of View

Workshop 4 (February 14th): Letting All of the Work Go

The Importance of Play General Workshop (February 21st)

Final Presentation (February 21st)

What Went Wrong: Live Overview

The Live show on the 22nd will be held much in the same vein as a TED talk. The seminar will be led by the founder of Wait in the Wings, Brendon Henderson as he spends the hour and half to share the fascinating story of how a train-wreck like Seussical became a hit. The presentation will incorporate the video essay style in which footage and music underscoring accompanies the story and will be projected onto the side walls of the auditorium. While the audience will be watching it live, it will also be streamed out to the 1,000 subscribers to watch and interact with live on the Wait in the Wings YouTube channel.

The presentation will conclude with a brief Q&A session taking questions from both the live audience and from the audience watching live online.

We will be charging **\$20** for adults and **\$10** for children (10-12). Children under the age of 10 will not be admitted. The proceeds will be split 60-40 with 60% of the proceeds going towards enhancing the BEACON after school program, and the other 40% going towards the continued advancement of the Wait in the Wings YouTube channel.

Sponsorship Advantages

Increase Brand Awareness

When it comes to your business, **the more exposure the better**. With show programs, posters, online videos and a handful of other methods, **The Restless Observers Creative Studio can help increase your exposure to potentially loyal customers.**

Positive Brand Perception

By supporting our fundraiser for the BEACON after school program, you are doing more than just promoting your brand. You are **helping provide opportunities for exploration and growth of knowledge to the children of the community**. Your contribution will go towards **inspiring countless students to create and express themselves through theater**.

NOTABLE SPONSORS



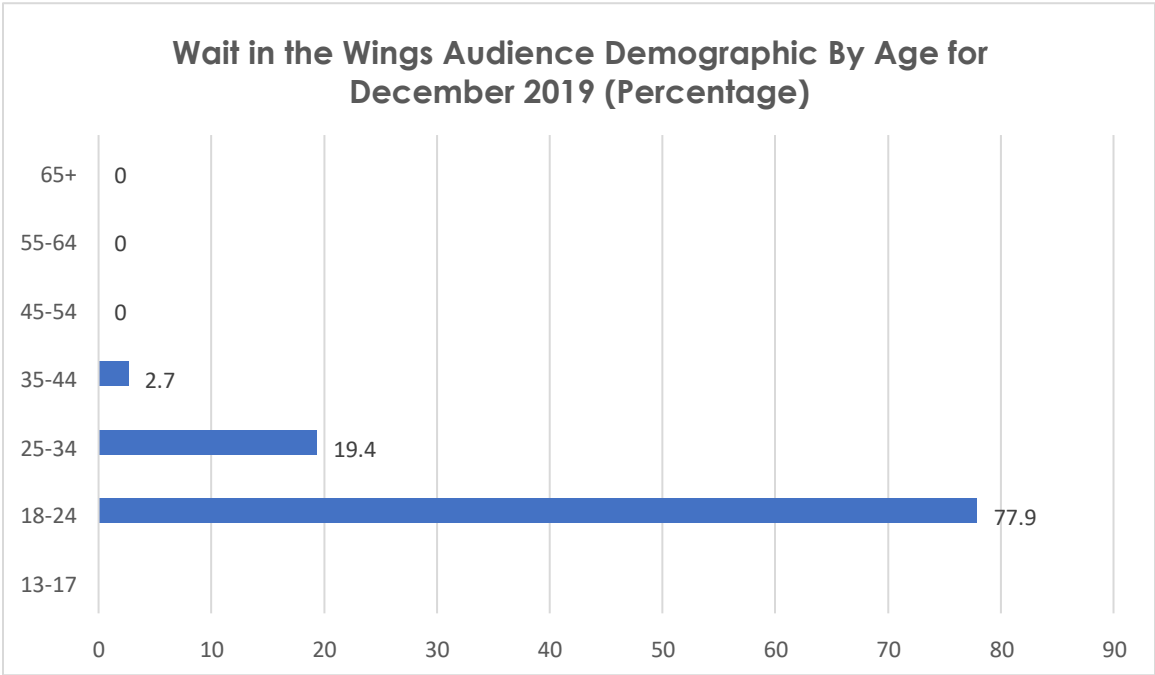
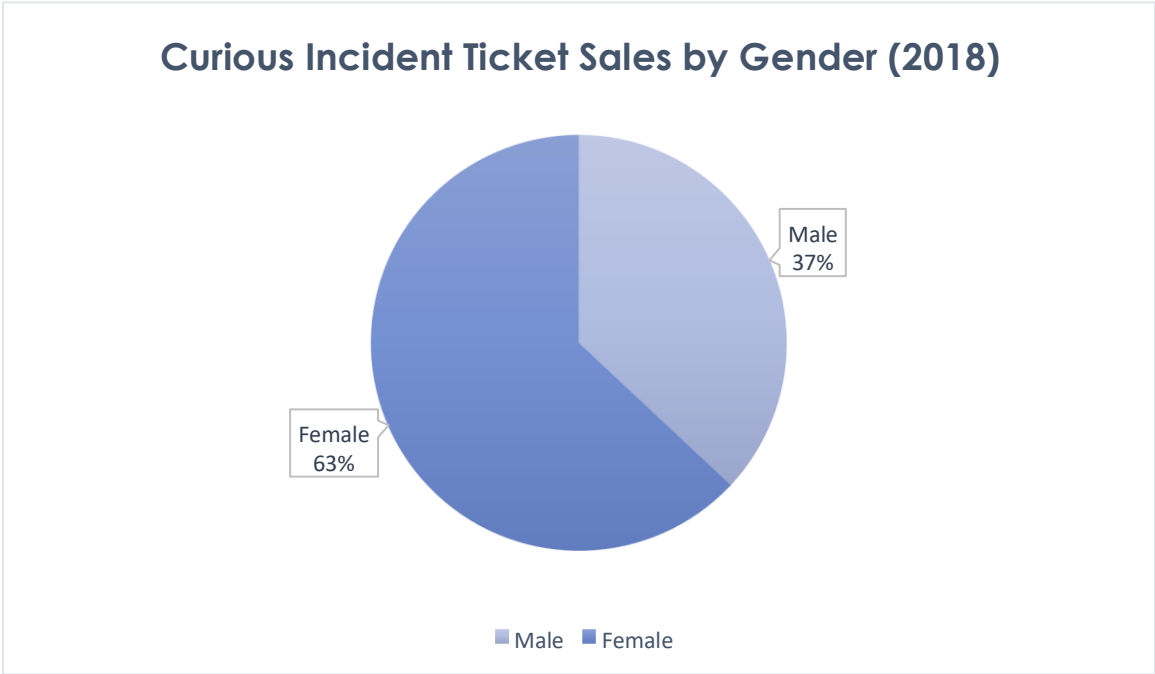
Who are The Restless Observers?

