



# About TEATRX



TEATRX is a Latinx theatre company established in 2018 to advance Latinx performance arts in order to be a vital and prominent part of the artistic identity of Houston by representing and supporting the Latinx community, its artists, and its stories.

Our programming gives the community ownership of the art that is being created for and about them; sparking excitement in the community, creating future theatre goers, and perhaps inspiring future artists.



# La Vida Es Cortos / Life Is Shorts



La Vida Es Cortos / Life Is Shorts is the first festival of its kind. It pairs short plays and short films, two mediums rarely shown to the public, side by side.

In its fourth year, the festival will evolve by including dance theatre performances, short dance films and an original short musical to create a Latinx multidisciplinary experience never seen before.

The fourth annual La Vida Es Cortos / Life Is Shorts Festival will take place at MATCH, a premier performance venue in Houston's Midtown neighborhood December 2 - 4, 2022.



# Our Audience







## Our Audience





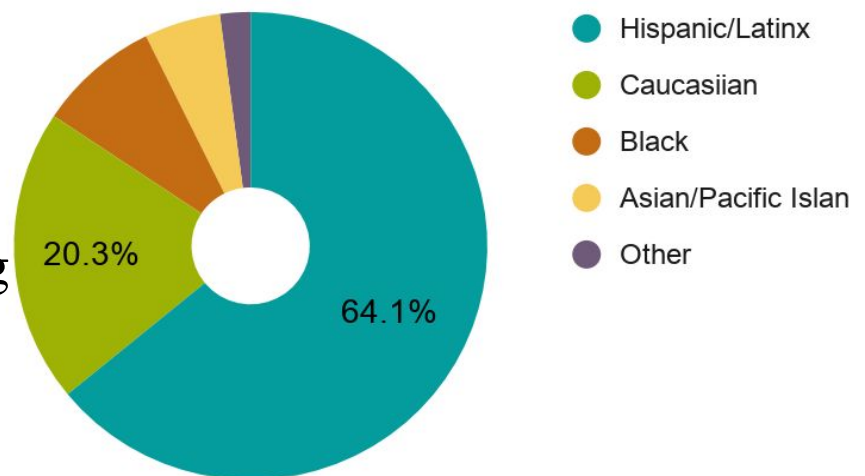
# By The Numbers



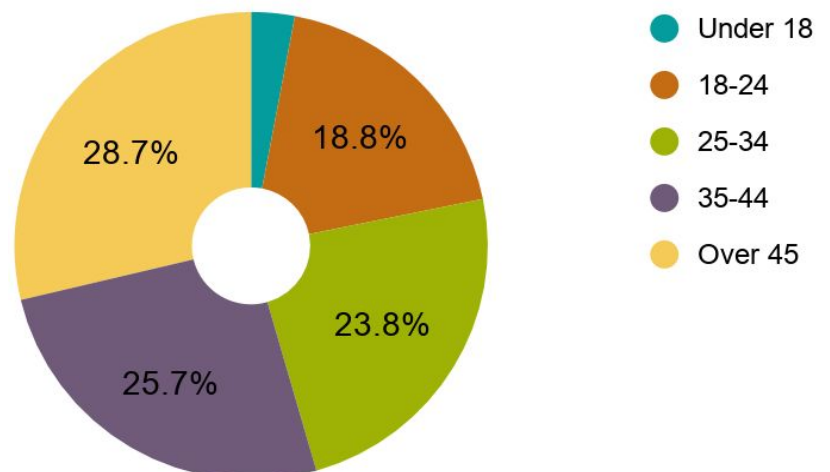
Photo: Melissa Taylor

Our unique festival attracts a distinctive audience for a one-of-a-kind experience. We draw an audience longing for a place in Houston's theatre and film scene by curating a lineup that includes multiethnic, multicultural, and multigenerational stories in English and in Spanish that better reflects the majority-minority population of Houston.

### Festival audience by ethnicity



### Festival audience by age



# Community Partners







## Partner with us!

Photo: Melissa Taylor

As we continue to serve our community through performing arts and cinema, TEATRX is looking to partner with businesses and organizations that align with our mission and support the community we serve. Partner with TEATRX by becoming a sponsor or by advertising your business with us. Your contributions will empower us to create work that is impactful and gives voice to our community.

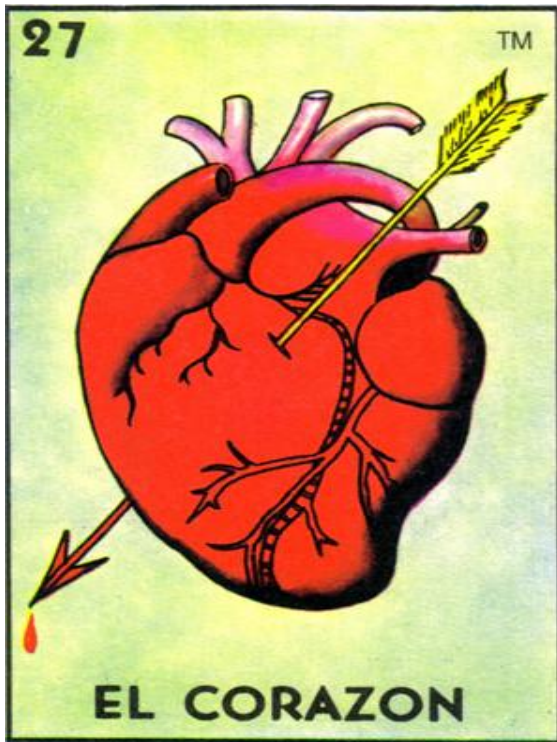
- ★ Sponsors can choose from a variety of ways to support our work.
  - Tax deductible donations can be made through our non-profit fiscal sponsor, Fresh Arts.
    - In order to receive a tax donation receipt, all checks must be made payable to Fresh Arts with TEATRX in the memo line. TEATRX will receive 93% of those funds.
  - If sponsors prefer that 100% of the donated funds go directly to TEATRX then checks can be made payable to TEATRX; however, donated funds will not be tax-deductible.
- ★ By purchasing an advertisement, businesses will be featured in all our printed programs for a whole year, including La Vida Es Cortos / Life Is Shorts Festival. Advertisement costs are not tax deductible.

