

Comanza

A NEW KIND OF MUSICAL

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Intro- DUCTION

“Romanza” is a stylised musical satire that parodies the romance movies, the “Hollywood On Tiber” epics and The Sword and Sandal Saga’s made in an on location in Rome, during the Film and Tourist Boom of the 1950S and 1960S.

From “Roman Holiday”, “Three Coins In The Fountain”, “Rome Adventure” & “The Warrior And The Slave Girl”.
“Romanza” is set in the Summer of 1963 in a ready-made “Hollywoodized” Rome, Circa 1963!

Romanza is a melodramatic world full of Comedy, Drama, Music and song with a touch of Fellini and Antonioni.
Romanza Is One Roman Holiday you can afford to have.





Go back in time to experience the romance, fashion and historical era of Rome during its biggest film and tourist boom. Re-live the iconic 14 hit songs in stereophonic sound.

An Italian/American song book as you've never heard it before, featuring a nostalgic mix of 'hit parade' chart toppers, classic love songs, heartbreaking standards and the occasional sentimental soundtrack song, including:

- ***Academy Award winning 1954 worldwide hit Three Coins In The Fountain***
- ***Al Di La from Delmer Daves 1962 travelogue romance***
 - ***Rome Adventure***
 - ***O Sole Mio***
 - ***Nel Blu Dipinto Di Blu***
- ***Come Back To Sorrento (It's Now Or Never)***
 - ***Volare***
 - ***Surrender***

Talent



Alfredo Malabello

-Executive Producer

With over 30 years experience on stages around the world, Alfredo has earned himself a reputation as one of Australia's most remarkable live Euro/Italian artists. His highly successful 2010 debut album *Ciao Bella* climbing to number 4 in the National ARIA jazz and blues charts, his 2012 second album *The Two Of Us* climbing to number 2 in the National ARIA jazz and blues charts, and his 2014 third double album *Reflections*, shows Alfredo's consistent commitment to artistic excellence through vision and hard work.



Adam Dion Bahoudian
-Producer & Creative Director

With over 39 years of experience involving international artist, notable television productions, Adam has created and produced numerous shows, special events and area spectacles throughout Australia and the world.

DOIG Helen Doig
- Director

A Curtin University and WAAPA graduate, Helen has worked as an actor and director for companies including Arena Arts, Class Act, Red Desert, Barking Gecko and Deckchair Theatre. She has a long association with The Blue Room Theatre, having performed in and directed a number of productions including the one man show Leacock's Half Hour, the jazz cabaret, What is This Thing Called Love and as part of the Artrage Festival, Something Wicked, a pastiche of 1960's movie melodramas



Talent

Geoffrey Winterton *-Writer*



Geoffrey Winterton is an enigmatic gentleman. His love for theatre and film drove him to perform in many successful productions such as *My Fair Lady*, *Mack And Mabel*, and *The Mikado*. He has also been in over 22 National television commercials and primetime TV series such as *The Timeless Land*, *Bodyline*, *One To Go*, *Compos Menthos*, and many more.

Geoffrey worked at Perth's famous Blue Room Theatre, where after turning to writing, several of his plays were workshopped and read for the public and the press. While many of his works have been well received, *Scream Cora Scream* was picked up by The Effie Crump Theatre Company. The play was very successful and led to other productions such as *Something Wicked and Canteen*, followed by *Jesus On My Mind* and *Vineyard Overtures*.

Recently, Geoffrey has written *Tonight At The Lizard Lounge*, *Cabaret Cowboys*, *MGM Girl*, *Killer Blondes*, with "Romanza" being his latest work of theatrical art. Geoffrey Winterton is a true 50's and 60's film buff, and with his extensive experience in theatre, his writing is passionate, dynamic, and truly romantic.



Dame Nina Randall Bahoudian

-Costumes

Third generation costume designer, nominated, for the very prestigious Helpmann Awards (Australia's Theatre Awards) for 'Best Costume Design' for her designs in Tempo Rouge. Highly respected throughout Australia and international, and over 39 years of experience in the industry, Nina is truly an industry leader and legend.



Dion & Randall International

A Multi-Award winning company with over 38 years experience in Stage, Theatre, film and major outdoor events. An international recognised production company, with a proven track record of producing a formula to continuous profitable shows and a vast array of skilled and talented creative personnel.

Watch this space! Further talent coming soon...

Target AUDIENCE

With the romantic, Italian, historical and culturally rich storyline of Romanza, it has a broad appeal to a range of target audiences.

It has a selection of hit International songs from the 50s and 60s, and has been inspired by Academy Award winning talent like Audrey Hepburn, Gregory Peck, and Sophia Loren to name a few.