The Restless Observers Creative Studio started in 2016 with a production of the play *Slipping* by Daniel Talbott. Inspired by the independent theater movements of the 1970's and the process of chamber musicians, *Slipping* was proposed as an outlet to “cast the uncastables” as a large majority of the members felt that they were being overlooked for theatrical opportunities to express themselves. There would be no set, no crew, and no directors. It was just going to be four people telling a story. What resulted was an artistic experience based in trust collaboration and perseverance to push through when the odds were stacked against them.

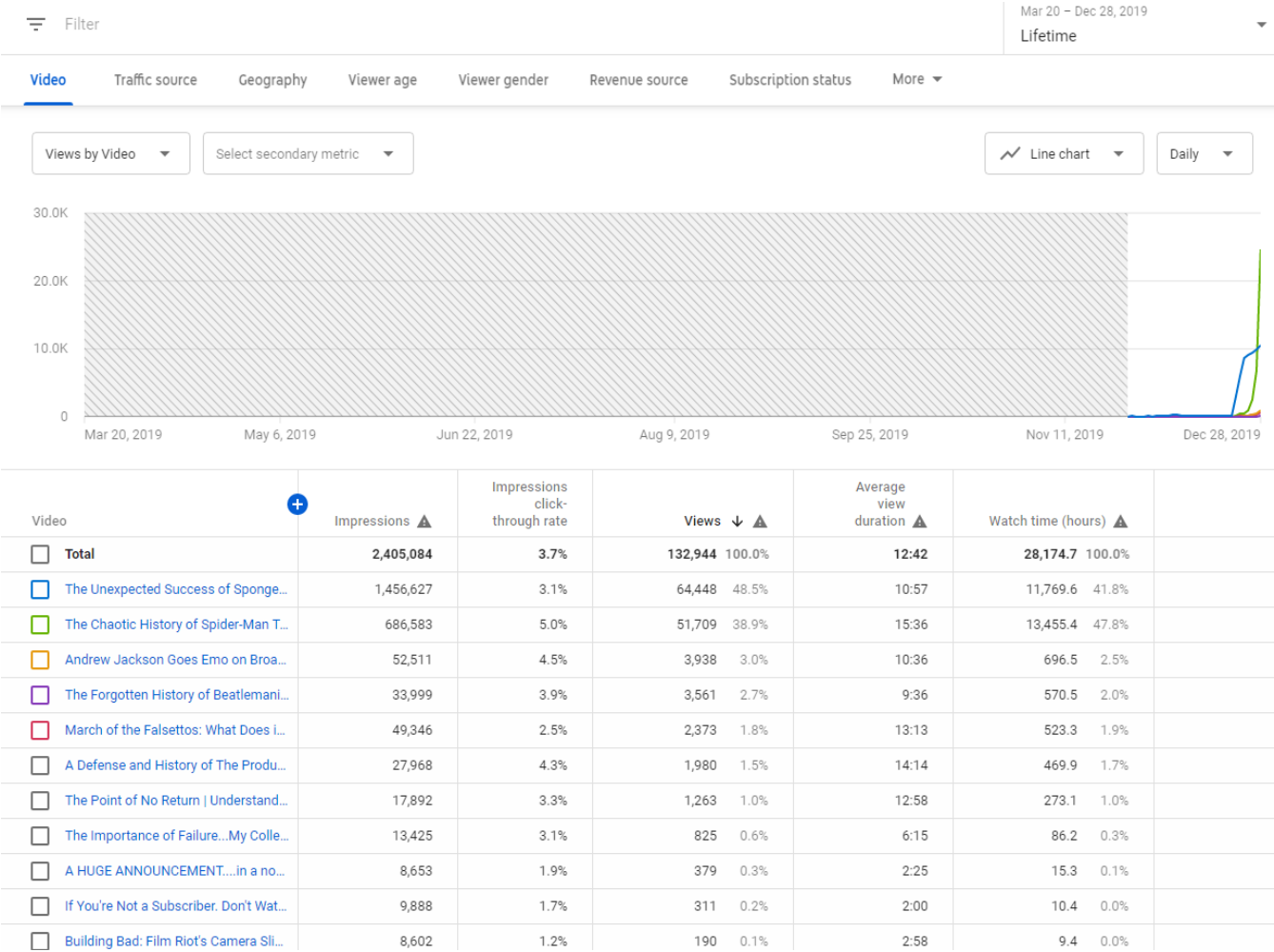
Theater productions within the confines of their university, while incredibly important to one's education, tended to be institutionalized and fell short in allowing students the opportunity to voice their artistic vision. While a majority of the productions were dependent upon one director defining the vision of a given show, The Restless Observer's approach is unique in that everyone has a valid say and the mentality of “right” or “wrong” needs to be thrown out at the beginning of a process. This led to a great critical and commercial success not only for our company, but also for the sponsors who supported our most recent production of “The Curious Incident of the Dog in the Night-time”.

The Restless Observers believe that comfort is the greatest enemy to growth and seek to remove this mentality by engaging in a constructive, highly collaborative environment where success is based off feedback from all members of the company. The process of trial and error inspires in-process problem solving and is much more beneficial than looking to a single figure head to determine what is and isn't “right”.

Demographics and Analytics



Channel Performance (March 20th-Dec.29th2019)



Legend:

- Views** = How many times the video has been seen
 - Watch time** = How many hours the video has been viewed in total
 - Subscribers**= The number of subscribers being generated from that video
 - Impressions** = The number of people who are being suggested our video
 - Click Through Rate** = The percentage of people clicking to watch the video (Average is 0.33%)
- As you can tell by the line graph at the top...exposure, interaction and video views have been on a consistent build for the past nine months and are priming for the channel to explode.

MORE ANALYTICS AVAILABLE UPON REQUEST

Our Highest Viewed Videos (As of December 2019):

The Chaotic History of Spider-Man: Turn Off the Dark

TOTAL VIEWS: 100,000

The Unexpected Success of Spongebob Squarepants The Musical

TOTAL VIEWS: 75,000

Notable Comments from Industry Professionals and Fans

"Who ARE you?!!!!!! This is AMAZING! How'd you know/find all THIS?! Oh, and mostly: thank you."

