

WOWSTUDIOONE



WSO
THEATRE & FILM
FESTIVAL
APRIL 30 - MAY 1, 2026

**SPONSORSHIP
PROPOSAL**



A LETTER FROM THE EXECUTIVE PRODUCERS

Re: Partnering for Purpose and Impact within the Arts

Dear Valued Sponsor,

We are thrilled to invite you to partner with us for the upcoming WOW Studio One Theatre & Film Festival — a dynamic celebration of storytelling, artistry, and community. As Executive Producers, we believe in the transformative power of the arts to inspire, educate, and unite people from all walks of life.

Your sponsorship will not only help us bring incredible performances, films, and workshops to life but also fuel opportunities for emerging artists, local talent, and creative entrepreneurs across the state and beyond. With your support, we can continue to build a platform where voices are heard, stories are seen, and impact is made.

Thank you for considering joining us in this exciting journey. Together, we can elevate the arts and create lasting change through creativity and collaboration.

With gratitude,

Tangie Beaty, Josetra Baxter, Tamara Finkbeiner & Donna Johnson

Executive Producers

WOW Studio One Theatre & Film Festival

www.wsofestival.com



WHO WE ARE...

WOWSTUDIOONE: Building Creatives. Producing Experiences. Launching Legacies.

Founded in 2005 in Norwalk, CT, and now thriving in Columbia, SC, WOW Studio One is a powerhouse in theatre, film, and television—known for producing sold-out stage plays, nationally streamed projects on Tubi and Peacock, and unforgettable live events. From youth camps and arts festivals to celebrity-led workshops and professional acting classes, we create transformative experiences that inspire, educate, and uplift. Partner with us and become part of bold, purpose-driven storytelling that reaches hearts, homes, and communities nationwide.

WSO THEATRE & FILM FESTIVAL

About the Festival

The WOW Studio One Theatre & Film Festival (WSOTFF) is a dynamic, multi-day celebration of creativity, culture, and connection—uniting storytellers from across the nation in the heart of Columbia, South Carolina. Designed to spotlight emerging and established artists, WSOTFF bridges the worlds of stage and screen through a weekend of performances, screenings, workshops, and networking experiences that both entertain and empower.

Partnered with the City of Columbia, the South Carolina Arts Commission, and Experience SC, the festival offers a platform where theatre makers, filmmakers, and industry professionals can share their work, learn from one another, and engage with audiences in meaningful ways.

Festival highlights include:

- **Theatre Showcases** – Bold new works, one-acts, and staged readings.
- **Film Screenings** – Short films, pilots, and trailers from around the country.
- **Workshops & Panels** – Celebrity-led sessions on acting, producing, directing, writing and storytelling.
- **Networking Mixers** – Connect with artists, investors, and creative professionals.
- **WSOTFF Awards** – An elegant evening celebrating excellence in theatre and film.

The WSOTFF is more than an event—it's a movement to amplify diverse voices, celebrate southern artistry, and strengthen the creative economy through innovation, inclusion, and inspiration.

WHY THIS FESTIVAL MATTERS

- **Amplifies Diverse Voices:** Showcases stories and creators from across the nation, representing a range of cultures, experiences, and perspectives.
- **Creates National Exposure:** Connects filmmakers, playwrights, and performers to audiences, media, and industry leaders from all over the country.
- **Builds Creative Careers:** Provides workshops, mentorship, and professional development opportunities that empower emerging artists to grow.
- **Strengthens the Arts Industry:** Serves as a national hub where stage and screen intersect, inspiring collaboration and innovation.
- **Drives Economic & Cultural Impact:** Boosts tourism, visibility, and creative engagement for the host city while contributing to the larger creative economy.
- **Inspires the Next Generation:** Engages students and young creatives through internships, volunteer opportunities, and educational programming.
- **Creates Lasting Change:** Uses storytelling to foster empathy, bridge communities, and spark dialogue that inspires action.



