

RAKUGO IN NEW YORK

*Japanese traditional comedy off-Broadway
Investor Package*





Summary

Bringing Rakugo to New York

After two successful three-week runs in London's West End and New York's off-Broadway in 2017, and four sold-out shows off-Broadway in February 2019, Katsura Sunshine's Rakugo is set to launch an open-ended run at New World Stages, the renowned performing arts complex in the heart of the Broadway theater district.

Please consider joining us as an investor in this exciting and historic journey!

Total Capitalization: \$350,000 USD

Opening Date: September, 2019

Intended Run: One Year

Investment Units: 35 Units of \$10,000

Investment Scheme

Initial Investment

Producer:
Company Sunshine Theatrical
Productions LLC.

Total Investment Sought:
\$350,000USD

Investment Units:
35 Units of \$10,000

Return on Investment

Investors will receive 100% of operating profits until investment is recouped.

After recoupment investors will receive 50% of operating profits.

Subsidiary Return

As investment will contribute to the future value of Katsura Sunshine's Rakugo, investors will also receive subsidiary rights, which is a percentage of income from Rakugo performed world-wide for 5 years from the start of our off-Broadway run.

This will include Sunshine's performance over all media, including live performance, film, TV, YouTube and Podcasts.

Use of Funds

A summary of how we will use your investment



Cost to mount the show: \$125,000

Pre-production costs to build the show up to opening night

Promotion: \$125,000

The cost of advertising and promoting the show up to opening night

Reserve for weekly running costs: \$100,000

To ensure the show runs for several months so we can spread the word about Rakugo

New World Stages

New York's Finest off-Broadway Performing Arts Complex



New World Stages is the renowned performing arts complex in the heart of the Broadway theatre district which has served as the home of Tony Award-winning, Guinness World Record-setting and Pulitzer Prize-earning shows.

Providing world-class entertainment in an intimate environment on the site of a lively Worldwide Plaza, it is made up of five theatres, a public lounge, and events spaces.



New World Stages is currently home to Broadway's Tony-Winning AVENUE Q, the hilarious and educational THE IMBIBLE: A SPIRITED HISTORY OF DRINKING, the "Tony, Grammy, and Olivier winning smash" musical JERSEY BOYS, and the "Hysterically funny British farce" THE PLAY THAT GOES WRONG.

For RAKUGO to be included in such a line-up will be a huge step to making our mark on New York commercial theatre!

Goals

What we hope to accomplish in New York

We want to bring Rakugo to the world. New York is the best place to start for so many reasons.

- 1) The world is already in New York - people from all over the world come to New York to see the best and newest in theatre, as well as witness classics and traditional performance done masterfully.
- 2) Theatres from around the world look to what is running in New York to program their own seasons - so New York is the ideal launch pad to world theatre, runs in other cities, international tours.

A long run in New York will bring attention and renown to Rakugo, bringing it to audiences world wide who would otherwise never have a chance to see it.

Join our journey to making Rakugo an international hit show!



History of Rakugo

Japan's 400-year long-running smash-hit show!

Rakugo was born 400 years ago from comic stories composed by Buddhist monks.

In the Edo Period (1603-1868), the “Yose” or dedicated Rakugo theatre flourished.

The stories have been passed down from master to apprentice aurally through the generations.

Unlike other traditional art forms like Kabuki and Noh, Rakugo is still a living artform - changing and adapting with the times even as it maintains its strict traditions - there are over 800 professional storytellers active today, the most ever in the history of the art form!

The first foreign professional Rakugo storyteller was Australian Kairakutei Black (1858-1935).

Katsura Sunshine is only the second in history and the first in the Osaka tradition of Rakugo.



Rakugo at the Leicester Square Theatre, London, 2017



Rakugo Revolution

Why is Rakugo a perfect art form for Broadway?

Rakugo has transcended the ages in Japan and transcends language and borders as well.

People over 5 continents have enjoyed Sunshine's Rakugo.

Rakugo is not just humour, but culture as well - people can come for an evening of laughter and leave with a piece of Japan in their hearts.

