



SPONSORSHIP PACKAGE

Rakugo in New York, off-Broadway

INTRODUCTION

Beginning September 2019, history will be made in New York!

Japan's 400-year hit comedy traditional storytelling show will get its first commercial long run at the New World Stages theatre complex, right in the middle of the New York theatre district known as Broadway.

Katsura Sunshine is the first foreigner to become a Rakugo Master in this generation and only the second in the history of Japan.

September will mark the first commercial long run of Rakugo ever, anywhere.

Join Team Sunshine as a sponsor and secure your place as part of our historic endeavour!

Oh, and Rakugo is a lot of fun, too!





DETAILS

Opening: September, 2019

Initial Run: 6 Months (Open-Ended)

Theatre: New World Stages

Shows per Week: 2

Theatre Capacity: 350

Average Ticket Price: \$50

MESSAGE FROM THE PRIME MINISTER OSAKA G-20 SUMMIT

SUNSHINE RECEIVES ACCOLADES FROM PRIME MINISTER OF JAPAN AND SERVES AS MC AT G-20 SUMMIT RECEPTION



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.



INTERNATIONAL PRESS ON RAKUGO

NEW YORK

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

-Virginia Jimenez, Times Square Chronicle

"Great Personality! Delightful! So much fun! A bilingual, amazing show!"

"Big, tall, strapping blond, 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

"Punchlines well-timed and delivered just the right way!"

-R. Pikser - theatrescene.com

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

"Highly unique and hilarious! Not to be missed! Sunshine is one of a kind! Literally!"

-Emily Finch, Camden New Journal

"Hilarious! Singularly Japanese and universally funny!"

-The Edinburgh Reporter

"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

INTERNATIONAL PRESS ON RAKUGO

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

"Sunshine elicits laughter with nimble verbal dexterity!"

-BS TV, Japan

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!"

-Winnipeg Free Press

"Hurray! Hurray for Sunshine!"

-Nikka Times, Canada

"Sunshine is a pioneer and ambassador! A huge star!"

-Vivascene, Canada

"Japan's answer to stand-up comedy!"

-CTV National News, Canada



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A sponsorship plan to suit every company - please let us know how we can tailor a package for you. We are also able to issue charitable tax receipts 501(c)3 through our not-for-profit sponsors, J-Collabo, for those companies who would prefer tax receipts over publicity benefits.

| | FLAGSHIP PRODUCING SPONSOR (LIMIT ONE SPONSOR) | MATSU PINE | TAKE BAMBOO | UME PLUM | TSURU CRANE | KAME TURTLE |
|--|--|----------------------------------|----------------------------------|----------------------------------|-------------|-------------|
| | プロデューサー | 松 | 竹 | 梅 | 鶴 | 亀 |
| | \$30,000 | \$15,000 | \$7,500 | \$5,000 | \$2,500 | \$1,000 |
| 1. Acknowledgement as Flagship Sponsor | | | | | | |
| Company Name Listed Among Producers of Show on Title Page in Playbill Official Program | <input checked="" type="radio"/> | | | | | |
| Company Name Listed Among Producers of Show on Title Page Displayed Prominently in Theatre Lobby | <input checked="" type="radio"/> | | | | | |
| Company Name and Logo Appears Largest in All Appearances Listed Below in This Chart | <input checked="" type="radio"/> | | | | | |
| | | | | | | |
| 2. Logo and Company Name on Screens Before Show | | | | | | |
| Brief (5-second) video message from sponsor just before performance and/or callout from Sunshine from stage during performance | <input checked="" type="radio"/> | | | | | |
| Logo and Company Name Individually Displayed as Main Sponsor Directly Before Show Begins | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | | | |
| Logo and Company Name Individually Displayed in Order for 30 Minutes Before Show | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | | |
| Logo and Company Name Displayed With Other Sponsors in Order for 30 Minutes Before Show | | | | <input checked="" type="radio"/> | | |
| | | | | | | |
| 3. Nobori Flags | | | | | | |
| Individual Nobori Flags to Left and Right of Stage | <input checked="" type="radio"/> | | | | | |
| Individual Nobori Flags in Theatre | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | | |
| Name on Sponsor's Nobori Flags in Lobby | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | |
| | | | | | | |
| 4. Flyers | | | | | | |
| Name and Logo on Top Front of Flyers | <input checked="" type="radio"/> | | | | | |
| Name and Logo on Front of Flyers | | <input checked="" type="radio"/> | | | | |
| Logo in Logo Section on Back of Flyers | | | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | |
| | | | | | | |



SPONSORSHIP PACKAGES



Continued...