OUR AUDIENCE

Primary Demographic:

- **Age Range:** 25–60 years old
- **Gender:** Predominantly female (70%) with strong male engagement (30%)
- **Ethnicity:** Primarily African American, with growing representation across all cultural backgrounds
- **Income Level:** Middle to upper-middle class; household income \$50,000–\$125,000+
- **Education Level:** College-educated, professionals, entrepreneurs, educators, and creatives
- **Geographic Reach:** Nationwide — attendees, artists, and industry professionals traveling from across the U.S.
- **Psychographic Profile:** Socially conscious, faith-driven, family-oriented, and community-minded individuals who value inspirational entertainment and purpose-driven storytelling.

OUR REACH & IMPACT

The WOW Studio One Theatre & Film Festival (WSOTFF) extends far beyond the stage and screen — reaching audiences, artists, and communities nationwide through live events, digital platforms, and strategic partnerships. Our influence continues to grow each year as we amplify voices, create opportunities, and inspire meaningful change through the arts.

By the Numbers

- 20+ Years of Impact through WOW Studio One productions and community programming.
- Over 50,000 Audience Members reached collectively through live stage plays, streaming projects, and festival events.
- National Streaming Presence with projects featured on Tubi and Peacock, attracting viewers across the U.S. and beyond.
- Multi-State Artist Participation from creators, filmmakers, and performers nationwide.
- Partnerships with Key Institutions including the City of Columbia, South Carolina Arts Commission, and FilmFreeway, with more partners joining each year.
- Robust Digital Engagement reaching thousands weekly across Instagram, Facebook, TikTok, YouTube, and Email Campaigns.
- Youth and Community Empowerment through workshops, internships, and performance programs that nurture the next generation of artists and leaders.

OUR MARKETING STRATEGY

- **Statewide & National Media Campaigns:** Press releases, radio interviews, and television features targeting major markets and entertainment outlets.
- **Robust Social Media Presence:** Daily engagement across Instagram, Facebook, TikTok, YouTube, and LinkedIn, reaching thousands of followers with high-impact video and influencer content.
- **Digital Advertising & Email Marketing:** Targeted ad campaigns and newsletters promoting sponsors, events, and ticket sales to segmented audiences nationwide.
- **Community & Corporate Partnerships:** Cross-promotions with arts organizations, universities, local businesses, and national creative networks.
- **Celebrity & Influencer Collaborations:** Leveraging well-known personalities and industry guests to increase visibility and audience excitement.
- **On-Site Branding Opportunities:** Step-and-repeat banners, event signage, VIP lounge activations, vendor booths, and red-carpet photo features showcasing sponsor logos.
- **Streaming & Content Integration:** Festival highlights, interviews, and behind-the-scenes features shared on streaming and digital platforms for extended post-event exposure.

WHY BE INVOLVED?

Becoming a Sponsor of the **WOW Studio One Theatre & Film Festival** means more than supporting an event — it means investing in a movement that uplifts communities, empowers artists, and amplifies voices that need to be heard.

Your involvement helps create access, opportunity, and exposure for emerging creatives while positioning your brand at the center of innovation, inspiration, and impact.

Here's Why Your Partnership Matters:

- **Powerful Brand Visibility:** Reach a national audience of artists, influencers, and community leaders through digital, print, and on-site branding.
- **Meaningful Community Impact:** Your sponsorship supports arts education, youth mentorship, and career-building programs that transform lives.
- **National Recognition:** Align your company with a growing festival that celebrates excellence in theatre and film on a national stage.
- **Authentic Audience Connection:** Engage directly with passionate, purpose-driven audiences who value creativity, culture, and social responsibility.
- **Collaborative Partnership:** Enjoy customized sponsor activations, VIP access, and opportunities to connect with industry professionals and media outlets.
- **Corporate Social Responsibility:** Demonstrate your brand's commitment to diversity, inclusion, and the advancement of the arts.
- **Legacy of Impact:** Join a platform that doesn't just entertain—it educates, empowers, and leaves a lasting imprint on the cultural landscape.

WAYS TO PARTNER?

GET
IN
VOW
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The WOW Studio One Theatre & Film Festival offers a variety of partnership opportunities designed to align with your brand's goals, budget, and level of engagement. Whether you're looking for high-impact national exposure or meaningful community involvement, your partnership will help shape an unforgettable celebration of creativity and culture.