Rakugo is clean - children, families, people of all ages can enjoy Rakugo.

As in Japan, Sunshine will perform different stories on different days so new Rakugo lovers can come again and again! Here is a sample of the various shows one can see through the course of the run of Rakugo off-Broadway!

Traditional "Classic" Rakugo Stories ●

Rakugo Family Show ●

Modern Stories Composed by Sunshine's Master, Katsura Bunshi VI ●

Ghost Story Rakugo, "Shinigami", The God of Death ●

Rakugo for Adults: The Edo Entertainments of Gambling, Drinking and Pleasure ●

Sun Never Sets

From Apprentice to Master, Sunshine's Journey

In order to become an accepted professional Rakugo storyteller, one must undergo a stoical 3-year apprenticeship under a Rakugo Master - cleaning the house and carrying the Master's bags, folding kimonos and performing other menial chores.

You learn by being with the Master every waking hour for 3 years, not just story-telling, but a very special lifestyle as well.

Sunshine's Master is himself a living historical figure, whose name is known by most everyone in Japan, Katsura Bunshi VI.

Sunshine has performed in 15 countries in 5 continents over the past 10 years.

Sunshine has also achieved world wide recognition for his regular culture program "Dive into Ukiyo-e", broadcast monthly on NHK World for the past two years.

Most recently, Sunshine was a member of the Japanese diplomatic presentation team for Osaka's successful bid for the 2025 World Fair. His video describing Osaka was played during the final presentation just before the vote in favor of Osaka and has been widely reported throughout Japan.



Prime Minister's Message Osaka G-20 Summit



Accolades from Prime Minister Abe: On April 12th, 2019, Sunshine was invited by Japanese Prime Minister Shinzo Abe to his annual Cherry Blossom Viewing in Tokyo.

At the ceremony, the Prime Minister personally thanked Sunshine for his work on promoting Japanese culture, particularly as part of the successful campaign to bring the 2025 World Expo to Osaka. The event was widely reported in the Japanese and international media.

Sunshine subsequently served as MC for the opening reception of the G-20 Summit in Osaka, in June 2019.





London 2017

Leicester Square Theatre



Three weeks, ten performances at the Leicester Square Theatre in London's West End

Over 2,000 patrons attended, many attended two or three performances

Featured on London popular television program London Live. Sunshine was called "The King of Kimono Comedy" by London Live host Luke Blackall

New York 2017

SoHo Playhouse

Three weeks, twelve performances at the historic SoHo Playhouse in New York's off-Broadway.

Over 1,000 patrons, many repeaters, one patron attended 8 performances!

Four major media reviews, all overwhelmingly positive.

Featured on New York radio as well.



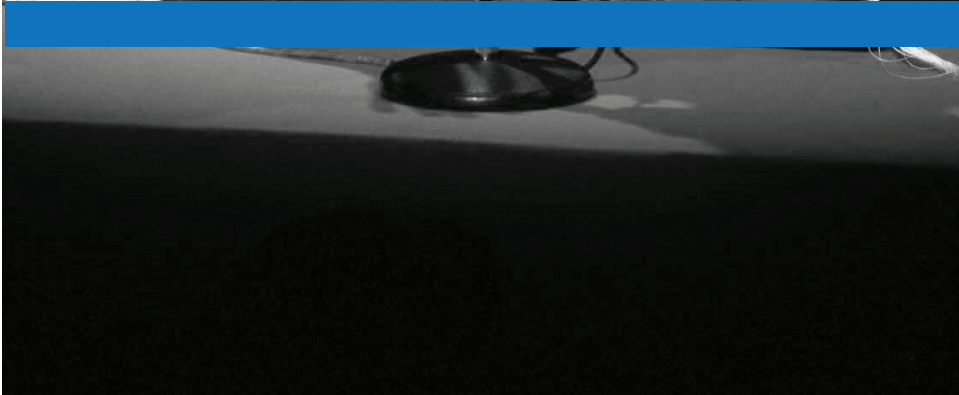
New York 2019

Royal Family Performing Arts Space

Four sold-out performances at this off-Broadway gem of a theater
seconds from Times Square

Covered by Reuters whose report was seen by tens of thousands of
readers

These four shows were co-produced by the Japanese entertainment
conglomerate Yoshimoto Creative Agency and sponsored by the
Government of Japan, Ministry of Economy, Trade and Industry,
representing a crucial step for us in terms of producing partnership
leading into the upcoming open-ended run.