Some relevant stats according to the Victorian Government in the Audicen Atlast 2019 survey;

- **56% of all Victorians aged 15 years or over attended at least one performing arts venue or event in the year 2017-18**
 - **1 in 4 Victorians intend to increase their arts and culture attendance in the next 12 months**
- **The live music industry is forecast to achieve a compound annual growth rate of 2.7 per cent between 2018 and 2020**

The latest from Live Performance Australia

- **The top three artforms in Victoria are contemporary music, musical theatre and comedy with musical theatre is slightly above national results at 29.3%**



**Despite COVID-19, the Victorian Musical theatre industry is strong.
We've identified 2 reliable and high profitable target audiences.**



Middle-aged Women

- 45-64 yrs old
- Holds a degree
- High Discretionary spending habits
- Accounting for 90% of the Marketing Budget
- According to the ABS, in 2005-06, 16% of the population went to a musical, with 11% of that being females*
- Either Part-Time or Full-Time employed

<https://www.abs.gov.au/AUSSTATS/abs@.nsf/featurearticlesbyCatalogue/FC492ED6D9225A39CA2577C00013BCB2?OpenDocument>

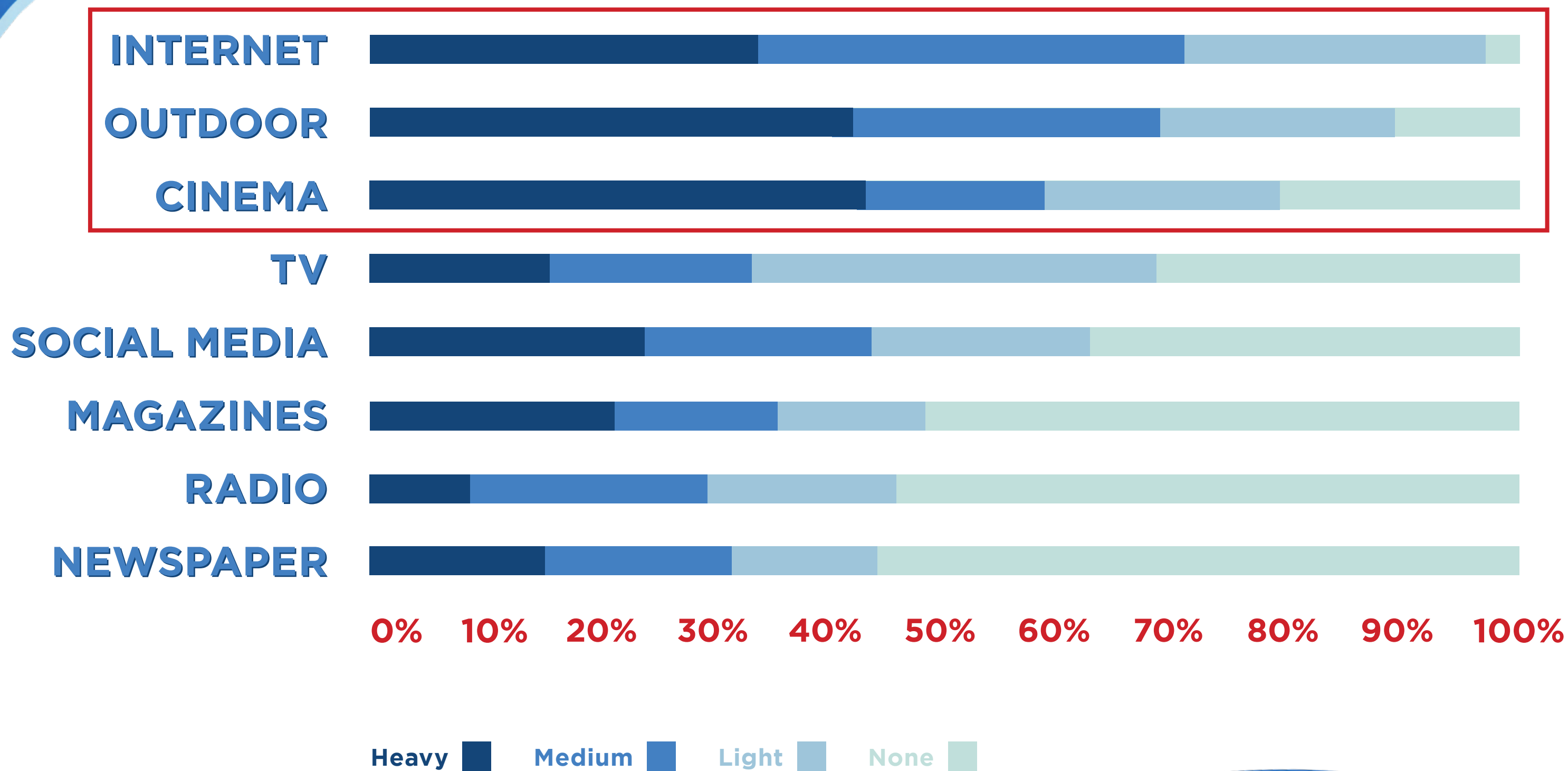


Performing Arts Students

- 17-25yrs old
- A Personal opportunity to reflect on the best talent in Australian Performing Arts Industry
- Supported by the Head of NIDA and many instrumental Australian Performing Arts Industry Leaders
- Have a nature interest in musical/Theatre/support the Arts
- Either Part-Time or Full-Time employed
- Accounting for 10% of the Marketing Budget

Marketing PLATFORMS

Media Channels that have been identified
with the highest potential
to reach this audience is **Online, Outdoor and Cinema.**
While Newspapers deliver the highest audience concentration
with Victorian Theatre lovers,
178% are more likely to be heavy consumers
of press than the general population.