| | FLAGSHIP PRODUCING SPONSOR | MATSU PINE | TAKE BAMBOO | UME PLUM | TSURU CRANE | KAME TURTLE |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| | プロデューサー | 松 | 竹 | 梅 | 鶴 | 亀 |
| | \$30,000 | \$15,000 | \$7,500 | \$5,000 | \$2,500 | \$1,000 |
| 5. Sunshine Commercial for Use Online | | | | | | |
| Sunshine will Videotape a Commercial Message or Mini Rakugo Spot Composed for Sponsor for use on Social Media and/or Website | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | | | |
| 6. Private Performance at Location of Producer's Choice | | | | | | |
| Sunshine will Perform Rakugo/MC at Sponsor's Private Event | Multiple Events | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | | |
| (Travel Expenses Separate, Schedule Permitting) | | | | | | |
| 7. Complimentary Tickets / VIP Invitations | | | | | | |
| Invitations to Opening Night Performance and Gala Party | 10 | 4 | 2 | 2 | | |
| Complimentary Tickets During Run of Show | 50 | 20 | 10 | 6 | 4 | 4 |
| Sponsor Special Discount Ticket to Any Show | 50% Off | 50% Off | 50% Off | 25% Off | 25% OFF | 15% OFF |
| 8. Acknowledgement and Thanks | | | | | | |
| Name on Sponsor Wall in Theatre Lobby | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| Name on Sponsor Page in Playbill Official Program | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| Name on Sunshine Official Home Page | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| | | | | | | |
| Please ask how we can accommodate your individual sponsor needs! | | | | | | |



SPONSORSHIP PACKAGES

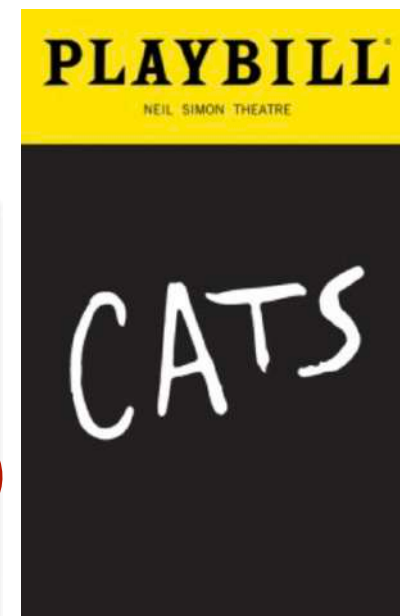
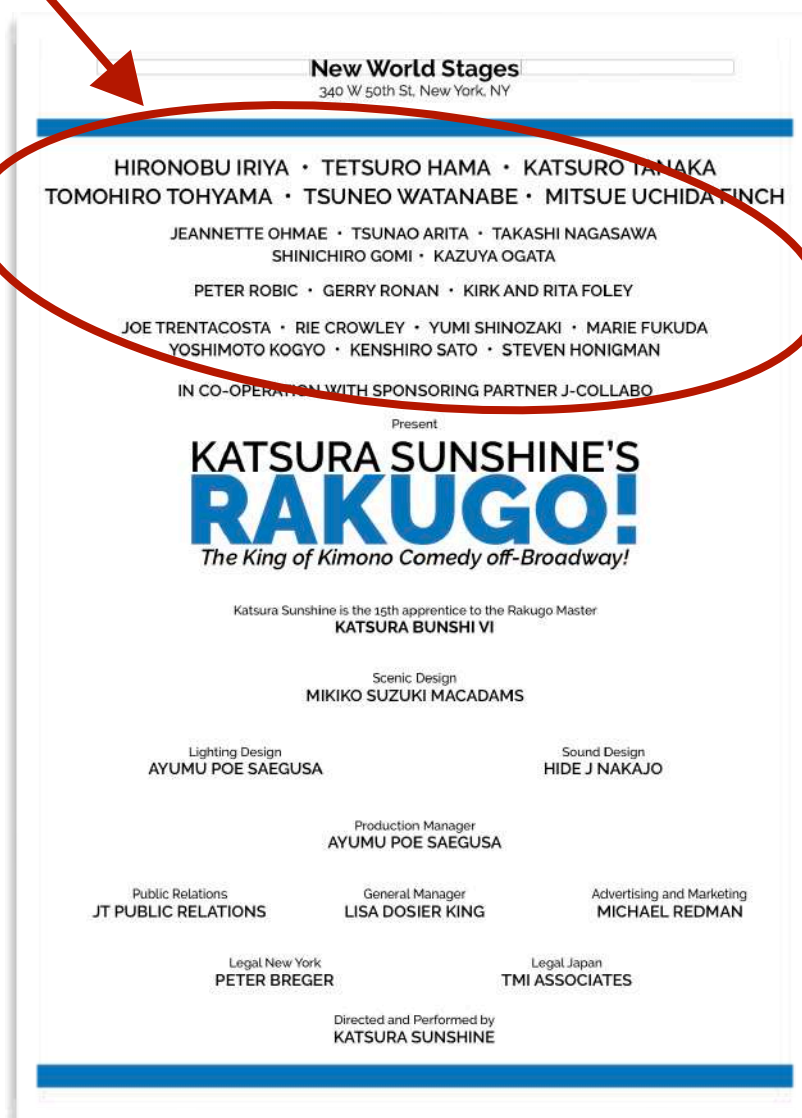