International Press

New York

Sunshine had me in stitches!

-Fred Katayama, Reuters

Funny, Exciting Performance! A delightful experience!
Beautiful and Simple!

-Virginia Jimenez, Times Square Chronicles

Great Personality! Delightful! So much fun! A bilingual, amazing show! I don't know what speed Sunshine is set at - 78RPM? Just a pleasure to watch this show!

-Janet Coleman, WBAI Radio New York

Katsura Sunshine's personality filled the theatre! Delightfully intimate and low-keyed! Rakugo has an intimacy and a feeling of improvisation that makes it easy to love!

-Joel Benjamin, Theater Pizzazz

Japan

A raconteur extraordinaire! Sunshine is a star!

-The Japan Times

This 182-centimetre-tall blond raconteur with a mile-wide smile has been wowing audiences worldwide with his high-octane, one-of-a-kind performances. He magically plucks laughter with rhythm and timing fit for an athlete!

-Nikkei Asian Review

Tightly controlled physical theatre! Deft choreography of body language and intonation! And it's also drop-dead funny!

-Metropolis, Japan

London

The King of Kimono Comedy!

-Luke Blackall, London Live TV

Culturally fascinating, flawless in performance and a masterclass in marketing storytelling!

-John Fleming, TV Producer, Author

Not to be missed! Sunshine is one of a kind! Literally!

-Emily Finch, Camden New Journal

Blinding pace! Mastery of mime and physical comedy! Sheer enthusiasm and energy! It's infectious!

-Rob Jessop - UK Anime Network

Hilarious, fast-talking narrative - universally funny!

-This is London Magazine

Canada

Lovely! Intense! A one-man sitcom! How can we resist?

-CTV National News

Fantastic! A sight to behold! Too much fun!

-CBC Radio

An onstage dynamo!

-The Calgary Herald

Sunshine certainly attracts attention!

-The Winnipeg Free Press

Review

Theater Pizzazz, New York

By Joel Benjamin, November 26, 2017

Rakugo is a 400-year-old Japanese performing art form which has somehow escaped notice here in the United States, unlike its sisters Kabuki, Noh/Ryogen and Bunraku. With the visit of one of its most admired and famous interpreters, Katsura Sunshine, this lack is being solved with a series of performances at the Soho Playhouse.

Katsura Sunshine, strangely enough, is a Canadian who has lived for decades in Japan where he mastered this niche art form along with learning impeccable Japanese. Oddly, Sunshine is a big, boisterous blonde who towered over the many Japanese fans attending this almost sold-out performance who treated him like a rock star.

A traditional set consisting of a severe black platform and a comfortable cushion was backed by a large painting of a big, convoluted tree. The platform was covered by candles of various sizes. The rest of the stage held similar candles in tall holders, which took on meaning as the evening progressed.

Meager props included a fan and a folded handkerchief which, in the dexterous hands of Katsura Sunshine became packets of money, plants, candles and even a way of punctuating scenes.

Katsura Sunshine whose personality easily filled the theater, was a congenial host, explaining Rakugo's history and its format. Presentations are divided into an informal, gossipy part and a story-telling portion.

Indeed, Katsura Sunshine, attired in a loose, black kimono, entered complaining about how torturous the required kneeling position was on his body, then going on with a long, funny story about how hospitals are social gathering places in Japan, continuing with a tale of suffering from travelers' disease which is blood clots in the legs that could spread with dreadful results through the body.

His long, but extremely caring treatment, caused him to miss an important appearance in Edinburgh, but gave him rich material about his friends, doctors and nurses in Japan.

