

PRESS RELEASE



FOR IMMEDIATE RELEASE

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STUDENTS SEEK SHOW SPONSORS

Yeovil College students are appealing to local businesses for sponsorship of their production of '**The Wiz: The Super Soul Musical**'.

The show, due to take place at the Octagon Theatre in February, is a fantastic opportunity for organisations to support a popular community event.

Inspired by 'The Wizard of Oz', '**The Wiz**' brings L. Frank Baum's fantastical story into the 21st century with a lively score of Motown, gospel and soul music and a modern, urban setting and is expected to attract bigger audiences than ever.

There are three sponsorship packages available, ranging from £50 to £250 and named after a character in the show. Each package includes multiple publicity opportunities and tickets for the production.

More than 1000 people saw last year's version of 'Sweeney Todd: The Demon Barber of Fleet Street' and ticket sales increased by 25% on the previous year, highlighting the student performers' growing reputation.

Performing Arts lecturer and show director Ben Woof said "*The annual Yeovil College production is an excellent opportunity for local businesses and employers to get involved in a landmark community event. The show continues to attract an increasingly large audience from across both Somerset and Dorset and gain fantastic publicity for everyone involved. We have a number of different ways for companies to get involved, ranging from corporate sponsorship of a whole evening performance, to putting an advert in the programme. We feel that there is something to suit all budgets and hope that there will be plenty of organisations wanting to get involved with this exciting event.*"

For more information on how to sponsor 'The Wiz: The Super Soul Musical', contact Yeovil College on 01935 423555 or email lorraine.dash@yeovil.ac.uk.

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Notes to Editors

All press enquiries to Eileen Furze, Marketing Officer t: (01935) 845332 e: eileen.furze@yeovil.ac.uk

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Photograph shows the cast of the 2012 production of 'The Wiz'.

Sponsorship Packages Available

The Scarecrow Sponsorship Package – Includes a quarter page advert in the programme, full recognition of sponsor's generosity through announcements at the start of the show, advertising space at the theatre and two priority seat tickets – **£50**.

Tin Man Sponsorship Package – Includes a half page advert in the programme, announcements at the start of the show, advertising space at the theatre and four priority seat tickets – **£125**.

The Lion Sponsorship Package – Includes a full page advert in the programme, announcements at the start of the show, advertising space at the theatre and six priority seat tickets – **£250**.