

SYNERGOS

PRESENTS



RESURRECTION

TABLE OF CONTENTS

- 3 – EXECUTIVE SUMMARY**
- 3 – GOALS**
- 4 – OUR VENUE**
- 5 – MEET THE TEAM**
- 6 – SYNERGOS PERFORMANCE PLAN**
- 7 – THE BUDGET**
- 8 – MAPPING THE FUTURE**
- 9 – BRANDING OPPORTUNITIES**
- 10 – GIVING TIERS**
- 11 – APPENDIX A: 501(c)(3)**
- 13 – APPENDIX B: DONATION FORM**

EXECUTIVE SUMMARY

The heart of Synergos is to unbind the mind, unlock the magic of creativity and change the world through performance art.

We believe the art we produce has the capacity to *transform* the entertainment industry. Our vision is to create groundbreaking, new work that explores truths and entertains audiences in innovative and exciting ways. In less than a year, we've proven our ability to disrupt the status quo. The region is abuzz with excitement over **Resurrection X**. Our production team has assembled an all-star cast, penned a revolutionary new script, composed original, pulse-pounding music, and the stage is set for a performance you'll never forget.

Synergos Production Company became a registered 501(c)(3) charity in April 2022. This marketing plan speaks to our vision for our debut production, **Resurrection X** and the amazing future it will catapult us into. When we achieve the goals outlined within, we will have surpassed non-profit aide in terms of donors, allowing us to further our vision of transforming lives through performance art.

GOALS

Our goals will be accomplished in two distinct phases:

PHASE ONE

Fund *Resurrection X*



Completely fund the production, cast, crew, venue and rehearsal space required.

PHASE TWO

Establish Our Season



1. Initiate pre-production for the original, immersive concert experience, "**The Mass Awakening.**"
2. Build our education program through establishing performing arts camps and classes.

SYNERGOS

OUR VENUE

KINGS & QUEENS BALLROOM | NEW BRAUNFELS, TX



- 10,000 sq. ft. (only indoor)
- Full size stage (15'x 25') with custom build out for production
- Rear entrance for crew setup
- Capacity of 730 people
- 310 seated for dinner theatre (38 tables, 8 chairs each)
- Men's & Women's dressing room

- Full size commercial grade kitchen including grill, oven, fryer, fridge and freezer (with serving booth)
- (5) 60" LG HDTV's w/ Apple TV Display (Alternate Display incl.)
- Outdoor patio
- Gas lanterns along perimeter



MEET THE TEAM

MATTHEW C. LOGAN PRODUCING ARTISTIC DIRECTOR

Matthew C. Logan is the Artistic Director and co-founder of Synergos Production Company. With over 20 years experience as a professional director, educator and producer, he is ecstatic to bring his dreams to life with Synergos! Matthew has directed award-winning plays and musicals and has worked in some of the most prestigious theatres in America including: The Old Globe and Theatre Under the Stars. In addition, he has been nominated for "Best Director" numerous times and has produced many critically acclaimed productions including 'Equus' and 'Angels in America.' Matthew is excited to see his dreams come true with the staging of 'Resurrection X' and the launch of Synergos Production Company. Matthew earned his MFA in Theatre Directing from the renowned East 15 Acting School in London and his BA in Theatre from Arizona State University.



EDDY LINDSEY EXECUTIVE DIRECTOR & HEAD OF MUSIC

Eddy Lindsey has been writing original music for over 10 years. On the heels of publishing and releasing his debut single from his upcoming album, 'The Mass Awakening,' Eddy is proud to bring his powerful, signature sound to Synergos. Previously, he has written and composed music for two original musicals, 'Billy Reed' and 'The MANS Group.' As a producer, he has worked alongside the Artistic Director on the productions of 'Equus' and 'Angels in America.' Both shows were successfully funded, collectively raising over \$10,000 on Kickstarter and Indiegogo. Eddy is a co-founder and active board member of Synergos.