Where we will ENGAGE OUR AUDIENCE

Top visited websites

Google

THE  AGE

 YouTube

PALACE
CINEMAS 



VILLAGE CINEMAS



 nine
.com.au

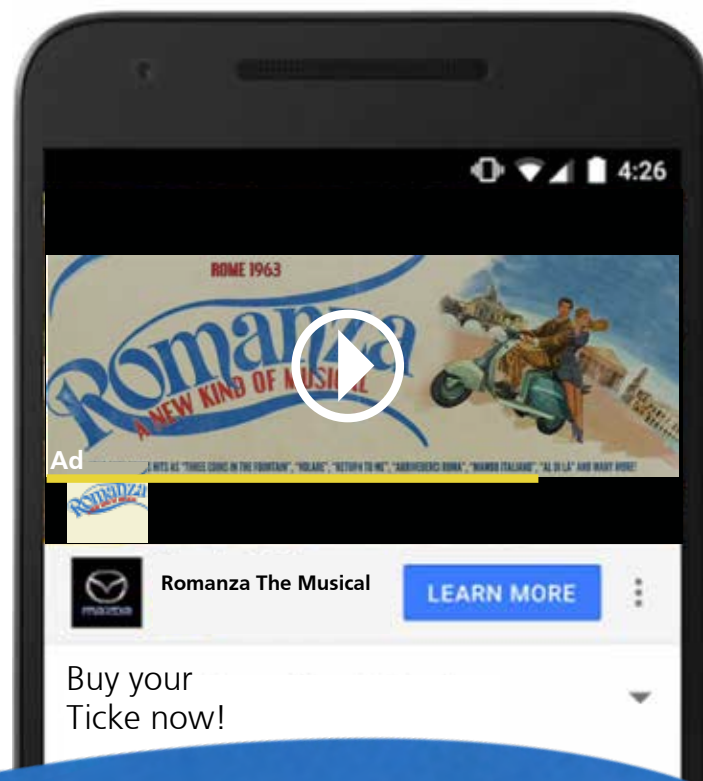


- YouTube True View Ads – only pay when someone watches your ad to completion
- 15” or 30”
- Skippable video which plays before content, only pay for a completed video view
- Targeting Victorian W30+, Custom Affinity – Entertainment interests, Custom Intent - Theatre and event related Search terms



Facebook + Instagram

- Ad Units: Full network Newsfeed + Stories
- Buy Type: Reach + Frequency
- Targeting: Demographic- W30+ living in Victoria
- Over lay with interest in theatre, arts, entertainment, Melbourne events



Where we will ENGAGE OUR AUDIENCE

Most printed



Domain

Herald Sun

GoodWeekend

THE  AGE

1/4 Page Placements in EG Section on Fridays Reach 231,000 readers every Friday

1/4 Page Placement in M Section on Sundays Reach 169,000 readers every Sunday

£3.40 MONDAY, SEPTEMBER 7, 2020 theage.com.au

THE AGE

INDEPENDENT. ALWAYS.

BORIS ON THE BACK FOOT
The British PM's response to Brexit after the election
WORLD PAGE 17

RECIPE FOR REST
Eat and sleep well to get your health back
NEWS PAGE 10

CATS ALL CLASS
Celebrating 100 years of the cat
SPORT PAGE 34

Andrews maps out long road to COVID normal

Best guess not good enough any longer

COUNTDOWN TO OUT OF LOCKDOWN

FIRST STEP	SECOND STEP	THIRD STEP	LAST STEP	COVID NORMAL
SEPTEMBER 14 The first step is to get the country back to work. The government will announce a plan to get the country back to work by September 14.	SEPTEMBER 21 The second step is to get the country back to work. The government will announce a plan to get the country back to work by September 21.	OCTOBER 14 The third step is to get the country back to work. The government will announce a plan to get the country back to work by October 14.	NOVEMBER 14 The fourth step is to get the country back to work. The government will announce a plan to get the country back to work by November 14.	DECEMBER 14 The fifth step is to get the country back to work. The government will announce a plan to get the country back to work by December 14.

Government's clean energy plan

Park surveillance anger

ROME 1963
HOLLYWOOD ON TIGER • SWORD AND SANDAL • AMERICANS IN ROME •
THE VIA VENETO • ITALIAN FASHION • LOVE SONGS • COMEDY • ROMANCE

Romanza

A NEW KIND OF MUSICAL

HEAR SUCH SONGS HITS AS "THREE COINS IN THE FOUNTAIN", "VOLARE", "RETURN TO ME", "ARRIVEDERCI ROMA", "MAMBO ITALIANO", "AL DI LA" AND MANY MORE!

