



MAMA CITY IMPROV! FESTIVAL

SPONSORSHIP PROPOSAL 2018

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Message from the Director

Dear Playas,

*It's crazy to think that MamaCityIF is already in its 3rd year!
In just under two years, we've expanded our performer base,
doubled our audiences and made improv comedy something
to write home about in Cape Town.*

Despite the fact that improv comedy has become HUGE internationally over the last 10 years, MamaCityIF remains the first and only international improv comedy festival in Africa! This is something that makes us feel quite proud, but also humbled.

In turn, it has helped to place us on the map and now we attract international improv comedy performers and students - all whom have traveled great distances to share in the excitement of the festival and its beautiful host city, Cape Town.

Improv Comedy is unlike any other style of comedy. If you've never seen it live (as it should be experienced) I could only describe it as a healthy, hot mess rolled into the following adjectives: creative, fun, goofy, absurd, hilarious, real, courageous, clever and inspiring.

Think of this as medicine for the body and soul. It hits all those sweet spots that we call laughter, social engagement, creativity, risk-taking and networking with other fabulous humans in a supportive, open environment.

In response to packed houses in 2017, we've changed our venue to Magnet Theatre, thus increasing capacity by 30%. That's 50 more seats per show!

We're also restructuring our class schedule to allow Capetonians and international visitors a choice between multi-day intensives or a shorter à la carte programme. Delectable, right?

We'd love for you to be a part of MamaCityIF! It's an experience that is sure to be mutually beneficial. As we say in improv: "YES and..."

With lots of laughter and love,

Eva Gilliam

Festival Director

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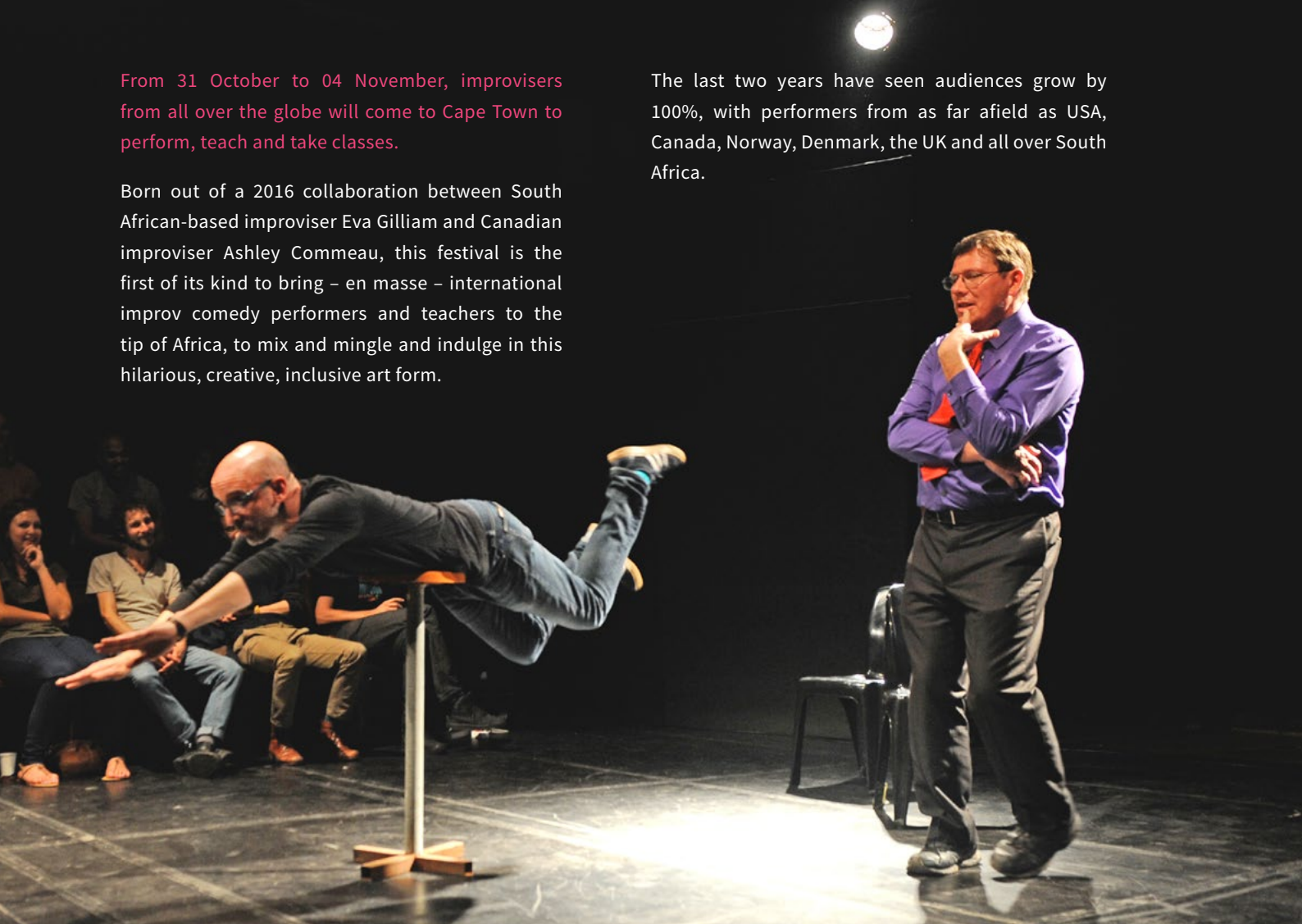


