



From: Sekhmet Productions

Dear Potential Sponsor:

I'm **Sekhmet Shabaka**, the one woman performer in the **Surviving R. Kellys Play Production**, equipped and ready for touring in all states. The following is a list of the opportunities and available alliances currently offered to present this dynamic production to the masses, while simultaneously raising mental health and abuse prevention awareness.

*\*Sekhmet Shabaka is producer of play, Executive Producer is Investor/sponsor\**

**Production Deal** agreements are available at **30 percent** to sponsor, **70 percent** to performer on **ticket sales**.

### **Tax Deduction Available**

If payments are sent directly to a **non-profit organization** like 'Mental Health America' "on behalf of Sekhmet Shabaka to perform to raise awareness of mental health and abuse prevention" then payment will be a **tax write-off**.

We welcome your participation! To review full proposal, the budget, business agreement (contract) and all other questions, please contact the performer Sekhmet Shabaka's representative, **Mr. Kenyatta** at **(347)856-8748**.

Sincerely,  
Sekhmet Shabaka



## ***Surviving R. Kellys Play Annual Budget***

**Marketing Budget** based on all shows being sold out: Marketing budget starts at (Seven Hundred Thousand) **\$700,000** for **468** shows within a **12 month** time frame. This does not include receiving a percentage from merchandise.

**Marketing Budget** starts at (One Million) **\$1,000,000** for **468 shows** within a **12 month** time frame. This includes **30%** from profit of ticket sales and an additional **30%** in proceeds from all merchandise sales.

**Marketing Budget for large theater 400 seats or less**=\$**700,000** at **9 shows** per week, per city **without** merchandise sales.

**Marketing Budget for large theaters 1000 seats and up**=\$**1,000,000** per week, per each city with **30%** of all merchandise sales.



## **ROI (ticket sales)**

### **Projections**

#### **\$1,000,000 Sponsorship**

**Example (1): Fox theater in Atlanta based on 4,000 seats sold out at 3 shows per day for 9 shows over 3 days, plus additional 667 seats available at 4,000 seats, \$10,000 down on theater. Ticket rates starting at \$85 and up.**

**Day 1: 4,000 seats x tickets sold at \$100= (per 1st show) \$400,000 (per 2nd show) \$400,000 (per 3rd show) \$400,000= \$1,200,000/day**

**Day 2: 4,000 seats x tickets sold at \$100= (per 1st show) \$400,000 (per 2nd show) \$400,000 (per 3rd show) \$400,000= \$1,200,000/day**

**Day 3: 4,000 seats x tickets sold at \$100= (per 1st show) \$400,000 (per 2nd show) \$400,000 (per 3rd show) \$400,000= \$1,200,000/day**

**Estimated Total on Tickets Sales for 3 shows per Day: \$1,200,000 at 30%= \$360,000**

**Estimated Total on Tickets Sales for 9 shows per Week: \$3,600,000 at 30%= \$1,080,000**

**Estimated Total on Tickets Sales for 12 shows per Month: \$14,400,000 at 30%= \$4,320,000  
(ROI of additional 1,000,000 from performer after 3rd month)**

**Estimated Total on Tickets Sales for 468 shows per Year: \$172,800,000 at 30%= \$51,840,000**

**Estimated Total on Merchandise per Day: \$13,875 at 30%= \$4,162.50**

**Estimated Total on Merchandise per Week: \$138,750 at 30%= \$41,625**

**Estimated Total on Merchandise per Month: \$555,000 at 30%= \$166,500**

**Estimated Total on Merchandise per Year: \$7,215,000 at 30%= \$2,164,500**

**Estimated Total at 30% for Ticket + Merchandise Sales per Day: \$364,162.50**

**Estimated Total at 30% for Ticket + Merchandise Sales per Week: \$1,121,625**

**Estimated Total at 30% for Ticket + Merchandise Sales per Month: \$4,486,500**

**Estimated Total at 30% for Ticket + Merchandise Sales per Year: \$54,004,500**



## **\$1,000,000 Sponsorship**

**Example (2):** based on **1,000** seats sold out for **9 shows** over **3 days**

**Day 1: 1,000 seats x tickets sold at \$100= (per 1st show) \$100,000 (per 2nd show) \$100,000 (per 3rd show) \$100,000= \$300,000/day**

**Day 2: 1,000 seats x tickets sold at \$100= (per 1st show) \$100,000 (per 2nd show) \$100,000 (per 3rd show) \$100,000= \$300,000/day**

**Day 3: 1,000 seats x tickets sold at \$100= (per 1st show) \$100,000 (per 2nd show) \$100,000 (per 3rd show) \$100,000= \$300,000/day**

**Estimated Total on Tickets Sales for 3 shows per Day: \$300,000 at 30%= \$90,000**

**Estimated Total on Tickets Sales for 9 shows per Week: \$900,000 at 30%= \$270,000**

**Estimated Total on Tickets Sales for 12 shows per Month: \$1,200,000 at 30%= \$360,000  
(ROI of additional 1,000,000 from performer after 6 month)**

