



Fracture A Femur Productions

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Sponsoring "Tuesdays With Morrie"

Running June 7 to 13, 2009 at Motel in Epcor Centre for Performing Arts

About The Show: The last class of Morrie Schwartz's life met once a week, in his house, by a window in the study where he could watch a small hibiscus plant shed its leaves. His student, Mitch Albom, took the course's subject matter - The Meaning of Life - and transformed it into the best-selling book "Tuesdays With Morrie". Appearances on *Oprah* and *Dateline* fueled the book's popularity to be re-invented for the stage and screen.

Now Calgary audiences can share in the true last moments of Morrie's life where he shared of himself and his experience to teach about life, love, work, family, community, and even death. Viewers watch as the degenerative disease, ALS, takes Morrie's physical body leaving his mind untouched, and as Mitch Albom - through Morrie's teachings - is transformed into a new man.

Sponsorship: With a portion of proceeds from this show going to support the ALS Society of Alberta and a production run of 7 shows there are numerous opportunities to promote your company with advertising both online and offline:

- Logo and name placement on all posters and advertising mediums.
- Positive name mention in all media releases (being sent out mid-May through the performance dates).
- Opportunity to setup a manned or unmanned booth before and after for all of the performances. *(Please note, this show does not have an intermission.)*
- "Sponsor On Board" announcements on the weblogs of both www.DonovanDeschner.com and www.FractureAFemur.com. (This includes distribution on the Facebook network.)
- Continued positive mention on both of the above weblogs running up to and including the performance dates (average of one per month).
- All posts online will include link and logo splash.
- Prominent placement on ticketing web-site for shows. (Logo and link.)
- Inclusion in the show's program of both logo and possible "welcome letter". *(The current format of the program is not determined, it may exist digitally or in hard copy.)*

Custom Packages: The above sponsorship benefits will be custom packaged to meet you or your organization's marketing goals. We have created a sponsorship cap to ensure that all sponsors receive a fair share of attention from our audiences and network of people.

"Events Worthy of an Encore!"