Tina Landau

Director of SpongeBob Squarepants on Broadway

"To every "Beatle Guy" this is for you! To you, the fans and theater goers that made us a smash, thanks!"

Mitch Weissman

Original Paul McCartney of the 1977 Broadway Hit "Beatlemania"

"This really is an excellent video, I'm confident that you'll blow up someday. This is on the same scale as many other reviewers, and it's lovely to see a theatre twist! Please keep making these!"

The Ghost in the Mirror

YouTube Subscriber

"I was just watching this at first to get excited for the new TV recording of Spongebob the Musical...but you've made me remember why I love both Spongebob and theater in the first place."

Max Leunig

Past Attendance Numbers and Projected Future Attendance

Slipping Nov. 4th to 6th 2016

211

Total Attendance for:

- Three day run
- Four shows total
- 60 seat capacity theater

The Curious Incident of the Dog in the Night-Time Nov.

8th to 11th 2018

347

Total Attendance for:

- Four day run
- Five Shows Total
- 70 seat capacity theater
- All performances sold out except for Friday (69 seats sold) and Sunday (68 seats sold)

What Went Wrong Live: Seussical The Musical

Feb. 22nd 2020

400

***Anticipated* Total Attendance for:**

- One day run
- One show total
- 650 seat capacity theater
- New Region unfamiliar with The Restless Observers

We will achieve this goal through:

- An aggressive print, radio and social media marketing campaign
 - o KCYN Radio Advertisement
 - o Front page advertisement of the Ad-Vertiser
 - o Use of online click funnels to direct traffic towards ticketing page
- Extensive involvement in community events
- Collaboration with local business to help both parties increase their exposure in the community.

How YOU Can Help

Making this show a reality is a huge undertaking and one that can't happen without the help of motivated, encouraging and dedicated people like you and your team. Your donation will help us deal with the expenses that will arise from organizing this fundraiser including:

- Set design
- Refreshments for Live Show
- Venue Rental
- Dependable audio and video gear
- Print materials (programs, tickets, posters, etc.)
- Refreshments for the Student Acting Workshops
 - Unforeseen expenses

Marketing Platforms

Show Program

On Location Advertisements

Show Posters

Boosted Social Media Posts

Pre-Show Announcement

Newspaper Ad Placement

Ad Placement on Ticketing Page

On air mention during Live Stream

Tier Programs

PLATINUM PREMIER TIER - \$250 (BEST VALUE)

- Full Page Ad in Live Show Program and Workshop Program
- Mentioned as “Main Contributor” in preshow announcement
- Company logo on show posters and online ads
- Business Featured on Ticket Checkout Page
- Banner space at live event
- Logo on full page newspaper ad
- Business mentioned on live stream
- 10 Complimentary tickets

GOLD TIER - \$100

- Half page ad in show program
- Company logo on show posters
- Mentioned in preshow announcement
- 50% off tickets

BRONZE - \$50

- Mention on donor page in show program
- 25% off tickets

Terms and Conditions

All advertising is subject to approval by The Restless Observers Creative Studio. Advertisements are accepted and published entirely on the consideration that the advertiser and its agency, jointly and severally, will indemnify and hold harmless The Restless Observers Creative Studio, its officers, agents, and employees against any claims or suits based upon any aspect of an advertisement. Payment in full is required. Cancellations must be in writing.

*Each sponsor will receive a copy of promotional materials prior to being released to the public. All money received will go towards funding of The Restless Observer Creative Studio’s production of **What Went Wrong Live: Seussical the Musical**.*

The show will be fun, this much is true, but we can't get it done without great help from you!

After living in Moab for over 20 years, I can honestly say that the most important thing in a small town is **community**. I appreciate you taking the time to read through the packet learning more about The Restless Observers Creative Studio and the BEACON after school program.

BEACON sadly lost two of their grants, meaning that it's become more difficult to provide the clubs and services that are crucial to child development. As a former student, I know that BEACON is a fantastic resource for expanding student's horizons and instilling them with a sense of self-worth.

I look forward to hearing from you and joining together as a **community** to guarantee that children are allowed the resources and opportunities to continually challenge themselves and experience new things.

Thank you again for reading and I hope to hear from you soon!



Brendon Henderson

Founder of The Restless Observers Creative Studio

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Contact Me to Support!