

Dear Committee,

As an owner and founder of ColdTowne Theater, we are looking forward to producing the Austin Sketch Fest for its ninth year and partnering with the Austin Creative Alliance to help us grow our event.

We founded ColdTowne Theater in 2005 to create a venue for up and coming local comedy artists to hone their craft, as well as to provide top notch comedy theater for Austin audiences to experience the wealth of talent Central Texas has to offer.

As part of that ongoing mission, we founded the Austin Sketch Fest to provide a platform for artists making scripted comedy in Central Texas to meet and network with national acts, as well as to expose them to a broader audience of Austinites who might not be initially inclined to step into a comedy venue.

We've grown from a rag tag collection of creatives to a well-oiled production machine with the ability to draw nationally recognized headliners (Superego, Paul F. Tompkins) as well as sketch comedy acts on the cusp of stardom. Our production team includes some of the best tech, house managing, marketing, financial and creative personnel in the Austin comedy and arts community. We have full confidence in our ability to execute a great event!

The money and production help the Austin Creative Alliance could provide through partnering with us will allow us to attract more prominent headliners, including SNL alumni. Those headlining acts will help us fulfill our mission by drawing in a more diverse audience to see local acts, which will in turn help support the comedic actors, writers, directors and producers year round.

The Austin Sketch Fest is committed to creating a diverse and inclusive platform for artists and comedians of all stripes. We're looking forward to continuing that mission for the years to come.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Jastroch".

Michael Jastroch  
Owner, ColdTowne Theater