Suddenly the story began, an involved plot about a man from Edo in such debt that he considers suicide until he is stopped by the God of Death who tells him that he has not used up his god-given fortune so he can't die. Instead, he is given a way of becoming a famous healer, raking in enough money to allow him to take a cutie-pie girlfriend to Kyoto where, of course, he goes broke again.

Shuffling back home to Edo he discovers that his healing talents have backfired leading to amusing confrontations and a showdown with the God of Death who turns the tables on the human.

The stylized telling involves a great deal of repetition, mobile facial expressions, sound effects and much exaggeration—all delightfully intimate and low-keyed. Katsura Sunshine's mastery of form and content can only be judged by the ovation he received from his Japanese fans.

Rakugo may be a bit coy and small-scale in its storytelling for Americans, although it is difficult to judge by this one, singularly unconventional tale. It lacks the colorful staging of other Japanese classical theater forms, but has an intimacy and a feeling of improvisation that makes it easy to love. (Perhaps it is most like the artistry of famous twentieth century monologist, Ruth Draper who, with similarly straitened means, created worlds of characters and places.)

Each evening of this season will be distinct with stories distributed amongst classical Rakugo, family shows, adult (read "sexy") stories and new stories created by Sunshine's Master Bunshi VI.

Review

theaterscenes.com, New York

By R. Pisker, November 27, 2017

Rakugo, the Japanese storytelling art form, dates from the end of the Edo period, the second half of the 16th century. The storyteller (rakugoka) appears in the simplest of settings: a dais to sit upon, with nothing more than a fan and a small hand towel as props. The rakugoka's skill in shifting the characters as they dialog with one another and his or her skill in mime are all there is.

Katsura Sunshine has been living in Japan for 18 years and has become a practitioner of this art form. Part of the challenge he faces is to educate foreign audiences to the traditions not only of Japanese culture but of this particular art. This is not the easiest of tasks.

However, once he gets into the stories and the characters and their circumstances take over, Katsura Sunshine does his teacher, Katsura Bunshi VI, proud. The pushy child's interruption of his father as the latter tries to tell a bedtime story is totally recognizable to any parent, especially the father's desperation to get on with the story. The impolite guest's physical reaction to eating rotten tofu disguised with chili is magnificent, quite apart from any lesson in politeness. The punchlines (ochi) are well timed and delivered in just the right way to make us laugh, even if we sometimes suspect what they might be.

Katsura Sunshine tells different stories on different nights, some traditional, some created by Katsura Bunshi, and one, a ghost story, originally from Germany. They are worth a visit.



Review

Times Square Chronicles, New York

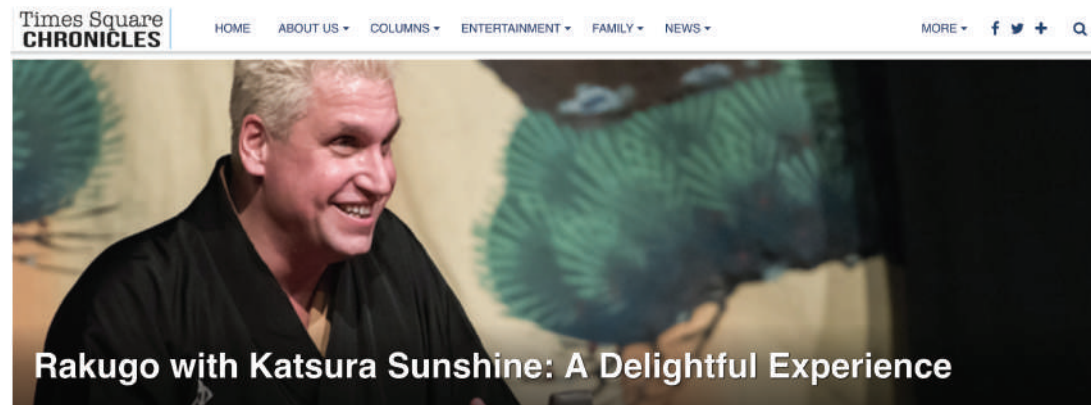
By Virginia Jimenez, November 21, 2017

Katsura Sunshine's Rakugo is a funny, exciting performance of traditional Japanese stories. Sunshine is a bright and emphatic performer who ensures that his audience has a good time. He is a delightful storyteller and his stories are for people of all ages.