Sponsorship Opportunities

- **Presenting Sponsor** – Exclusive top-tier recognition as the official festival partner across all platforms, signage, and events.
- **Platinum Sponsor** – Premium brand exposure throughout festival marketing, red-carpet events, and VIP experiences.
- **Gold Sponsor** – Prominent logo placement, media mentions, and co-branded activations during festival week.
- **Silver Sponsor** – Recognition in programs, marketing materials, and online promotions.
- **Bronze Sponsor** – Supporter-level acknowledgment and inclusion in select festival materials.

Additional Partnership Options

- **Workshop or Panel Sponsor:** Brand alignment with specific sessions or celebrity-led masterclasses.
- **Awards & Gala Sponsor:** Presenting recognition during the Vision Awards Gala and red-carpet event.
- **Vendor or Exhibitor Partner:** Showcase your products or services to attendees and industry professionals.
- **In-Kind Partner:** Contribute goods, services, or resources such as catering, décor, printing, or media production.
- **Media Partner:** Collaborate on coverage, interviews, and content features that highlight both the festival and your brand.

Each partnership tier offers unique benefits, including digital promotion, on-site branding, VIP access, and exclusive networking opportunities. Together, we can create a customized package that maximizes your visibility and impact.

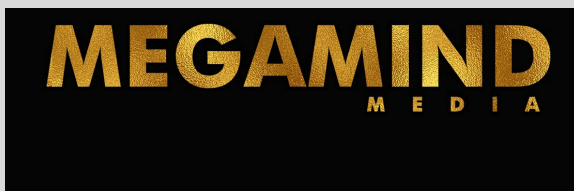
SPONSORSHIP OPPORTUNITIES

Benefits	Presenting Sponsor	Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze Sponsor
Investment Level	\$25,000+	\$10,000	\$5,000	\$2,500	\$1,000
Exclusive Title Rights (“Presented by [Sponsor Name]”)	✓	–	–	–	–
Logo on All Marketing Materials (digital, print, and media)	Premium Placement	Prominent	Standard	Shared	Listed
Logo on Step & Repeat / Red Carpet Banner	✓	✓	✓	–	–
VIP All-Access Passes	10	6	4	2	1
Verbal Recognition at Events	All Events	Awards Gala	Select Events	–	–
On-Site Booth / Activation Space	Premium Location	Prime Location	Standard	Shared	–
Social Media Features & Mentions	6+ Posts	4 Posts	3 Posts	2 Posts	1 Post
Program Book Ad Placement	Full Page – Front Inside	Full Page	Half Page	Quarter Page	Logo Only
Stage or Screen Recognition (Before Shows / Screenings)	✓	✓	–	–	–
Website Sponsor Page Feature	Premium	Featured	Listed	Listed	Listed
VIP Seating at Vision Awards Gala	Table for 10	Table for 6	4 Seats	2 Seats	–
Customized Activation Opportunity (Product placement, branded experiences, etc.)	✓	✓	–	–	–

LASTING IMPACT

The WSOTFF is not just entertainment—it’s a movement that builds bridges between art, education, and community. Through storytelling, mentorship, and access, we are transforming lives, expanding opportunities, and shaping the creative economy for years to come.

JOIN OUR LIST OF CURRENT SPONSORS



LET'S BUILD TOGETHER

Every partnership can be customized to meet your brand's goals, whether that's increased visibility, community impact, or direct engagement with our creative audience.

To discuss your sponsorship level or request a custom package, please contact:

✉ info@wowstudioone.com

🌐 www.wsofestival.com



QUESTIONS?

Contact us at tangieb@wowstudioone.com or (803) 545-4256

Subject line: WSOTFF Inquiry

🙌🙌 THANK YOU FOR SUPPORTING THE ARTS & FUTURE INDIE PROFESSIONALS

Together, we can bring awareness, healing, and hope to the entertainment industry.

Thank you for your consideration and support.

Sincerely,

WSO Management Team
Tangie, Tamara, Josetra, and Donna

CONTACT US

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WOWSTUDIO**ONE**