



Setting the Stage

Giving Levels & Donor Benefits

Donor and sponsor benefits are designed to maximize the impact of your support and help ensure the artistic quality of Shakespeare Santa Cruz remains strong.

	Investor \$1+	Friend \$75+	Booster \$150+	Team Shakespeare \$300+	Ally \$600+	Partner \$1,000+	Advocate \$1,500+	Leader \$2,500+	Benefactor \$3,000+	Patron \$5,000+	Ambassador \$10,000+	Production Co-Sponsor \$12,500+	Production Sponsor \$25,000+
Acknowledgment in online donor list	•	•	•	•	•	•	•	•	•	•	•	•	•
NEW IN 2013! Two annual issues of SSC's donor newsletter, <i>Setting the Stage</i>	•	•	•	•	•	•	•	•	•	•	•	•	•
Complimentary summer season backstage tour		•	•	•	•	•	•	•	•	•	•	•	•
Recognition in summer season playbill and on donor banner			•	•	•	•	•	•	•	•	•	•	•
Access to purchase Glen reserved seating: center section, 5th and 6th rows (section 2, rows E and F). <i>Subject to availability.</i>				•	•	•	•	•	•	•	•	•	•
NEW IN 2013! Invitation to ONE "Secrets of SSC" event (held in March 2013)				•	•	•	•	•	•	•	•	•	•
Complimentary Team Shakespeare gift item				•	•	•	•	•	•	•	•	•	•
15% discount at summer season gift shop (excluding books)				•	•	•	•	•	•	•	•	•	•
Access to purchase Glen reserved seating: center section, 3rd through 6th rows (section 2, rows C through F). <i>Subject to availability.</i>					•	•	•	•	•	•	•	•	•
NEW IN 2013! Invitation to TWO "Secrets of SSC" events (held in March and May 2013)					•	•	•	•	•	•	•	•	•
Access to purchase Glen reserved seating: center section, 1st through 6th rows (section 2, rows A through F). <i>Subject to availability.</i>						•	•	•	•	•	•	•	•
Personal ticketing assistance from Shakespeare Santa Cruz staff						•	•	•	•	•	•	•	•
Invitation to "Meet the Directors" reception featuring directors for 2013 summer season productions (event is Monday, July 1, 2013)						•	•	•	•	•	•	•	•
Complimentary and reserved parking space for summer season performances										•	•	•	•
Framed production image										•	•	•	•
Opportunity for private Shakespeare Santa Cruz season preview with Artistic Director Marco Barricelli											•	•	•
Option to sponsor a weekday (Sunday evening through Thursday evening) Glen performance*							•						
Option to sponsor a weekend (Friday through Saturday evening) Glen performance*								•					
Option to sponsor a Sunday matinee Glen performance <u>or</u> an actor for the entire season*									•				
Option to sponsor a director, designer, <u>or</u> composer*										•			
Option to sponsor Artistic Director Marco Barricelli*											•		
Option to co-sponsor a Glen production.* <i>Subject to availability.</i>												•	
Option to sponsor a Glen production.* <i>Subject to availability.</i>													•

* This benefit includes recognition on play title page in playbill and by signage and announcement at appropriate performance(s).

Business and Corporate Sponsorship Opportunities Please contact Ann Gibb (831-459-5507 or anngibb@ucsc.edu) for information on these sponsorships, including custom benefit packages, brand placement, recognition, and publicity opportunities.



Long-times friends and SSC donors Janis and Scott Sachtjen, Susan and Mark Swanson, and Judy and Bob DeFranco prepare for a picnic prior to a performance.

PHOTO CREDIT: JIM MACKENZIE

Among their many SSC memories: the “fallen tree” *A Midsummer Night’s Dream* (2001); the trailer park *The Merry Wives of Windsor* (2002); *Who’s Afraid of Virginia Woolf* (2004); *Bach at Leipzig* (2008), and the serendipitous fog, “a very powerful and ethereal bit of natural accompaniment for the excellent staging,” said Scott.

All are SSC donors, giving to help sustain SSC. In addition, “We like that SSC helps to develop new talent and support enrichment programs in local schools,” said Susan. Scott sees donating as “simply ‘paying it forward’, allowing the tradition to continue.”

“We’ve shared SSC with many, many, friends over the years,” said Scott. “Some of those friends continue to enjoy SSC. We feel a strong commitment to this theater company and want it to continue to be enjoyed by everyone.”

SSC: Party of Six

It all started with Scott Sachtjen, who discovered Shakespeare Santa Cruz when he was a UC Santa Cruz student. “SSC put on a performance for student workers in the summer of 1984, which I attended. I’ve been hooked ever since.” He brought his wife Janis to a performance, and their party continued to grow. “It sounded like fun, so we joined in,” said Susan Swanson.

Shakespeare Santa Cruz became a key component in the social network for long-time friends Janis and Scott Sachtjen, Susan and Mark Swanson, and Judy and Bob DeFranco.

The party of six buys season tickets and sees each production, often picnicking in advance, always sitting together at performances, and discussing the play as they return to their cars. In fact, they choose to park further away so they have more time to talk. “SSC frees the performers and the audience from rigid classical interpretation,” said Scott. For Judy, “Live theater has an immediacy and connection with the audience. My world views changed when I was introduced to theater.”

NEW Donor Events:

The Secrets of Shakespeare Santa Cruz

Produced in Partnership with Vinocruz in Downtown Santa Cruz

These informal Q&A receptions give donors an insider’s look at the SSC season: “Decoding the Text” featuring Michael Warren (March) and “Crafting the Details” with Lydia Bushfield (May). Donors giving \$300-\$599 are invited to one, donors giving \$600 and up receive invitations to both events.

What a Difference a Gift Makes!

Some 2013 season expenses donors will help support:

\$17,500 – lighting equipment for the Glen

\$4,500 – average cost for one production’s costumes

\$2,100 – average cost for one production’s props

\$1,500 – average cost for one production’s wigs & materials/rentals

\$500 – play scripts for one production

Gifts at all levels help, and add up. You make a difference through your donation to Shakespeare Santa Cruz.

Shakespeare Santa Cruz
University of California, Santa Cruz
Theater Arts Center

1156 High St.
Santa Cruz, CA 95064
shakespearesantacruz.org

Donation Information: 831-459-5507
Ticket Office: 831-459-2159
info@shakespearesantacruz.org