Improv Comedy on the Tip of Africa

From 31 October to 04 November, improvisers from all over the globe will come to Cape Town to perform, teach and take classes.

Born out of a 2016 collaboration between South African-based improviser Eva Gilliam and Canadian improviser Ashley Commeau, this festival is the first of its kind to bring – en masse – international improv comedy performers and teachers to the tip of Africa, to mix and mingle and indulge in this hilarious, creative, inclusive art form.

The last two years have seen audiences grow by 100%, with performers from as far afield as USA, Canada, Norway, Denmark, the UK and all over South Africa.



OUR VISION

We envision a South Africa with improv theatres in every major city and classes in every school, bringing heaps of fun through breaking pace with the daily grind and the discovery of spontaneous comedy, one scene at a time.

OUR MISSION

Our mission is to shine a spotlight on exceptional unscripted comedic theatre by presenting the best talent from all over South Africa and the world in an intimate festival setting, in an outrageously gorgeous Cape Town!



Africa's First & Only International Improv Comedy Festival

About MamaCityIF

*MamaCityIF takes place over five days from **31 October to 4 November 2018**. The days will be filled with improv comedy courses from beginner to advanced levels, with evenings boasting a smashing line-up of local and international troupes.*



Performances at MamaCityIF

MamaCityIF receives applications from performing improv comedy troupes from all over the country and international community. A young festival in just its third year, performers have travelled from Canada, the UK, Denmark, Norway, the USA and Johannesburg to perform on the MamaCityIF stage.