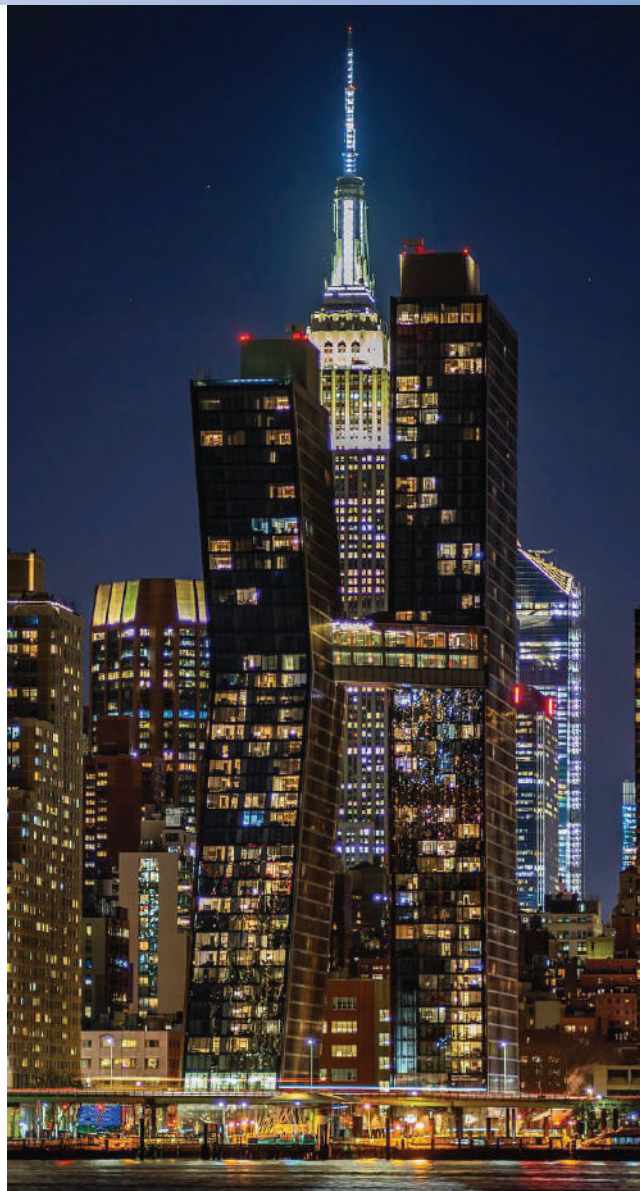
As he begins his show to a nearly sold out house, Sunshine explains how he came to perform Rakugo, a traditional Japanese art form of comic storytelling. The stories are told using only a fan and hand towel for props, and characters are differentiated by turning the head left or right and by changing vocal intonation. The performer kneels for the length of the performance and wears a traditional kimono. Often the comedy of the stories is based on niceties and nuances in Japanese culture. As a result, Sunshine spends as much time explaining aspects of Japanese culture and language as he does performing the stories.

Most of the cultural information he shares serves us well in that if we didn't understand certain aspects of Japanese culture, some of the jokes wouldn't be as funny. He explains to us the many different ways to show gratitude and how to accept or give a compliment. He talks very fast, which makes silent or pantomimed moments more entertaining than you'd expect.

With a beautiful backdrop and simple lighting, it is clear that the emphasis of this art form is the story and the storyteller. Katsura Sunshine has several different sets of stories that he will perform, with a special one-night-only ghost story on November 24th. If you're looking for a good way to laugh and forget your troubles, and also learn a few things about Japanese culture, this is the show for you.



Executive Producer



Joe Trentacosta

Joe Trentacosta is the founder and president of JT Public Relations, a full-service entertainment public relations firm.

For over 20 years he has handled projects on Broadway, Off-Broadway, festival productions, developmental industry readings, films in release, film festivals, non-profit organizations, and special events.

