



**National Improvisational Theatre
Festival**

BRING YOUR BEST

7th-10th of November

**National Theatre in
Bucharest**

Improvisational theatre in Romania



Improvisation theatre is a form of art that started in USA, Australia and Canada 60 years ago.

Since then, all around the world the phenomenon has spread and new groups, theatres and formats appeared. In Europe each year a major city hosts at least one improvisational theatre festival, and some of the biggest festivals take place in: Amsterdam, London, Barcelona, Warsaw, Oslo.

In Romania improv was brought by the director Vlad Massaci 15 years ago and since then it has diversified and become a quality cultural product in the last six years ever since the first edition of !MPRO – The National Festival of Improvisational Theatre. Theatre-sports competitions, shows with specific genre, two actors shows, musicals and sketch comedy plays are only a few of the forms in which improvisation happens in Romania.



Why we do what we do?

The festival has three main directions:



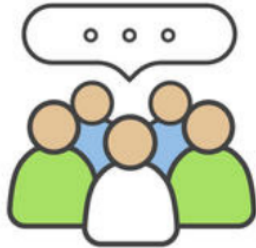
Audience development: bringing on stage the best groups and improvised theatre plays, short form shows, musicals and sketch comedy projects in Romania. Each year an artistic jury selects out of 50-60 applications the 16 shows that will be featured on the stage of the National Theatre;

Encourage cohesion and community development: the festival has been a multicultural initiative since the first edition, bringing each year international guests, the best improvisers and theatre groups from USA, Canada, Europe and Australia. More than 30 international actors, some of the best improvisers from Second City Chicago, The Annoyance Chicago, Paper street Theatre in Canada, Hoopla and The Nursery London, performed on the stage of the National Theatre in Bucharest.

Community outreach initiatives: along with the best shows selected from the best groups in Romania, each year a team of actors gets involved in training a group of debutants from different communities who then get a chance to play in one of the opening shows in the festival. In 2019 we work with high school students from three schools in Bucharest who will be trained for 8 weeks and then perform their first show in November at the Festival.



How we do what we do



IMPRO Talks

Monthly meetings with the community of improvisers, in which they address topics designed to increase the relevance of improvisation shows.



THE FESTIVAL !MPRO

The festival gathers annually the best national and international improvisers in a week of workshops and performances that will take place in 2019 at the Bucharest National Theatre.



IMPRO în Neighbourhoods

We break the borders of the city center and address the public in three neighborhoods in Bucharest with improvisation shows born during the festival.



IMPRO în High Schools

We perform in three high schools in Bucharest shows and workshops with high school students, preparing them for their first show in the festival.



Drop In Class

Monthly impro workshops that do not require registration, occupancy on the principle of first-come and have different specific topics.



!MPRO Fest



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!MPRO Fest



!MPRO Fest



!MPRO Fest



Who we tell our story to?



Target group:
Around 2000 people participate yearly in the Festival's activities (shows, workshops, classes).



Segmentation:
Our core audience is formed from: people working in multinational companies, entrepreneurs, young professionals, students.



30-40 years old
Core target audience is around 35-40 years old. Each year we bring in also representatives from schools and universities as we're working with them in the community outreach initiatives.



High and medium income

Guest Show 2019



The Maydays

The Maydays are a five-star, award winning improvisational comedy company from the United Kingdom. They regularly perform at the Komedia in Brighton, The Nursery in London, The Miller and Edric Theatres in London and at regular large-scale corporate and private events.

They've headlined sell-out international improvisation festivals from Dublin to Barcelona. The Maydays opened for world renowned act TJ & Dave, for their one and only UK performance at the Waterloo East theatre.

Happily Never After – Guest Show Romania 2019

The Maydays have been quietly gathering an army of fans around the world with their exceptional talent for creating skin-prickling theatre from nothing. Now they are dazzling audiences with their hugely popular and deliciously dark Tim Burton inspired musical. Created from a single audience suggestion, The Maydays weave a playful tale, full of bone chilling black comedy and haunting songs, in this loose homage to the cult director's gothic style, layered with influences from the Brothers Grimm.

The Maydays

Some of the players coming to Romania are:



Katy Schutte is one of the UK's original long form improvisers. She performs and teaches all over the world, is head-teach for Hoopla and Co-Artistic Director for The Maydays in the UK. Katy has been one of The Maydays since 2004, she is half of legendary sci-fi improv duo Project2 and author of *The Improviser's Way: A Longform Workbook*, which is published by Nick Hern Books.

A Funny Women finalist and both nominee and winner of the Brighton Festival Fringe Best Comedy Show award, Katy also starred in BAFTA winning online educational series *History Bombs*.