WRITTEN BY GEOFFREY WINTERSTON PRODUCED BY ALFREDO MALABELLO

COMING SOON: LIVE TO A THEATRE NEAR YOU

IN TECHNICOLOR

AND ON TRACK: OVERWHELMING SOUND

A CINEMA-ON-STAGE PRESENTATION

Melbourne scene

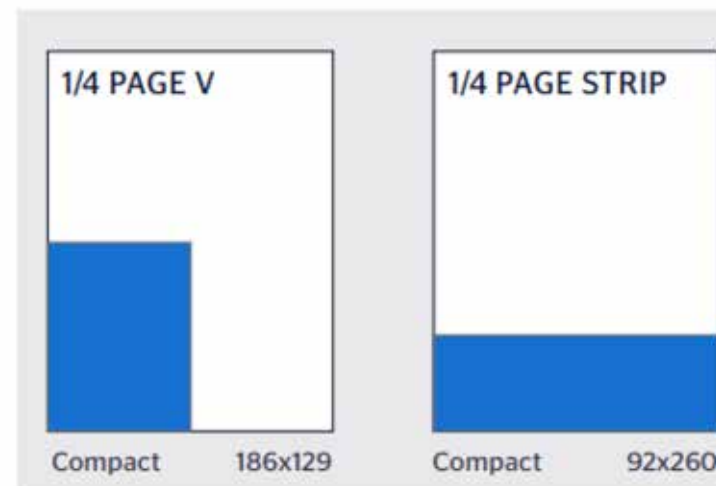
The focus of *The Sunday Age's* lift-out M is people: what they wear, where they go and what they do. M covers fashion, food, health, the home, gardening, and entertainment, particularly within the Melbourne scene. M also includes a 7 day TV guide which ensures retention over the week and greater exposure.

ROME 1963

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Entertainment

It's Friday and the weekend starts here, with a weekly guide to the best entertainment in your city. EG covers the pick of movies, music and theatre with reviews, interviews and extensive lists, from the latest film releases, to the best gigs and stage shows. EG is aimed at a broad audience of entertainment lovers, and also contains a planner to the weekend and beyond.

Where we will ENGAGE OUR AUDIENCE

- **Formats: Static and Digital Portrait Panels**
- **Post Period: Fortnightly**
- **Targeting: Selected Suburbs Carlton, Brunswick, Coburg, Pascoe Vale**