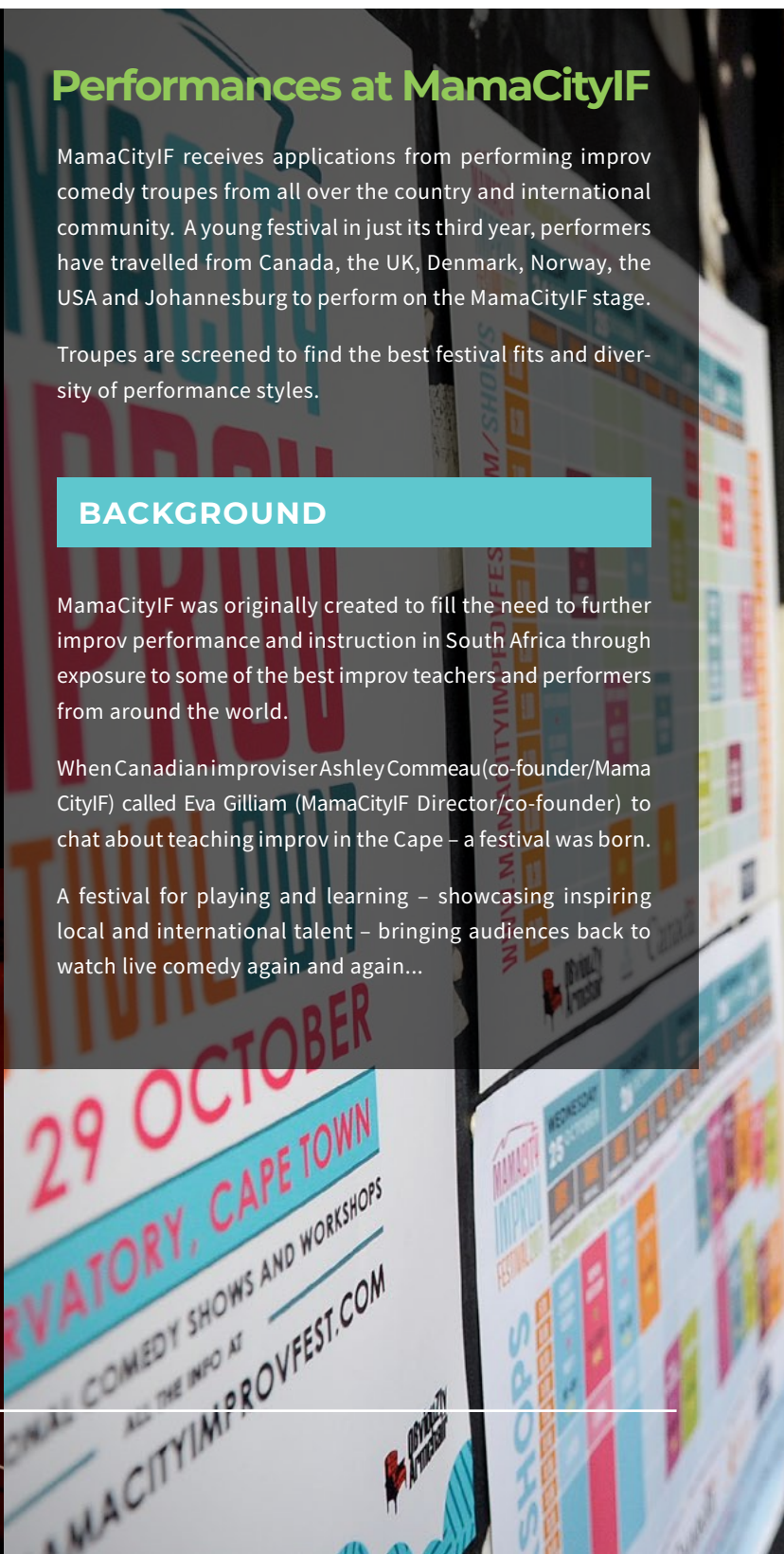
Troupes are screened to find the best festival fits and diversity of performance styles.

BACKGROUND

MamaCityIF was originally created to fill the need to further improv performance and instruction in South Africa through exposure to some of the best improv teachers and performers from around the world.

When Canadian improviser Ashley Commeau (co-founder/Mama CityIF) called Eva Gilliam (MamaCityIF Director/co-founder) to chat about teaching improv in the Cape – a festival was born.

A festival for playing and learning – showcasing inspiring local and international talent – bringing audiences back to watch live comedy again and again...



The Venue

This year MamaCityIF is happy to announce that we will be based at the **Magnet Theatre** in Observatory. The Magnet Theatre is one of Cape Town's gems: they strive to be a moving force in the lives and minds of people, wholeheartedly committed to community and the important role of theatre in shifting the current paradigm, locally and globally. PERFECT for improv comedy, where the sparks that ignite paradigm shifts are set off and new realities are foreshadowed.

Capacity: 150 seats



Event Highlights

It's live, it's unscripted, it's mind-blowing. Is that enough of a highlight?

Let's face it, improv comedy is a visceral experience. Watching clips on YouTube can never do this justice. There's something magical about being a part of the audience, of going on that journey of discovery with the improvisers on stage. Hearing each line for the first time... together.

Every night, 4-6 teams (local and international) will blow audiences away with their spontaneous storytelling, witty commentary and sometimes downright awkward insight into life, through spontaneous, on-the-spot, improv comedy.

APPLICATIONS

On the 15th of May, MamaCityIF launched a call for applicants – both for performing troupes and teachers – to come to Cape Town from 31 October to 04 November 2018.

Announcements/acceptances will be made on 15 July, leaving plenty of time for the logistics that will ensue.

On 31 July, we'll announce the line up!

HEADLINE ACT: *The Lusty Mannequins*

Everyone's a "Canadian!"

Ashley Comeau, Alastair Forbes, Karen Parker, and Connor Thompson are the Lusty Mannequins. A Toronto, Canada-based improv troupe extraordinaire.

Each an alumni of the Second City Mainstage (one of the biggest feathers out there to put in an improv comedy cap!), combined they boast over 50 years of comedy experience.