QUAY LOGAN EXECUTIVE PRODUCER & DIRECTOR OF EDUCATION

Quay Logan penned the original script for 'Resurrection X' in 1997 and directed the show to critical acclaim. Having earned her degree in Theatre from Texas State University, Quay has educated hundreds of aspiring actors as a Theatre teacher and director for over 20 years. Transforming the lives of others through art has been a lifelong passion of hers. In addition to her work with Synergos, Quay is the Women's Ministry Director at Legacy Church in New Braunfels and is the mother to Director Matthew and Pastor Marion "Lucky" Logan. She always knew 'Resurrection X' would be revived at the right moment and is excited to bring it back to the stage for today's audience. Quay is ecstatic to be a founding member of Synergos Production Company.



SYNERGOS PERFORMANCE PLAN

STRATEGIC PLANNING



New Braunfels, TX, with a population of 98,857 as of 2021, is currently hailed as one of the fastest growing areas in the nation. The city is served by four theatre companies, each with distinct offerings:

Circle Arts Theatre - performing established plays and musicals since 1968, a volunteer-based company providing a children's program
CYT / CCT - serving children and teens and featuring occasional adult artists

Sylver Spoon - produces small, local productions with dinner theatre
New Braunfels Performing Arts - primarily serving children and students K-12

Synergos is the *only* company that encompasses performances across the artistic spectrum, curating the ultimate entertainment experience in town. We collectively embrace our inherent greatness through the pursuit of excellence in everything we do by bridging the gap between developing talent and professional artists.

Our brand is synonymous with culture and community.

Synergos Production Company was formed to elevate and expand creative opportunities that inspire the community. Our team members have worked in some of the top theatres in America, are accomplished in crowdfunding, marketing and sales and have educated thousands of aspiring artists in the state of Texas. The recognition of an industry devoid of vibrancy and originality sparked a synchronistic moment of inspiration that ignited the flame for the launch of our company and its red-hot debut, **Resurrection X**.

ART WITH A PURPOSE

In 1997, Quay Logan wrote **Resurrection X** and staged multiple sold out performances in Odessa, TX. The show was featured on the front page of the Culture section in *The Odessa American* and due to popular demand, encore performances were added to accommodate audiences.

In 2021, Quay and her son, Matthew, began rewriting the show to unite an increasingly divided society amongst the changing landscape of post-pandemic America. The 1997 version and its unique concept attracted an extremely diverse audience. The new production and its relevant subject matter taps into the pulse of today's audience and provides an outlet to a nation desperate for spiritual catharsis.

THE BUDGET

'RESURRECTION X' PERFORMANCE DATES: MARCH 30 – APRIL 2, 2023

Income

Total Income \$78,875.00

Estimated	
General Performances	
TOTAL Available Seats	550
Est. # of Seats Per Night	385
# of Seats Per Run	1,155
Estimated Avg. Ticket	\$25.00
Box Office Estimate	\$28,875.00

Estimated	
Friday Night Dinner Performance	
TOTAL Available Seats	285
Est. # of Seats Per Night	200
# of Seats Per Run	200
Estimated Avg. Ticket	\$250.00
Donations Estimate	\$50,000.00

Expenses

Total Expenses \$39,147.00

Estimated	
Publicity	
Printing	\$1,200.00
Photography	\$1,000.00
Programs	\$2,000.00
Tickets	\$160.00
Advertising	\$2,000.00
Totals	\$6,360.00

Estimated	
Crew Stipends	
Director	\$5,000.00
Composer	\$2,000.00
Media Marketing Director	\$3,000.00
Producer/Co-Writer	\$2,500.00
Totals	\$12,500.00

Expenses	
Set	\$2,000.00
Music Tracks	\$0.00
Projections	\$1,000.00
Props	\$600.00
Costumes	\$500.00
Rehearsal Facility	\$0.00
Lighting	\$3,000.00
Performance Facility	\$3,500.00
Sound (if rented)	\$1,287.00
Totals	\$11,887.00

Actor Covenants	
In-region stipends	\$4,800.00
Out-of-region stipends	\$3,600.00
Totals	\$8,400.00

Target Amount to Raise to Open Show	
Staff Stipends (1/3 to start)	\$4,166.67
Cast Stipends	\$8,400.00
Publicity	\$6,360.00
Facility Expenses	\$11,887.00
Total	\$30,813.67

Total Profit \$39,728.00

MAPPING THE FUTURE

COMPASS

OUR LEGACY PREVAILS BY EMPLOYING ARTISTS THROUGH FISCALLY RESPONSIBLE ENDEAVORS.