“The Dolce Vita Naming Rights” shown

“3 Coins in the fountain Naming Rights” shown



“3 Coins in the fountain Naming Rights” shown

“The Dolce Vita Naming Rights” shown

“The Dolce Vita Naming Rights” shown



“The Dolce Vita Naming Rights” shown

“3 Coins in the fountain Naming Rights” shown

“The Dolce Vita Naming Rights” shown



“3 Coins in the fountain Naming Rights” shown



“3 Coins in the fountain Naming Rights” shown

Where we will ENGAGE OUR AUDIENCE

Programmatic display package

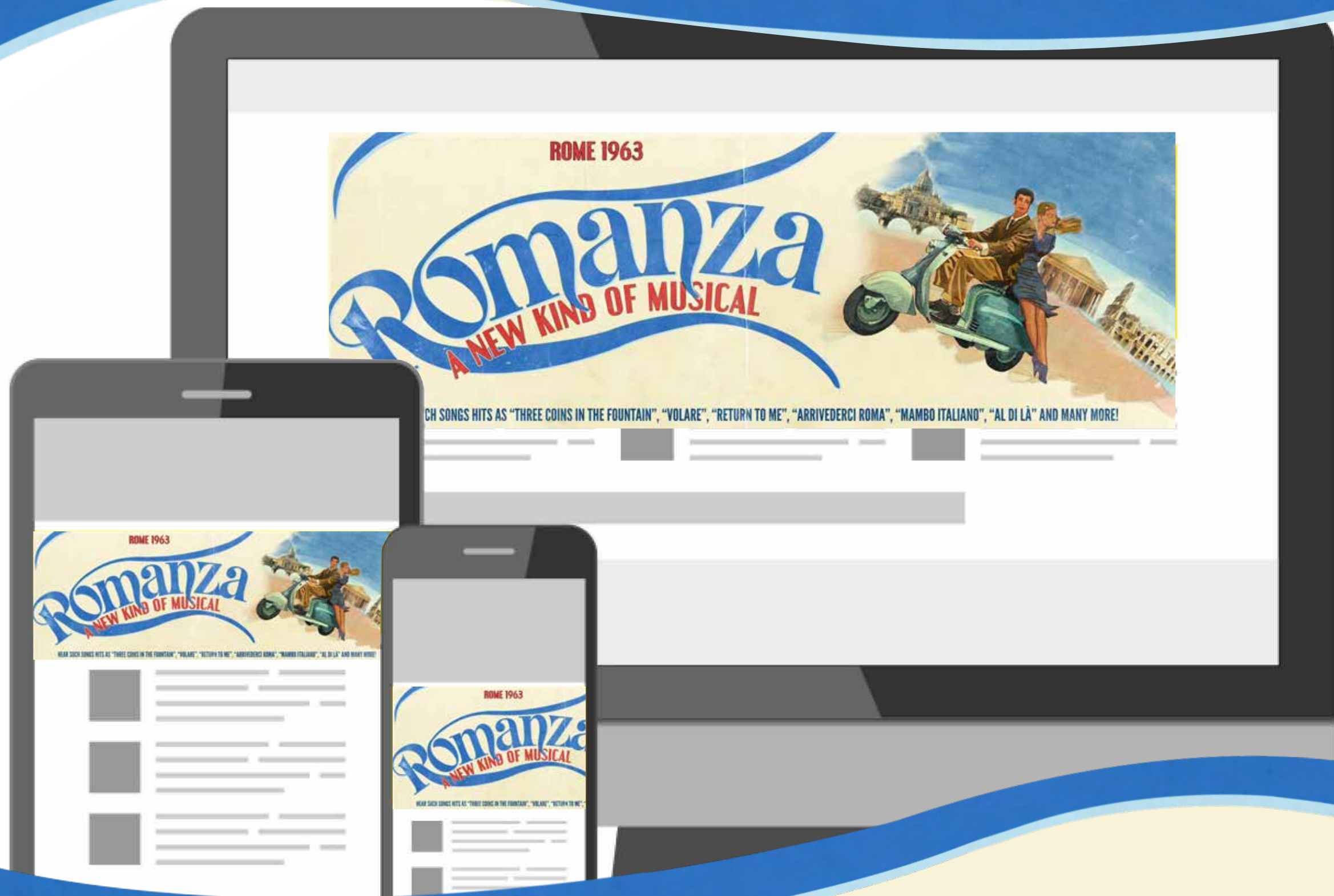
Whitelist webpages

Standard formats

Demographic Targeting: Victorian W30+,

Custom Affinity: Entertainment interests,

Custom Intent: Theatre and event related Search terms



The background features a white central area framed by thick, wavy blue lines. Above and below the blue lines are yellow regions. The text "OUR CHALLENGE" is centered in the white area.

OUR CHALLENGE

To raise \$340k in partnership investment through target media sponsorship packages and support the Melbourne production of Romanza in theatres July 2021

**LA DOLCE
VITA**

\$150,000

**3 COINS IN
THE FOUNTAIN**

\$80,000

**ROMAN
HOLIDAY**

\$45,000

SOPHIA LOREN

\$20,000

GLADIATOR

\$5,000



SUPPORT

Romanza is currently seeking sponsorship. Sponsorship positions are limited.

Our Sales and Marketing team are happy to discuss any of the packages with you further and provide an in-depth review of expected impressions. A full list of our contact details is provided at the back of this document.