Selected projects include Broadway: A Cat on a Hot Tin Roof (with James Earl Jones), A Streetcar Named Desire (with Blair Underwood), Earth, Wind and Fire's Hot Feet, and Judgement at Nuremberg. Other selected credits: The Lightning Thief: The Percy Jackson Musical (Off-Broadway and National Tour), Amazing Grace (National Tour), The Gazillion Bubble Show, The Very Hungry Caterpillar Show, Clinton the Musical, Blank! The Musical, Bedbugs!!!.

Non-profits include La Femme Theater Productions, Resonance Theatre Company, Royal Family Productions, Stuttering Association for the Youth, SoHo Playhouse, TheaterWorksUSA, Urban Stages.

Joe is thrilled to be bringing Rakugo to New York as Executive Producer as well as spearheading the PR campaign.

Executive Producer

The Honorable Steven S. Honigman

Steven's legal career has included the private practice of law with leading commercial law firms, corporate directorships and extensive public service.

Appointed by President Clinton and confirmed in office by the Senate, he served for five years as General Counsel of the Navy, the third-ranking civilian leadership position in the Navy Secretariat with four-star equivalent status.

Steven advised and appears in *Sonic Sea*, a film about protecting whales and other marine life from the destructive effects of oceanic noise pollution. The film received Emmy Awards for Outstanding Nature Documentary and Outstanding Sound and Music in 2017.

Steven also served as Executive Producer for *ALL CITY*, a film about graffiti writers in New York City whose world premiere was an Official Selection at London's Raindance Independent Film Festival 2013.



Artistic Producer



Marie Fukuda

Marie worked for 8 years in the publishing department of the legendary and popular Japanese all-female theatre company Takarazuka, where she interviewed their star performers, and published their programs and magazines.

In 2016 she co-founded Company Sunshine Japan with Katsura Sunshine, and in 2017 she co-founded Company Sunshine Theatrical Productions LLC., both of which she serves as Vice President and Artistic Producer.

Marie co-produced the London and New York runs of Katsura Sunshine's Rakugo in 2017, and the sold-out presentation of Rakugo off-Broadway in February of 2019.

Scenic Designer

Mikiko Suzuki MacAdams

Yale School of Drama graduate Mikiko Suzuki MacAdams has worked on and off-Broadway as a scenic designer for 15 years, and has been on two Tony - winning Broadway design teams as Associate Designer.

Mikiko's work has been seen in theaters all over America such as the Guthrie Theater, Arena Stage, Berkeley Repertory Theatre, the Old Globe, Oregon Shakespeare Festival, Long Wharf Theatre, Seattle Repertory Theatre, among many others.

Her off-Broadway credits include Working Theater, Epic Theatre Ensemble, Intar Theatre, Ensemble Studio Theatre, and the National Asian American Theatre Company. Her work has been seen internationally at the Nissay Opera, Nikikai Opera, Suntory Hall, Kanagawa Kenmin Hall in Tokyo, Aichi Triennale in Nagoya, and Biwako Hall in Otsu.

As an associate scenic designer, her Broadway credits include My Fair Lady, Fiddler on the Roof, The King and I, The Bridges of Madison County, Golden Boy, That Championship Season, Women on the Verge of a Nervous Breakdown, Next Fall, and Joe Turner's Come and Gone. And Westend, US, UK and Australian national tours of the King and I and South Pacific, US National Tour of Bridges of Madison County and Light in the Piazza.

She teaches at Rutgers University and received MFA from Yale School of Drama.



General Manager

Lisa Dozier King - LDK Productions

LDK Productions is a theatrical general management and producing firm based in New York City, founded by Lisa Dozier King in 2004.

Current/Upcoming: Be More Chill, Rakugo, Tennessee Whiskey, Hit Her With The Skates, Unlikely Heroes, LIKAH!.

Lisa has managed more than one hundred professional productions, and been on staff at the New 42nd Street, Manhattan Theatre Club, Symphony Space, American Repertory Theatre and New York Stage & Film.