**Estimated Total on Tickets Sales for 468 shows per Year: \$46,800,000 at 30%= \$14,040,000**

**Estimated Total on Merchandise per Day: \$13,875 at 30%= \$4,162.50**

**Estimated Total on Merchandise per Week: \$138,750 at 30%= \$41,625**

**Estimated Total on Merchandise per Month: \$555,000 at 30%= \$166,500**

**Estimated Total on Merchandise per Year: \$7,215,000 at 30%= \$2,164,500**

**Estimated Total at 30% for Ticket + Merchandise Sales per Day: \$94,162.50**

**Estimated Total at 30% for Ticket + Merchandise Sales per Week: \$311,625**

**Estimated Total at 30% for Ticket + Merchandise Sales per Month: \$526,500**

**Estimated Total at 30% for Ticket + Merchandise Sales per Year: \$16,204,500**



### **\$700,000 Sponsorship**

**Example (3): 400 seats sold out for 9 shows over 3 days**

**Day 1: 400 seats x tickets sold at \$100= (per 1st show) \$40,000 (per 2nd show) \$40,000 (per 3rd show) \$40,000= \$120,000/day**

**Day 2: 400 seats x tickets sold at \$100= (per 1st show) \$40,000 (per 2nd show) \$40,000 (per 3rd show) \$40,000= \$120,000/day**

**Day 3: 400 seats x tickets sold at \$100= (per 1st show) \$40,000 (per 2nd show) \$40,000 (per 3rd show) \$40,000= \$120,000/day**

**Estimated Total on Tickets Sales for 3 shows per Day: \$120,000 at 30%= \$36,000**

**Estimated Total on Tickets Sales for 9 shows per Week: \$360,000 at 30%= \$108,000**

**Estimated Total on Tickets Sales for 12 shows per Month: \$480,000 at 30%= \$144,000**

**Estimated Total on Tickets Sales for 468 shows per Year: \$18,720,000 at 30%= \$5,616,000  
(ROI of additional \$700,000 from performer after 12 months)**

### **\$700,000 Sponsorship**

**Example (4): 100 seats sold out for 9 shows over 3 days**

**Day 1: 100 seats x tickets sold at \$100= (per 1st show) \$10,000 (per 2nd show) \$10,000 (per 3rd show) \$10,000= \$30,000/day**

**Day 2: 100 seats x tickets sold at \$100= (per 1st show) \$10,000 (per 2nd show) \$10,000 (per 3rd show) \$10,000= \$30,000/day**

**Day 3: 100 seats x tickets sold at \$100= (per 1st show) \$10,000 (per 2nd show) \$10,000 (per 3rd show) \$10,000= \$30,000/day**

**Estimated Total on Tickets Sales for 3 shows per Day: \$30,000 at 30%= \$9,000**

**Estimated Total on Tickets Sales for 9 shows per Week: \$90,000 at 30%= \$27,000**

**Estimated Total on Tickets Sales for 12 shows per Month: \$120,000 at 30%= \$36,000**

**Estimated Total on Tickets Sales for 468 shows per Year: \$4,680,000 at 30%= \$1,404,000  
(ROI of additional \$700,000 from performer after 12 months)**



## **\$700,000 Sponsorship**

**Example (5): 50 seats sold out for 9 shows over 3 days**

**Day 1: 50 seats x tickets sold at \$150= (per 1st show) \$7,500 (per 2nd show) \$7,500 (per 3rd show) \$7,500= \$22,500/day**

**Day 2: 50 seats x tickets sold at \$150= (per 1st show) \$7,500 (per 2nd show) \$7,500 (per 3rd show) \$7,500= \$22,500/day**

**Day 3: 50 seats x tickets sold at \$150= (per 1st show) \$7,500 (per 2nd show) \$7,500 (per 3rd show) \$7,500= \$22,500/day**

**Estimated Total on Tickets Sales for 3 shows per Day: \$7,500 at 30%= \$2,250**

**Estimated Total on Tickets Sales for 9 shows per Week: \$67,500 at 30%= \$20,250**

**Estimated Total on Tickets Sales for 12 shows per Month: \$90,000 at 30%= \$27,000**

**Estimated Total on Tickets Sales for 468 shows per Year: \$3,510,000 at 30%= \$1,053,000  
(ROI of additional \$700,000 from performer after 12 months)**

## **\$2,500 Sponsorship**

**Sekhmet Productions** is welcoming all organizations: churches, business owners, schools, individual producers and investors to sponsor **Surviving R. Kellys**. The play is a **One Woman Show** with a running time of One (1) hour and 45 minutes. It is a Drama Musical written, produced and performed by **Sekhmet Shabaka**. The initial performances were held in the **Broadway District at Producers' Club Theater, 358 w. 44th Street New York, New York 10036**.

**Book a Private Showing**, (fifty) **50 seats** available immediately for **\$2,500 per day** at selected theaters, or up to **150 tickets** can be sold up to (three) **3 private showings** in **one day** at the **Producers' Club Theatre**.

**Example (1): 150 seats (1 day, 1 show) x tickets sold at \$50 earn \$5,000 profit.**

**Example (2): 150 seats (1 day, 3 shows) x tickets sold at \$50 earn \$15,000 profit.**

**Example (3): 150 seats (1 day, 3 shows) x tickets sold at \$150 earn \$20,000 profit.**

**Example (4): 450 seats (3 days, 9 shows) x tickets sold at \$150 earn \$60,000 profit.**