



Shakespeare on the Lake

A Production of

“The Complete Works of Shakespeare - Abridged”

The opportunity to reconnect, celebrate and inspire our community with a lasting cultural, economic and educational impact has never been more exciting.

**That is why Actors Point Theatre is so pleased to announce
The second annual Sumner Plays Fine Arts Festival September 18 and 19, 2020**

**This epic event that will continue to take Sumner county and the
Middle Tennessee region to even higher levels of awesome for years to come!**

A growing number of major entertainment events, like the Nashville Symphony at Historic Rock Castle, have added tremendously to the quality of life in Sumner County and middle Tennessee in recent history!!

Last July, Historic Rock Castle played host to The Sumner Plays Fine Arts Festival inaugural offering of Shakespeare on the Lake with a production of William Shakespeare’s “Henry V”. This classic work, considered by many to be among Shakespeare’s finest, proved to be a rich experience for all who attended!

- Over 600 attendees
- Attendees from 8 states and 8 counties
- Performed by an international cast of world class theatre artists
- Set among the glorious surroundings of Historic Rock Castle On the Lake

The economic impact of tourists coming to Nashville has been substantial and will be again soon. This event gives those travelers one more truly compelling reason to visit our county to enjoy *first rate entertainment* along with the myriad historical, retail, lodging and restaurant amenities Sumner County has to offer!

Shakespeare on the Lake also delivers educational opportunities accessible to students of all ages supporting a mission of literacy, cultural relevancy and real-life inspiration that are valued by our community.

We invite you to consider becoming a sponsoring benefactor in support of this inaugural presentation of the *Sumner Plays Fine Arts Festival* and *Shakespeare On The Lake*. Sponsorship opportunities have been created at multiple levels for institutional and individual participation. Our pledge is to produce an event of exceptional quality and entertainment value that reflects a strong, vibrant sense of community and shines a positive and illuminating light on all of our supporters!



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Program

This is what you can expect on September 18 and 19, 2020

Gates Open At 4:30 PM at Sanders Ferry Park

5:00 – 6:30 pm	Educational events/workshops
6:30 – 7:40 pm	Live Music entertainment on the Mainstage
6:30 – 7:30 pm	King’s Table VIP reception – VIP Pavilion
8:00 – 9:45 pm	Performance of <i>Complete Works</i>
9:45 - 10:30 pm	VIP Meet n’ Greet

Advance Tickets are available @ www.actorspointtheatre.com or www.shakespeareonthelake.com
And at the Gate.

Bring your chairs or blankets and enjoy a world class evening under the stars.
Outside Food and Beverages are allowed. Onsite Parking.



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Sponsorship Levels

“Windsor” Presenting Sponsorship - \$10,000

- Premier Marketing Package
 - Top billing placement of business logo on ALL marketing materials,
 - Presence actorspointtheatre.com (with a link to your business),
 - Full page ad in production program
 - 3 Social media posts / week (average weekly impressions: 16,500+ (avg. 50,000+ weekly impressions during June)
 - Exclusive TOP BILLING Placement on FB Event Page
 - Exclusive sponsor of 50-70 Cable TV commercials
 - Inclusion in emails and all other general communications.
- Top Billing on Standing banner at Venue entrance
- 20 Premium VIP tickets to performance – We choose best seating possible
- 10 premium level reserved parking passes
- 20 King’s Table tickets to Private pre-performance light dinner/wine reception
- 20 passes to after show meet and greet with cast
- Opportunity to PRESENT the curtain speech to introduce the show (and your business) at all performances.
- 10 workshop passes
- 20 VIP level Season passes for APTC’s 2020/2021 season (\$2000.00 value)



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The Buckingham Court- \$5,000

- Premier Marketing Package
 - Shared placement of business logo on ALL marketing materials,
 - Presence on actorspointtheatre.com (with a link to your business),
 - 1/2 page ad in production program
 - 2 Social media posts / week (average weekly impressions: 16,500+ (avg. 50,000+ weekly impressions during June)
 - Exclusive TOP BILLING Placement on FB Event Page
 - Shared sponsor of 50-70 Cable TV commercials
 - Inclusion in emails and all other general communications.
- Shared billing on Standing banner at Venue entrance
- 12 Premium VIP tickets to performance – We reserve best seating
- 6 premium level reserved parking passes
- 12 King's Table tickets to Private pre-performance light dinner/wine reception
- 12 passes to after show meet and greet with cast
- Opportunity to be included in the curtain speech to introduce the show
- 8 workshop passes
- 12 VIP level Season passes for APTC's 2020/2021 season (\$1200.00 value)