Lisa served as the BFA Theatre Management program director at the University of Miami from 2013-2018, and is the founding producing director for Miami New Drama, a new regional theatre that produces and manages the 400 seat historic Colony Theatre on Miami Beach.

She also served as the resident general manager for the National Alliance for Musical Theatre's Festival of New Musicals for more than a decade.

www.LDKProductions.com





Collaboration

The Yoshimoto Creative Agency, Tokyo, Osaka

The Yoshimoto Creative Agency is a 107-year-old comedy and entertainment conglomerate in Japan. It boasts a stable of over 3,000 comedians and entertainers, runs theatres, produces television programs, and its reach and popularity extend to almost all aspects of Japanese entertainment life.

Sunshine has been a Yoshimoto artist for ten years.

Going forward, the Yoshimoto Creative Agency will take the lead in the following areas of our off-Broadway project:

- 1) Applying for further funds from the Japanese Government
- 2) Securing corporate sponsorship from Japanese corporations with which it has long-standing relationships
- 3) Promoting Sunshine in the Japanese media
- 4) Presenting tours of Sunshine's Rakugo in Japan and accross Asia after our off-Broadway run

1. Production Budget

ESTIMATED PRODUCTION BUDGET SUMMARY

PHYSICAL PRODUCTION	\$ 28,300.00
CREATIVE AND PRODUCTION FEES	\$ 34,400.00
CAST AND CREW FEES	\$ 5,000.00
PRE PRODUCTION/REHEARSAL	\$ 1,000.00
ADVERTISING AND PR	\$ 104,500.00
GENERAL AND ADMINISTRATIVE	\$ 46,670.00
THEATRE RENTAL WITH DEPOSIT	\$ 6,000.00
SUB-TOTAL ESTIMATED PRODUCTION COSTS	\$ 225,870.00
CONTINGENCY	\$ 24,130.00
RESERVE	\$ 100,000.00
TOTAL ESTIMATED PRODUCTION COSTS	\$ 350,000.00

*This is a budget summary.
Detailed budgets available upon request)*

2. Weekly Budget

ESTIMATED WEEKLY OPERATING BUDGET SUMMARY

SALARIES	\$	4,450.00
RENTALS	\$	1,550.00
GENERAL AND ADMINISTRATIVE	\$	1,928.00
THEATRE EXPENSES	\$	3,000.00
ADVERTISING AND PR	\$	5,000.00

TOTAL FIXED WEEKLY EXPENSES	\$	15,928.00
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*This is a budget summary.
Detailed budgets available upon request)*

3. Recoupment Schedule

RECOUPMENT SCHEDULE

CAPITALIZATION \$ 350,000.00

PERCENT OF CAPACITY	100.00%	90.00%	80.00%	70.00%	60.00%	47.50%
BOX OFFICE GROSS	\$ 35,000.00	\$ 31,500.00	\$ 28,000.00	\$ 24,500.00	\$ 21,000.00	\$ 16,625.00
TICKETING FEES - CC (4.5%)	\$ 1,575.00	\$ 1,417.50	\$ 1,260.00	\$ 1,102.50	\$ 945.00	\$ 748.13
NAGWBOR	\$ 33,425.00	\$ 30,082.50	\$ 26,740.00	\$ 23,397.50	\$ 20,055.00	\$ 15,876.88
WEEKLY EXPENSES	\$ 15,928.00	\$ 15,928.00	\$ 15,928.00	\$ 15,928.00	\$ 15,928.00	\$ 15,928.00
BALANCE	\$ 17,497.00	\$ 14,154.50	\$ 10,812.00	\$ 7,469.50	\$ 4,127.00	BREAK EVEN

WEEKS TO RECOUP TOTAL CAPITALIZATION 20 25 32 47 85

FOR DISCUSSION PURPOSES ONLY



Executive Producer
Joe Trentacosta
joe@jt-pr.net

Artistic Producer
Marie Fukuda
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Performer
Katsura Sunshine
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Executive Producer
Steven S. Honigman
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Yumi Shinozaki
ymkrshino@gmail.com