Katy performs with Knightmare Live and makes her own work including [Schutte the Unromantic](#) and acclaimed semi-immersive folk horror play [Let's Summon Demons](#). She is currently performing in plays *One Woman Alien* and *The Time Machine* and is a contributing writer for *Cards Against Humanity*.

The Maydays

Some of the players coming to Romania are:



Liz Peters is an award-nominated British performer. She graduated from Mountview Academy of Theatre Arts in 2001, before studying improv at iO and with numerous other international teachers and schools. She performs and teaches improv worldwide and is co-artistic director of The Maydays. Liz regularly plays in other musical and non-musical improvised shows, including The Concept, Unplanned Cabaret and Bumper Blyton. She is also a qualified Embodied Facilitator and the author of “Own it!”, helping people feel at ease and make an impact in the spotlight.

The Maydays

Some of the players coming to Romania are:



John Cremer started improvising in 1993 in the USA with the legendary Louis Anthony Russo and also Playback Theatre of Arizona. He returned to the UK in 2001 and founded the Maydays in 2004. He has performed with “Whirled News Tonight” at iO Chicago and “Tuesday Night Thing” at Annoyance Theatre. He is the author of “Improv” and “The Art of Reading People” John is an award winning professional speaker.

Romanian Shows 2019

This year the festival is a celebration in itself as it will feature on stage, along with long form and short form shows, different forms of art developed through the process of improvisation:

SLAM POETRY

Slam poetry - lyrics inspired by everything around us, from everyday life, with the purpose of transmitting a message, of arousing a reaction. A lyrical show, with influences from urban culture

SKETCH COMEDY

Sketch comedy represents a collection of short scenes, called "sketches" performed by a group of actors / comedians either on stage or in video materials. The sketch material is firstly improvised by the actors and then based on the outcome of these improvised scenes, a collection of relevant scenes is born.

RAP-BATTLE

Rap battle is a battle in verses, in which competitors will be tested over several rounds with the ability to improvise, flow and technique.

MUSICAL SHOWS

An original musical show with live instruments, singing actors, story line and characters is formed right in front of you. You'll sing along songs never sung before in a one in a lifetime musical - an improvised musical.



The team



**Adina Maria
Sandu**



**Adriana
Bordeanu**



Monica Anastase



Ștefan Vasilică



Dan Miron



Want to join us?



Main sponsors package

4000 €



- **Image, Visibility, Brand Exposure:** during the 4 days of festival within the National Theater and the partner locations (eg Recul Theater / TBC festival partner bar) - benefits that could be translated by: banners, use of screens for advertising spots - BTL promotion through a creative stand within the National Theatre during the festival nights - BTL promotion through the insertion in shows of a special moment.

- **Content generation:** we have this service that we provide to companies that need creative brainstorming sessions, as well as material generation for internal or external communication campaigns (eg videos that can become viral played by community actors) / the possibility to test messages and concepts with improvisers in the community;

- **Incentives for employees and stakeholders of the partner company:** shows for private events (eg for the Christmas Party or Team Buildings, long or short form musical improvisation / musical shows with music and personalized live instruments for the partner company / disruptive moments eg mini shows at the office) tickets and invitations in all the festival activities for a number of employees / customers.



Main Sponsors - detailed

4000 €



- **The name of your brand will be associated with the name of the Festival -! MPRO, supported by...**
- **Exclusivity in your domain (eg banking, insurance, IT, etc.)**
- **Speaker from the brand at the press conference before the Festival! MPRO**
- **Creative creative input: the sponsor chooses a theme (in accordance with the communication objectives), and the improvisation experts will create a personalized show;**
- **Custom workshop: a team of trainers! MPRO creates and runs a custom workshop for your company.**
- **Presence logo on all materials (online, print, media)**
- **Stand in location (hall) - Bucharest National Theatre**
- **Banner in the foyer or in the hall -**
- **Advertising spot projection on plasma in the foyer, during all breaks between shows,**
- **10 invitations to the Festival**
- **Insert keywords into one of the shows**
- **Online - 5 logo posts, on www.improfest.ro and facebook.com/improfest.ro**



Supporter package - detailed

2500 €



- **The name of your brand will be associated with the name of a section of the Festival: Beginning, Main / Thematic, Experimental, International**
- **Presence logo on all materials (online, print, media) Stand in location (hall) - 10 sqm**
- **Banner in the foyer or in the hall.**
- **Advertising spot projection on plasma in the foyer, during all breaks between shows,**
- **5 invitations to the Festival**
- **Online - 1 posting per week, with logo, on www.improfest.ro and facebook.com/improfest.ro**



!MPRO 2019 Partners



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