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The Edinburgh Sponsorship - \$2,500

- Premier Marketing Package
 - Third tier placement of business logo on ALL marketing materials,
 - Presence on actorspointtheatre.com (with a link to your business),
 - 1/4 page ad in production program
 - 2 Social media posts / week (average weekly impressions: 16,500+ (avg. 50,000+ weekly impressions during June)
 - Exclusive Third Tier Placement on FB Event Page
 - Logo inclusion in emails and all other general communications.

- THIRD TIER placement on Standing banner at Venue entrance

- 10 Premium VIP tickets to performance – Best seats reserved

- 5 premium level reserved parking passes

- 10 King's Table tickets to Private pre-performance light dinner/wine reception

- 10 passes to after show meet and greet with cast

- Opportunity to be included in the curtain speech to introduce the show

- 6 workshop passes

- 10 VIP level Season passes for APTC's 2020/2021 season (\$1200.00 value)



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The Dover Sponsorship - \$1,000

- Premier Marketing Package
 - Inclusion of business logo on ALL marketing materials,
 - Presence on actorspointtheatre.com (with a link to your business),
 - Listing in "Special thanks" in production program
 - 2 Social media posts / week (average weekly impressions: 16,500+ (avg. 50,000+ weekly impressions during June)
 - Listing in "Special thanks" Placement on FB Event Page
 - "Special Thanks" in emails and all other general communications.
- Special Thanks placement on rolling video display
- 8 Premium VIP tickets to a performance – Best seats reserved for you
- 4 premium level reserved parking passes
- 8 King's Table tickets to Private pre-performance light dinner/wine reception
- 8 passes to after show meet and greet with cast
- Opportunity to be included in the curtain speech to introduce the show
- 6 workshop passes
- 6 VIP level Season passes for APTC's 2020/2021 season (\$600.00 value)



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The Canterbury Sponsorship - \$500.00

- Marketing Package
 - Inclusion of business logo on marketing materials,
 - Presence on actorspointtheatre.com (with a link to your business),
 - Listing in “Special thanks” in production program
 - Listing in “Special thanks” Placement on FB Event Page
- Special Thanks placement on Standing banner at Venue entrance
- 6 Premium level VIP tickets to performance – Best seats available reserved
- 3 premium level reserved parking passes
- 6 passes to after show meet and greet with cast
- 4 workshop passes
- 2 VIP level Season passes for APTC’s 2020/2021 season (\$200.00 value)

The Oxford Sponsorship - \$250.00

- Marketing Package
 - Listing in “Special thanks” in production program
- 2 Premium level RESERVED tickets to performance
- 1 premium level reserved parking pass
- 2 passes to after show meet and greet with cast
- 50% discount on 2 VIP level Season passes for APTC’s 2020/2021 season (\$100.00 value)

The Warwick Sponsorship - \$150.00

- 2 Premium level RESERVED tickets to performance
- 2 passes to after show meet and greet with cast
- 50% discount on 2 VIP level Season passes for APTC’s 2020/2021 season (\$100.00 value)



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Vision

Actors Point Theatre Company is committed to resonating the human experience through performing arts that inspire hope, dreams, and the human connection.

The Sumner Plays Fine Arts Festival exists as an extension of the mission of Actors Point Theatre Company. Our mission is to enrich the cultural life of the residents of Tennessee and to engage, inspire, entertain, educate, and challenge audiences with theatrical productions that range from the classics to new works; and we celebrate the essential power of the theatre to help to stimulate the communities we serve educationally, economically and culturally.

Partnering with the Sheer Will Shakespeare Company, we will present a world class production of William Shakespeare's "Much Ado About Nothing" on September 18 and 19, 2020 on the banks of Old Hickory lake at Sanders' Ferry Park in Hendersonville, TN. The second annual festival event that meant to become an annual staple and a cornerstone of both civic and economic pride.