LA DOLCE VITA

\$150,000

Includes

Digital display activity

Online Video

Instagram and Facebook

The Age & Food Weekend

Street Furniture

Owned Channels

Supported Prints:
Double page advert in Musical
printed and virtual Programme

Exclusive naming Rights

Your own Digital Static Ad
at Ticket Box

Your logo on the Romanza Website

8 Tickets per night including
backstage passes

3 COINS IN THE FOUNTAIN

\$80,000

Includes

Digital display activity

Online Video

Instagram and Facebook

The Age & Food Weekend

Street Furniture

Owned Channels

Supported Prints:
Full page advert in Musical
printed and virtual Programme

Your own Digital Static
Ad
at Ticket Box

Your logo on the Romanza Website

6 Tickets per night including
backstage passes

ROMAN HOLIDAY

\$45,000

Includes

Digital display activity

Online Video

Instagram and Facebook

Larger outdoor signage

Owned Channels

Supported Prints:
Full page advert in Musical
printed and virtual Programme

Your own Digital Static
Ad at Ticket Box

Your logo on the Romanza Website

4 Tickets to a show of choice

SOFIA LOREN

\$20,000

Includes

Digital display activity

Online Video

Instagram and Facebook

Larger outdoor signage

Owned Channels

Supported Prints:
Full page advert in Musical
printed and virtual Programme

Your own Digital Static
Ad at Ticket Box

Your logo on the Romanza Website

2 Tickets to a show of choice

DEMETRIUS AND THE GLADIATOR

\$5,000

Includes

Online Video

Instagram and Facebook

Owned Channels

Supported Prints:
Full page advert in Musical
printed and virtual Programme

Your own Digital Static
Ad at Ticket Box

Your logo on the Romanza Website

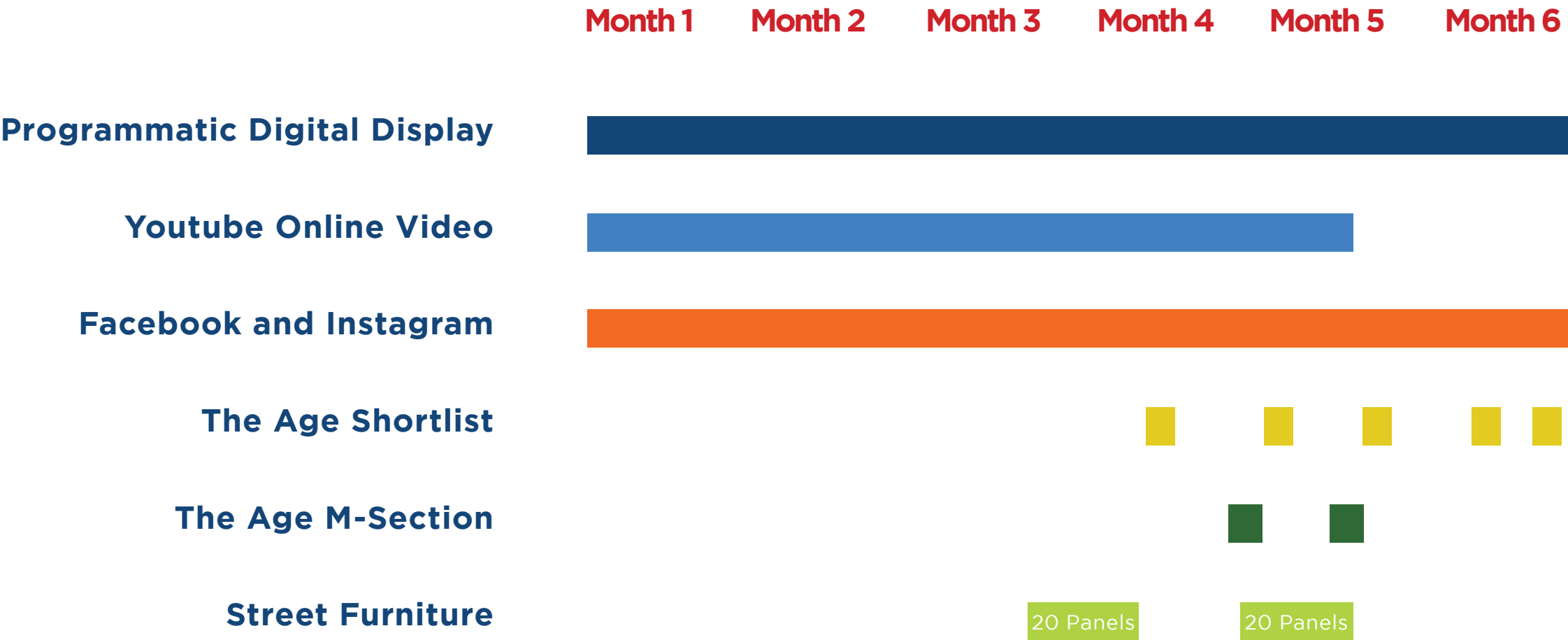
2 Tickets to a show of choice

LA DOLCE VITA **\$150,000 Investment**

Activity	Targeting	Format	Impressions	Investment
Standard Programmatic Digital Display	Victorian Women 30+	Standard sizes across whitelist websites	2.06m	\$10,000
Standard Programmatic Digital Display	Interest targeting: Theatre, Culture, Arts	Standard sizes across whitelist websites	1.5m	\$10,000
YouTube True View	Targeting Victorian W30+, Custom Affinity – Entertainment interests, Custom Intent – Theatre and event related Search terms	15” or 30” TVC	317,500 video views	\$15,000
Facebook & Instagram	Victorian Women 30+ & Victorian Women 30+ Interested in theatre, culture, arts	Video	1.75m	\$7,500
Facebook & Instagram	Victorian Women 30+ & Victorian Women 30+ Interested in theatre, culture, arts	Stories	1.55m	\$7,500
The Age	EG Section – Every Friday M Section – Sundays	5 x 1/4 Page 2 x 1/4 Page	231,000 readership 169,000 readership	\$20,000
Street Furniture Outdoor Panels	Local Area suburb targeting Inner North and West Melbourne	36 panels x 2 weeks	TBC subject to panel locations	\$20,000