Sponsorship packages and advertising rates can be found on pages 8-10.

Begin our partnership by emailing us at [connect@teatrx.org](mailto:connect@teatrx.org).



# Sponsorship Levels

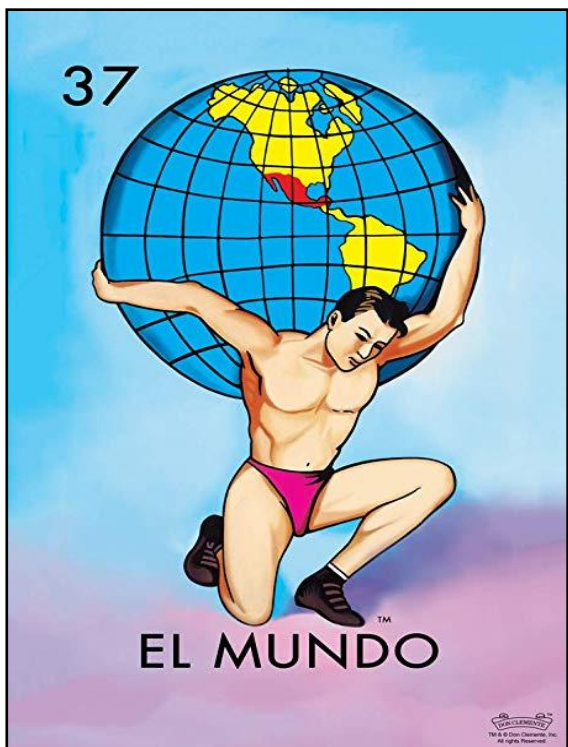


## El Corazon (The Heart) Sponsor: \$2,500

Fair Market Value \$260

Your \$2,500 donation pays for the venue of La Vida Es Cortos / Life Is Shorts Festival.

- ★ You will be listed as *the official sponsor* of La Vida Es Cortos / Life Is Shorts Festival on the website and all marketing material including press releases, posters, postcards, e-blasts and social media.
- ★ As the official sponsor of the festival your logo will be featured on our selfie banner.
- ★ Your logo will be on all production programs for a year.
- ★ TWO official LVEC T-Shirts.
- ★ FOUR Tickets to LVEC Festival.
- ★ FOUR tickets to our full production play.



## El Mundo (The World) Sponsor: \$1,000

Fair Market Value \$130

Your \$1,000 donation pays to bring an original short musical into the world as part of La Vida Es Cortos / Life Is Shorts.

- ★ You will be listed on the website and all marketing material including press releases, posters, postcards, e-blasts and social media as an official sponsor of the musical for LVEC 2021.
- ★ Your logo will be on all production programs for a year.
- ★ ONE official LVEC T-Shirt.
- ★ TWO tickets to LVEC Festival.
- ★ TWO tickets to our full production play.

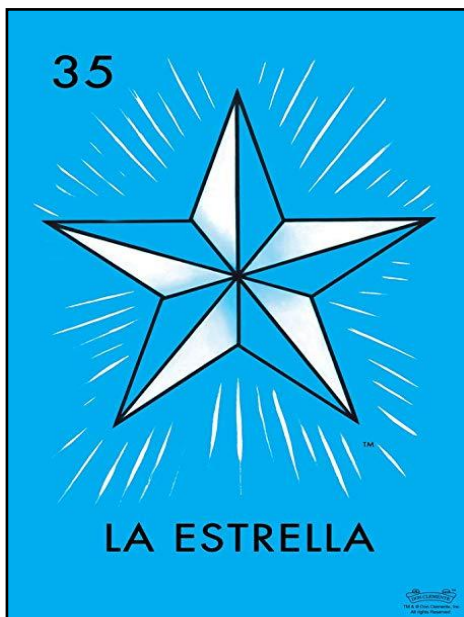


## El Sol (The Sun) Sponsor: \$500

*Fair Market Value \$65*

Your \$500 donation pays to light up the stage and other production elements.

- ★ Your logo will appear on the TEATRXX website and the LVEC festival program.
- ★ ONE social media shoutout the week of the festival.
- ★ ONE official LVEC T-Shirt.
- ★ ONE ticket to LVEC Festival.



## La Estrella (The Star) Sponsor: \$300

*Fair Market Value \$20*

Your \$300 donation pays half of the performance fee for a featured artist for one of our productions

- ★ Your **logo** will appear on the LVEC festival program.
- ★ ONE official LVEC T-Shirt.



## La Mano (The Hand) Sponsor: \$100

Your \$100 donation lends a hand in paying for social media ads for one of our productions.

- ★ Your name will appear on the LVEC festival program.



# Advertise with us!



Photo: Melissa Taylor

Purchase an ad in our play programs. We are always looking for businesses to support local theatre by advertising with us. Your advertisement will be seen by a distinct audience who spends quality time with our play program during each performance. This is a great marketing opportunity that also demonstrates your support of the performing arts.

## Advertising Rates

Full Page (Back Cover)	\$200
Full Page	\$150
Half Page	\$75
¼ Page	\$50

All rates are per year (includes La Vida Es Cortos / Life Is Shorts Festival and at least one other TEATRX production). For more information on how to get your ad in this year's LVEC Festival program email [connect@teatrx.org](mailto:connect@teatrx.org).