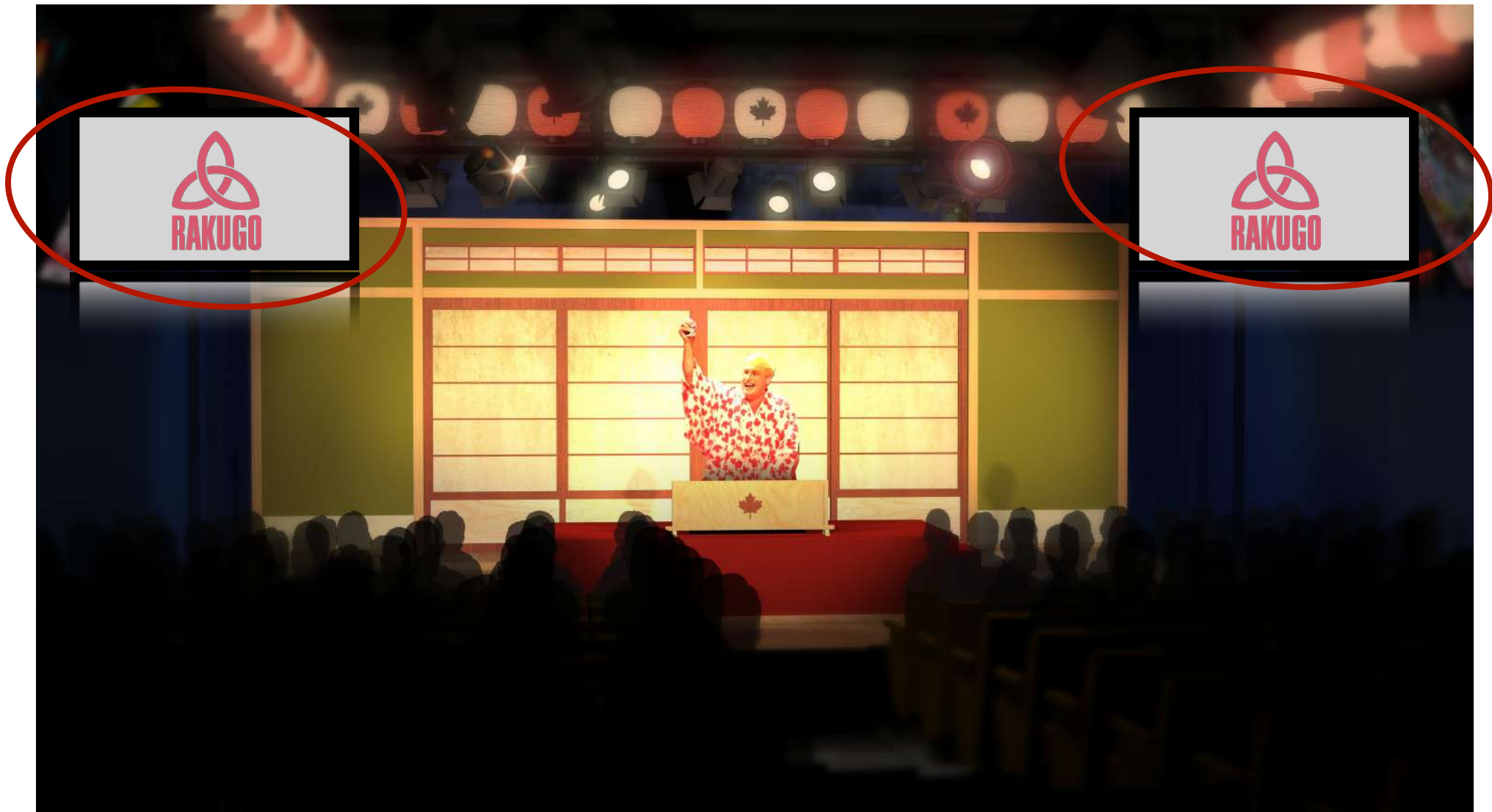
For Sake, Shochu, Japanese Whiskey, Craft Beer and other Beverage Makers