\$90,000

Example Flighting Only, timing can be flexible

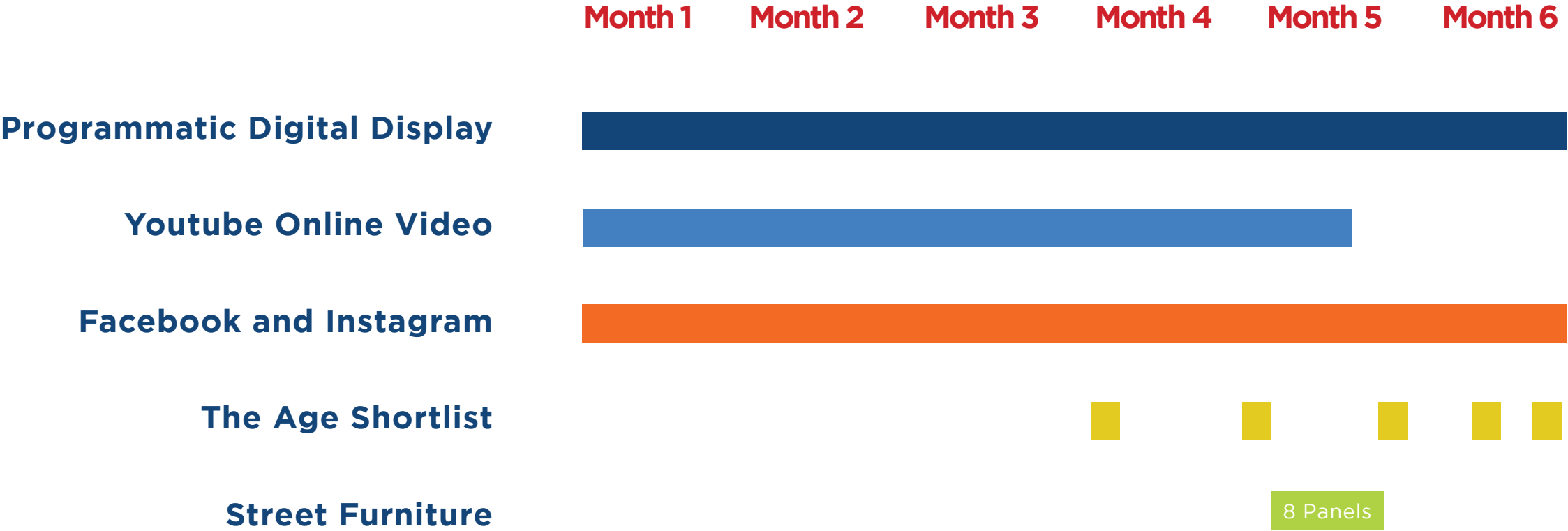


3 COINS IN THE FOUNTAIN **\$80,000 Investment**

Activity	Targeting	Format	Impressions	Investment
Standard Programmatic Digital Display	Victorian Women 30+	Standard sizes across whitelist websites	1.5m	\$7,500
Standard Programmatic Digital Display	Interest targeting: Theatre, Culture, Arts	Standard sizes across whitelist websites	1.12m	\$7,500
YouTube True View	Targeting Victorian W30+, Custom Affinity – Entertainment interests, Custom Intent – Theatre and event related Search terms	15” or 30” TVC	211,500 video views	\$10,000
Facebook & Instagram	Victorian Women 30+ & Victorian Women 30+ Interested in theatre, culture, arts	Video	1.75m	\$7,500
Facebook & Instagram	Victorian Women 30+ & Victorian Women 30+ Interested in theatre, culture, arts	Stories	1.55m	\$7,500
The Age	EG Section – Every Friday M Section – Sundays	5 x 1/4 Page	231,000 readership	\$15,000
Street Furniture Outdoor Panels	Local Area suburb targeting Inner North and West Melbourne	36 panels x 2 weeks	TBC subject to panel locations	\$5,000

\$60,000

Example Flighting Only, timing can be flexible

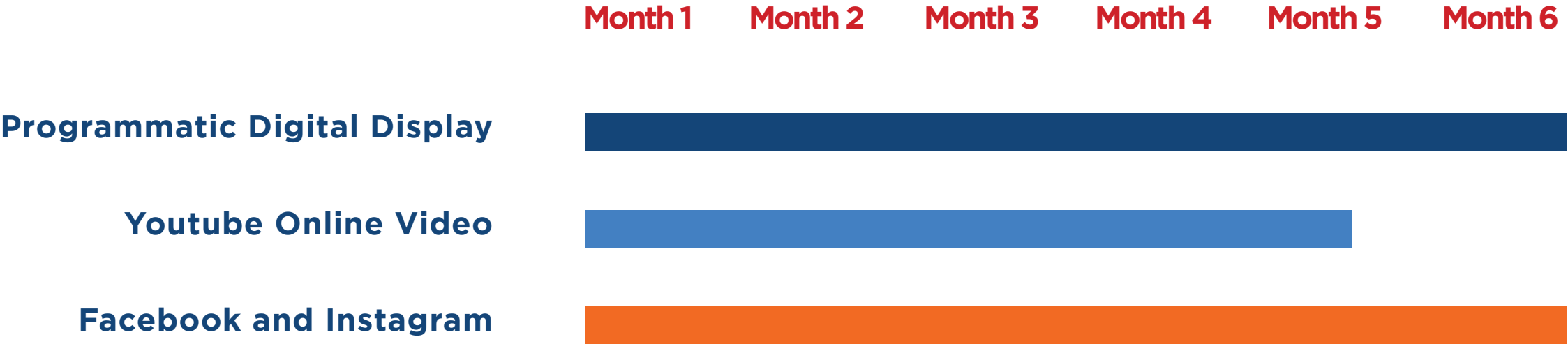


ROMAN HOLIDAY \$45,000 Investment

Activity	Targeting	Format	Impressions	Investment
Standard Programmatic Digital Display	Victorian Women 30+	Standard sizes across whitelist websites	1m	\$5,000
Standard Programmatic Digital Display	Interest targeting: Theatre, Culture, Arts	Standard sizes across whitelist websites	756k	\$5,000
YouTube True View	Targeting Victorian W30+, Custom Affinity - Entertainment interests, Custom Intent - Theatre and event related Search terms	15" or 30" TVC	211,500 video views	\$10,000
Facebook & Instagram	Victorian Women 30+& Victorian Women 30+ Interested in theatre, culture, arts	Video	1.17m	\$5,000
Facebook & Instagram	Victorian Women 30+ & Victorian Women 30+ Interested in theatre, culture, arts	Stories	1m	\$5,000