We are currently pursuing our vision with laser-focused direction in the following ways:

- We're empowering artists through entrepreneurship by providing incentive-based opportunities in their respective fields.
- We've cast established, off-broadway and regional actors with ties to the local community in the show, bringing leadership, credibility and professionalism to our work.
- 45 adults have been auditioned for 22 speaking roles.
- Our production features a large number of ensemble roles: 17-25 children and 15+ adults, elevating awareness and community involvement.

FORWARD MOTION

WE EDUCATE AND PROVIDE OPPORTUNITIES FOR STUDENTS TO WORKSHOP, PUBLISH AND SHOWCASE THEIR CREATIVITY.

We will accomplish this by:

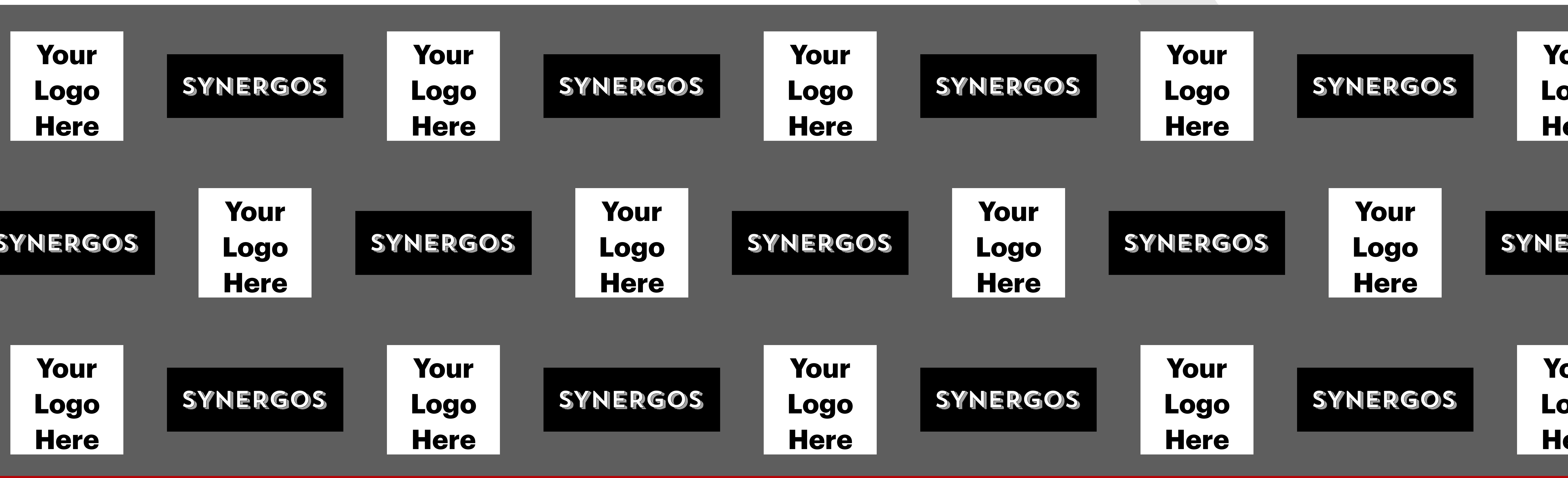
- Providing cutting-edge professional training to creatives across the artistic spectrum, included but not limited to: (Directors, actors, singers, songwriters, musicians, dancers, scriptwriters, designers and technicians)
- Empowering the creative side of every person who is educated by our programs
- Establishing an education program focused on developing original content for the stage and beyond
- Showcasing our work through original plays, concerts and other performing and visual arts mediums
- Facilitating genre-fluid musical concerts utilizing inventive, theatrical story telling devices
- Promoting artists through Synergos led productions, aligning experience with excellence
- Initiating camps and classes targeting the artistic crowd as well as marginalized groups with talent
- Fostering non-profit partnerships to create original shows that educate and raise awareness of social needs in the community
- Touring original shows like **Resurrection X** in new markets to bring awareness to our programs

BRANDING OPPORTUNITIES

TACTICS & STRATEGIES

OVERVIEW

We're fostering the highest form of brand engagement by utilizing proven strategies for content distribution. By employing a multifaceted formula, we're able to reach ideal audiences that exceed beyond the scope of more traditional approaches. Our implementation of inventive digital and social media strategies, paired with tangible takeaways, allow our targeted campaigns to both attract and introduce our key demographics to companies that align with consumer's interests.