| | SIX MONTHS EXCLUSIVE | SIX MONTHS | ONE MONTH | ONE WEEK |
|--|----------------------------------|----------------------------------|----------------------------------|----------------------------------|
| | | | | |
| | \$30,000 | \$20,000 | \$10,000 | \$5,000 |
| 1. Sale of Sake in Theatre Lobby - Weekly 15,000 Patrons | | | | |
| Sale of sake at two lobby bars | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| Creation of original sake cocktail | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | |
| Sake to be featured at Gala opening night party | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | |
| | | | | |
| 2. Advertising in Theater | | | | |
| Brief (5-second) video message from sponsor just before performance and/or callout from Sunshine from stage during performance | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| Flyer inserted into program | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| Name on nobori flag in lobby and in theater | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> |
| | | | | |
| 3. Flyers | | | | |
| Logo on Front of Flyers | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | |
| | | | | |
| 4. Sake Events in New York Restaurants | | | | |
| Sunshine will MC special Sake events in New York Japanese restaurants | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | |
| Sunshine will create special kimono with Sake name and logo | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | |
| Sunshine will wear branded Happi/Yukata with name of Sake sponsor before and/or after show when greeting patrons | <input checked="" type="radio"/> | <input checked="" type="radio"/> | <input checked="" type="radio"/> | |
| | | | | |
| 5. Sake Rakugo Video for Social Media | | | | |
| Sunshine will create and record original Sake Rakugo for use on home page and other social media | <input checked="" type="radio"/> | <input checked="" type="radio"/> | | |
| | | | | |
| | | | | |

1. Recognition as Presenter on Official Title Page

Our one Flagship Sponsor will be recognized with our producers in the program, in the lobby, and everywhere this cover page is displayed. Playbill is the official Broadway program for all Broadway shows - and Rakugo will soon be in this great company!





2. Recognition on Video Screens on Stage

Sponsors will receive recognition with logos displayed in sequence on two large screens at the left and right of the stage for 30 minutes before the show. Our Flagship Sponsor and Major Sake or Beverage Sponsors may arrange for a brief video message immediately before the beginning of the performance.

3. Nobori Flags

We will decorate the theatre with beautiful and impressive Nobori Flags.

An unique and traditional way to show your company's support for Rakugo in New York.



4. Flyers and Posters

We will distribute hundreds of posters and tens of thousands of flyers throughout New York during the run of the show.

Sponsors' names and/or logos will feature prominently on all printed advertising.

“The King of Kimono Comedy!”
– Luke Blackall, London Live TV

“Highly unique and hilarious! Not to be missed!
Sunshine is one of a kind! Literally!”
– Camden New Journal, London

“Hilarious, fast-talking narrative
– universally funny!”
– This Is London Magazine

“A raconteur
extraordinaire!”
– The Japan Times

“Too much fun!”
– CBC Radio, Canada

fringe
sell-out show
2016

RAKUGO
KATSURA SUNSHINE

OPENS SEPTEMBER 19, 2019

**JAPAN'S 400-YEAR SMASH-HIT COMEDY
FINALLY DEBUTS OFF-BROADWAY!**

5. Sunshine Original Rakugo Video for Sponsor Use Online

Let Sunshine record a Video Message or Commercial for your company from Broadway, for use online and in social media.

Sunshine's recent work and accolades as cultural ambassador:

- Campaign Video for Osaka's succesful bid for the 2025 World Expo (pictured below)
- Rakugo presentation in Paris for adjudicators of 2025 World Expo
- Personal thanks from Prime Minister Shinzo Abe for help in Osaka's successful bid





6. Private Performance at Location of Sponsor's Choice

Have Sunshine perform Rakugo and/or MC at an event for your company and valued customers.

Sunshine recently performed as Master of Ceremonies for the G-20 opening reception in Osaka

(Dates are subject to performance schedules, transportation and accommodation provided by sponsor.)

7. VIP Complementary tickets and invitations to opening night gala

VIP tickets for you, your company, and valued clients to the Opening Night Gala Performance, Opening Night Gala Party, as well as regular performances throughout the run of Rakugo



8. Other acknowledgement

Sponsors will be recognized on Sunshine's official home page, in the lobby of the theatre, and in the sponsors' section of the Playbill official program.





Executive Producer
Joe Trentacosta
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Artistic Producer
Marie Fukuda
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Performer
Katsura Sunshine
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Executive Producer
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ymkrshino@gmail.com