\$30,000

Example Flighting Only, timing can be flexible

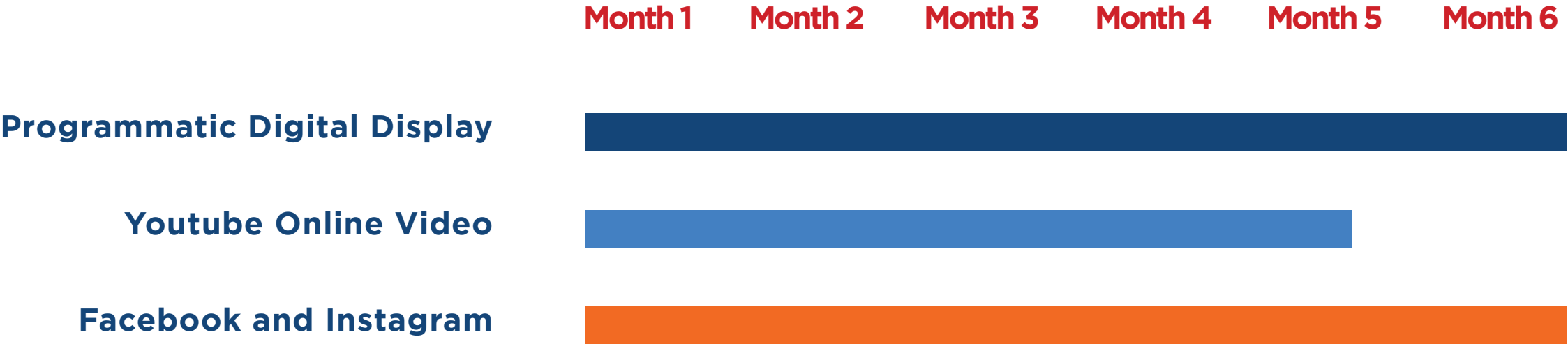


SOPHIA LOREN \$20,000 Investment

Activity	Targeting	Format	Impressions	Investment
Standard Programmatic Digital Display	Victorian Women 30+	Standard sizes across whitelist websites	1m	\$5,000
Standard Programmatic Digital Display	Interest targeting: Theatre, Culture, Arts	Standard sizes across whitelist websites	756k	\$5,000
YouTube True View	Targeting Victorian W30+, Custom Affinity - Entertainment interests, Custom Intent - Theatre and event related Search terms	15" or 30" TVC	211,500 video views	\$10,000
Facebook & Instagram	Victorian Women 30+& Victorian Women 30+ Interested in theatre, culture, arts	Video	1.17m	\$5,000
Facebook & Instagram	Victorian Women 30+ & Victorian Women 30+ Interested in theatre, culture, arts	Stories	1m	\$5,000

\$30,000

Example Flighting Only, timing can be flexible

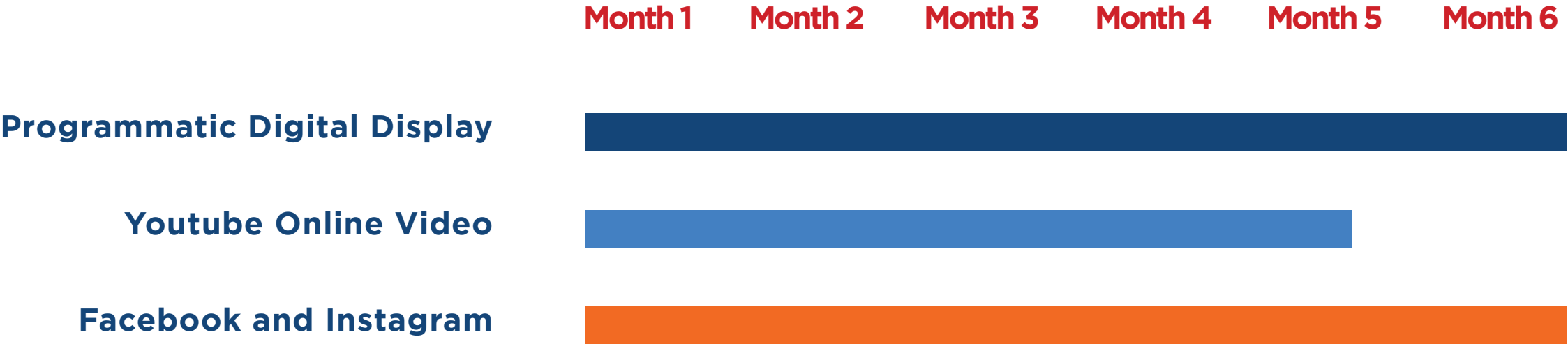


DEMETRIUS AND THE GLADIATOR \$5,000 Investment

Activity	Targeting	Format	Impressions	Investment
Facebook & Instagram	Victorian Women 30+& Victorian Women 30+ Interested in theatre, culture, arts	Video	1.17m	\$5,000
Facebook & Instagram	Victorian Women 30+ & Victorian Women 30+ Interested in theatre, culture, arts	Stories	1m	\$5,000

\$10,000

Example Flighting Only, timing can be flexible





CONTACT

If you'd like to find out more about the Romanza Story,
the Media Reach or would like to discuss a sponsorship agreement,
feel free to call or email the media team.



info@romanza.com.au



romanza

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