Combined they would also weigh several hundred pounds and stand over twenty feet tall (if you were stacking them one on top of the other). Combined (again!) they have been nominated for Canadian Comedy Awards (with 3 wins for Karen Parker!), Canadian Screen Awards and Dora Awards and have performed with everyone from John Cleese to the Kids in the Hall.

Formed in 2008 by Ashley and Connor, the troupe got even lustier in 2016 with the addition of Alastair and Karen. These days they star in TV, write TV, produce TV, direct theatre, act in theatre, and teach and perform improv around the world.

In 2016, Ashley co-founded the Mama City Improv Festival in Cape Town, South Africa. The LMs have performed there for two years and this year alone have performed in Copenhagen, London and Athens to name just a few.

Equal parts emotional, wordy, and physical, The Lusty Mannequins are a mischief-filled ride through the clever way in which they see the world. What's their style? Think Robertson Davies hosting a cocktail party where Helena Bonham Carter, Kristen Wiig and Mr. Bean show up.



Event Schedule

Applications to perform and teach are coming as you read this!

31 October to 04 November 2018, with shows all night (from 7PM) and classes all day (10AM–5PM)! We'll have a line-up that'll knock your socks off, 'cause we've got some amazing applicants thus far. Not to mention our locals who are hilarious!

Term & Conditions

When you tell us you are on board, we can put together some terms and conditions that work for both of us. We understand that each company is different, with different offerings and needs – and as improvisers, we can work with that!

Why Sponsor Us

MCIF is an ideal platform for sponsors' branding to be associated with laughter, fun, spontaneity and pure comedy.

MamaCityIF has doubled its attendance in just one year and we anticipate further growth in 2018!

Adding pre-festival promotional events, extra festival performance slots and extending our family programme are just a few ways we are working on attracting a larger and more diverse crowd.

PARTNERING WITH US HAS GREAT RETURNS

1

Building your company brand as a laughter inspirer

Laughter is the best medicine! Align your brand with an activity everyone loves. Laughing.

2

Marketing mileage with nightly shows

Continuous social media coverage of festival activities including acknowledgements and branding of sponsors. Live, broadcast and print.

3

Global exposure

Jump on the global improv comedy bandwagon! Improv comedy as a brand is growing exponentially every year. It's like investing in good real estate. It's a no-brainer!

4

Aligning your brand with a philosophy of inclusion & collaboration

Improv comedy builds communication, confidence and trust amongst team members and audience. Improvisers come from all age groups and backgrounds.

5

Supporting local performers on an international platform

As we all know, local is lekker! Our local troupes hold their own in this international line-up. They also get to network and represent South Africa in the International comedy world.

Sponsorship Packages



THE CHORTLE R5,000

Comedy is your thing, man! You're excited to be a part of something new and you want it to succeed!

- Literature on your product/company available at all venues during the festival
- Your logo on website with link
- 2 tickets to 1 show on both Thursday and Friday evenings
- Mention(s) on social media



THE TOOTHY GRIN R12,000

You like improv and know it's going to be a big event and want to be down with the homies. One Toothy Grin Sponsorship will allow us to rent one venue for five days of workshops and shows.

- Your logo on poster/flyer
- Onstage mentions
- 4 tickets to 1 show on Thursday, Friday and Saturday
- Literature on your product/company available at all venues during the festival
- Your logo on website with link
- ¼ page program advert
- Mention(s) on social media



THE SHADY SMIRK R25,000

You love to laugh, but are a little shy to show it. You love it more when other people laugh and you get to say you were a part of the joke. One Shady Smirk sponsorship will allow us to cover most of our venue costs over the 5-day event.