THE ADVANTAGES

Each performance begins with a red carpet treatment, allowing every attendee who enters the space to experience what it's like to be the star of the show. Our performances allow consumers and local businesses to connect through a variety of unique, branding opportunities. Synergos has positioned itself at the forefront of innovation by:

- Enhancing traditional corporate sponsorships through untraditional methods of distribution
- Promoting high level engagement through evergreen digital programs and sponsored video content
- Increasing true organic reach by extending visibility and exposure in local search engine traffic
- Elevating brand awareness by embedding favorable consumer behaviors into each experience
- Creating share-worthy moments and memorable associations with our brand partners

GIVING TIERS

\$5,000 THE BENEFACTOR

Your \$5,000 donation gives you the full VIP experience including parking, 2 tables (16 seats) for Friday night's performance, pre-performance recognition, website recognition and exclusive VIP after show party with the cast and crew.

\$3,000 THE PATRON

Your \$3,000 donation gives you the full VIP experience including 1 table (8 seats) for Friday night's performance, pre-performance recognition, website recognition and exclusive VIP after show party with the cast and crew.

\$2,000 THE ANGEL

Your \$2,000 donation gives you a VIP experience including 1 table for Friday night's performance, website recognition and exclusive VIP after show party with the cast and crew.

\$1,000 THE GIVER

Your \$1,000 donation gives you an incredible evening including 4 tickets for Friday night's performance, plus website recognition.

\$500 THE SAMARITAN

Your \$500 donation will be put to work, so we would like to reward you with 2 tickets to Friday night's performance.



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

SYNERGOS PRODUCTION COMPANY INC
1400 ISLAND VIEW 102
CANYON LAKE, TX 78133

Date:
09/14/2022
Employer ID number:
88-1956308
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
April 30
Public charity status:
509(a)(2)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
April 10, 2022
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053649012372

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

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SYNERGOS

DONATION FORM

Referred By: _____

SYNERGOS PRODUCTION
COMPANY, INC.

Give Online!

www.unbindthemind.org

Synergos Production Company, a non-profit performance art company incorporated in 2022, is dedicated to creating original performances across the artistic spectrum. Synergos aims to be the preeminent producer of original work in the state by creating it on the stage, in the community, and in the classroom through appealing, inclusive, thought-provoking and exciting performances.

Corporate Matching Gifts:

Many companies match donations made by employees, their families and retirees. Please ask your human resources office for your company's matching gift form. Then, mail the completed form, your gift and this pledge card to Synergos Production Company to make an even greater impact!

Alternative Giving Methods:

For information regarding stock transfers, property donation or planned giving, please contact

Quay Logan at:
quay@unbindthemind.org

Matching Gift:

Matching Gift Company:

(Company Name)

A matching gift form is enclosed.

Personal Information:

Name: _____ Date: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Please recognize my gift by listing it as: _____
(Example: Smith Foundation) Donations will be recognized in materials unless "anonymous" is requested.

Donation:

I am making a donation of: \$ _____

Enclosed is my first payment of: \$ _____ Towards a total pledge amount of: \$ _____ .

The Remainder will be paid as follows:

\$ _____ in 2023 \$ _____ in 2024 \$ _____ in 2025

Please send me payment reminders in the month of: _____

Payment Method:

Enclosed check, made payable to Synergos Production Company, Inc.

Please charge my Credit Card: Card Number: _____

Security Code: _____ Exp Date: _____ Name On Card: _____

Signature: _____

Please return this form by mail to:
Synergos Production Company, Inc.
1400 Island View #102
Canyon Lake, TX 78133

Thank you for your contribution.