A Boost To Our Economy

By definition, festivals attract visitors. And visitors spend money, which boosts the local economy both on and off the festival site. Off-site spending related to festivals generates revenue for communities, too. For example, visitors stop at local gas stations, souvenir shops, and restaurants, etc. Overnight visitors provide another source of off-site revenue to communities that host festivals. For example, overnight visitors spend an average of \$170 on lodging and \$38 on food and beverages during the time they attend a festival.

Local attendees spend an average of \$17.92 over and above the price of admission for each performance. Non-local (out of county) attendees average \$39.96 in local spending for the same event – again, over and above the price of admission.

Surveys reveal that 31% of an audience will be from outside the county (on average – APTC attendance is over 40 % from outside Sumner County). Based on this statistic, if the attendance at a performance is 700 attendees/night or 2100 for 3 nights. $31\% \text{ of } 2100 = 651 \text{ non-local attendees} \times \$39.96 = \$26,013.96$ spent in local establishments for a weekend. Add to it the 1449 locals that spend \$17.92 and you get \$25,966.08. (\$51,980.04/weekend in local spending.)

Festivals also provide free marketing and advertising for local businesses as visitors talk about their fun experiences when they go back home. If visitors post comments and photos about their experiences on Facebook or other social media, so much the better. The economic benefits of successful festivals ripple throughout a local economy—affecting tourism and non-tourism-related businesses alike.



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Fostering Community Pride

The best thing about being involved with festivals and events is the opportunity to help build a community, foster a sense of pride within a community, and engage a community. There is no other type of event that fosters this type of engagement.

Experts agree that hometown pride is a critical factor in the development and improvement of any community. Residents with community pride are more likely to speak positively about their town to others and to volunteer with organizations and activities that support the common good.

Festivals promote community pride by celebrating things that *make a town special* and evoke good feelings. Old Hickory Lake is a major factor in making our festival "unique in the world of look-a-likes". In addition, the heritage afforded Sumner County as the home of country music legends past and present is a key factor in our unique position.

Strengthening Relationships

Another social benefit of festival sponsorship is stronger relationships within a community. This is where the bonds among public and private organizations, government, and neighborhood groups are forged and where connections among elected officials, staff, volunteers and interested residents are made. The benefits last well beyond the event, as people bring their connections and collective knowledge and skills to improve the community.

Connections are the "glue" that hold communities together; without them, a community stagnates and the quality of life declines. Experts call this glue social capital, so viewed through this lens— festival sponsorship increases the social capital that makes for healthy communities. These festivals enhance a community's reputation.

Enriching Education

Shakespeare and his work are as relevant now as they were over 400 years ago. The festival by its nature will be instructional and visitors will not only be entertained, but will learn from it. Education (including building awareness and greater knowledge of Shakespeare) is another social benefit of this event. But this isn't learning from a book or in a classroom—this is hands-on, experiential learning offered in the fun context of celebration.

Our Shakespeare On The Lake festival will contain educational programming as well as world class performances. It allows us to hold the mirror of reality to ourselves as human beings and citizens.



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Location

Shakespeare on the Lake will be presented at Sanders Ferry Park in Hendersonville, TN. Our community has already embraced the power of the Nashville Symphony performances on the lake that have become a yearly phenomenon and huge success – partially because of the ambiance of our scenic lake location.

Producers

Greg Wilson is a Gallatin, Tennessee resident.

A 1974 Whitefish Bay High School graduate who went on to get a degree in acting from the University of Wisconsin – Milwaukee, Wilson is the Founding Artistic Director of Actors Point Theatre Company which started in 2011 in Hendersonville, Tennessee.

Actors Point Theatre Company is in its ninth year of producing plays and musicals (more than 39 major productions to date.) APTC has employed over 230 AEA and non-union professionals for on and off stage positions.

The influence and reach of the company has been recognized through our recent partnership with Volunteer State Community College as their Professional Theatre Company in Residence.

Through APTC, Wilson created the *Sumner Stages Student Theatre Challenge* – a one-day intensive performance workshop in the fall and spring where middle school and high school students participate, perform and connect.

Wilson also began the burgeoning APTC summer musical theatre day camp program that has served over 1000 children and youth since its inception in the summer of 2012.