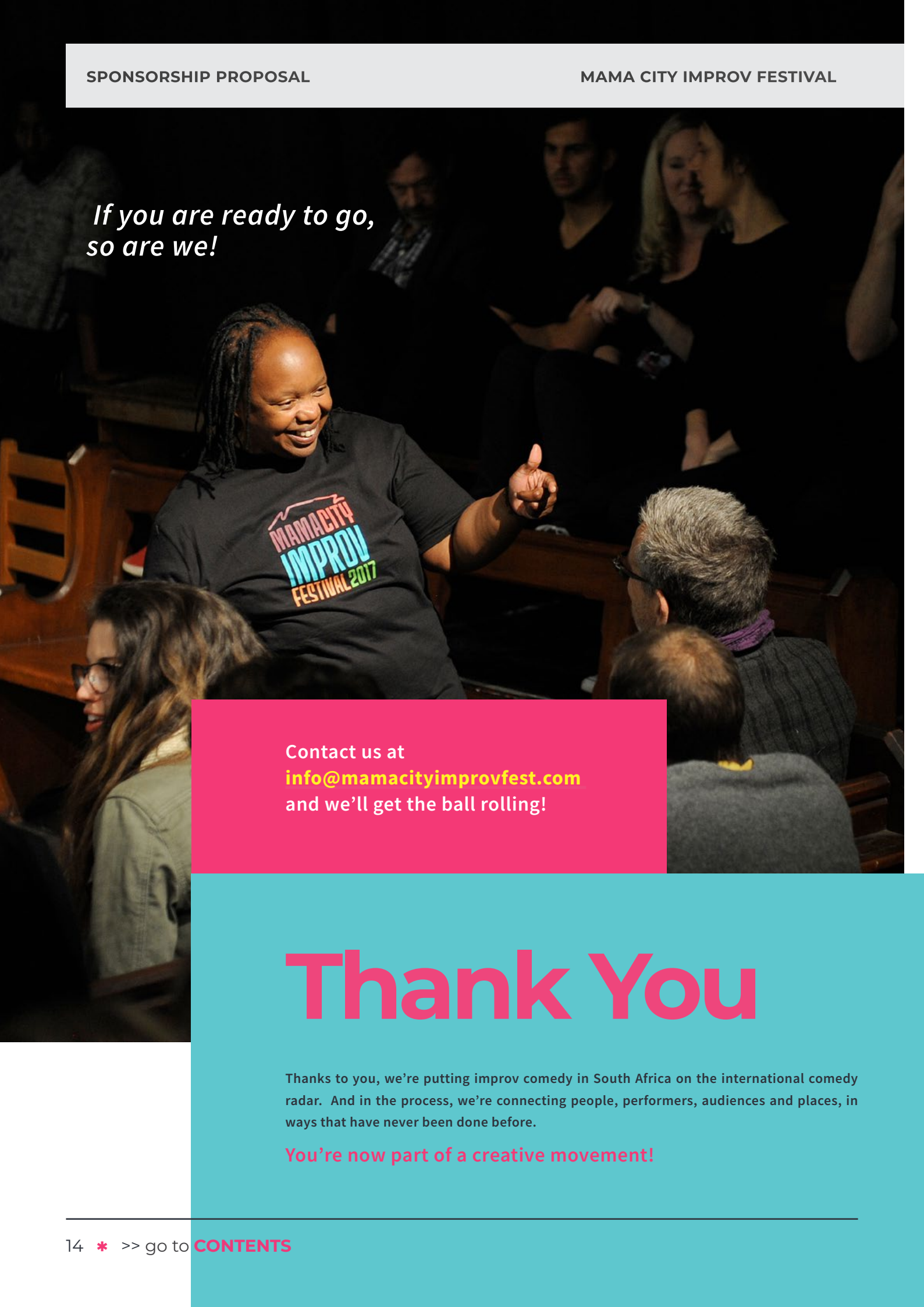
- Your logo on poster/flyer
- Onstage mentions
- 4 tickets to 1 show on Thursday, Friday and Saturday
- Literature on your product/company available at all venues during the festival
- Your logo on website with link
- ¼ page program advert
- Mention(s) on social media



THE SWEET SMILE R50,000

There's no hiding it, you are an improv comedy buff. You just can't get enough and want the word to spread like that sweet smile on your happy face. One Sweet Smile sponsorship will allow us to cover all of the technical costs (lights, sound, technicians) for the duration of the 5-day event and all of our printing OR all of our lighting and equipment hire, plus our outreach programme and half of our printing.

- One 3-hour Improv for Business Workshop for your company
- Ticket discount for your employees to all shows
- 4 tickets to 1 show on Thursday, Friday and Saturday
- Your logo on poster/flyer
- Onstage mentions
- Literature on your product/company available at all venues during the festival
- Your logo on website with link
- ½ page program advert
- Mention(s) on social media



*If you are ready to go,
so are we!*

Contact us at
info@mamacityimprovfest.com
and we'll get the ball rolling!

Thank You

Thanks to you, we're putting improv comedy in South Africa on the international comedy radar. And in the process, we're connecting people, performers, audiences and places, in ways that have never been done before.

You're now part of a creative movement!