He is the creator of *Hendersonville Has Talent* – a Tennessee wide talent online competition that draws talent from all over the region, with its finals performed in front of a crowd of 10,000+ live and impacting over 200,000 online!

Greg has been acting and directing professionally and semi-professionally for over 30 years. His roles include Tevye in *Fiddler on the Roof*, *It's a Wonderful Life – Alive Radio Play* (13 characters), Harry Roat in *Wait Until Dark*, Bottom in *A Midsummer Night's Dream*, Pickering in *My Fair Lady*, Joe Benjamin in *God's Favorite*, Roosevelt in *Annie Warbucks*, Stanley Banks in *Father of the Bride*, Colonel Brandon in *Sense and Sensibility* and many more.

Greg has directed plays and musicals for almost 30 years. His directing credits include *The Man of La Mancha*, *A Christmas Carol*, *Leaving Iowa*, *Fiddler on the Roof*, *My Fair Lady*, *Guys and Dolls*, *Children of Eden*, *Steel Magnolias*, *You're a Good Man Charlie Brown*, *Shrek – The Musical*, *The Hunchback of Notre Dame*, *Pride and Prejudice*, *Little Women – The Musical*, *Wait Until Dark*, and *Sense and Sensibility*.

Wilson has performed nationally and internationally in many theatrical productions, TV commercials, corporate industrials and a number of Independent feature films.



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His most recent national TV credit was a principal role as Sgt. on the Discovery Channel – *Investigation Discovery – Murder Comes to Town*.

In addition, Wilson is a respected acting teacher, acting coach, and presentation coach in the greater Nashville area and around the region - coaching many actors and business executives for commercial, television, film, theatrical roles and presentations.

From 2008 to 2011 Wilson was the Producing Director of The Tennessee Shakespeare Festival. In fall of 2012, Greg was named the Artist in Residence for the theatre department of Martin Methodist University in Pulaski, Tennessee. This past December, Greg was inducted to the "Wall of Fame" for Fine Arts Achievement at Whitefish Bay High School in Whitefish Bay, WI.

He is presently a vice president of the board of directors of the Hendersonville Chamber of Commerce. He is also an active member of the Hendersonville Rotary Club and the Gallatin Chamber of Commerce.

Artistic Advisory Team

Lane Davies was born in Dalton, Georgia. Though perhaps best known for sardonic roles in television comedy and drama, during 40+ years as a stage actor, Lane has performed such roles as Hamlet, Macbeth, Richard III, King Lear, Petruchio, Henry V and Cyrano de Bergerac in companies from San Diego to Prague in the Czech Republic. He was the original '**Mason Capwell**' on NBC's 80s soap ***Santa Barbara***, an international hit which has now played in over 53 countries worldwide. His credits **include starring roles in four prime-time series, *Good & Evil, The Mommies, Woops! and The Crew***. He appeared regularly as the psychopathic time-traveler '**Tempus**' on ***Lois & Clark - The New Adventures of Superman***, and recurred on ***3rd Rock from the Sun*** as '**Chancellor Duncan**', on ***The Practice*** as '**Kyle Barrett**', and most recently on ***Scrubs*** as '**Dr. Simon Reid**'. Television credits also include seven pilots and some 50 guest-star appearances, including such shows as *Seinfeld, Working, The Nanny, Ellen, Jesse, Coach, Major Dad, Clueless, Married With Children, and Just Shoot Me*. Lane is working on the new innovative web series, *The Bay*.

He has worked as a consultant, writer and producer for Walt Disney Attractions on projects for Tokyo Disney Sea and Euro-Disney. As Founding Artistic Director for the Santa Susana Repertory Company, a professional resident theater company in Ventura County, CA. Lane has produced and/or directed over 40 productions and guided the company from its inception. He also founded the Kingsmen Shakespeare Festival in Thousand Oaks, CA now in its 22nd season. Lane was also Founding Artistic Director of the Tennessee Shakespeare Festival from 2008 to 2011, located in Bell Buckle, Tennessee.

Lane is currently an Artistic Associate for the Prague Shakespeare Company in the Czech Republic, and the Founding Artistic Director of the newly formed Conasauga Shakespeare Coalition in Dalton, GA.



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Notes



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