

### **Support Theatre Tallahassee By Becoming A Sponsor!**

Theatre Tallahassee relies on our local businesses and companies to help us bring the best theatre to our arts community. Being a sponsor of our productions assures that we will continue to provide the best arts and theatre experience to the Tallahassee area.

We have a blockbuster season planned for 2017-18 including *9 to 5: The Musical*, *It's Only A Play*, *Steel Magnolias*, *Singin' In The Rain* and *Barefoot in the Park*; and in the Studio Theatre, *Constellations*, *The Glass Menagerie* and *An Act of God*.

We have two types of Corporate Sponsorships, Presenting Sponsor of a show or Placing an Ad in our season programs. Our shows run for a minimum of ten performances over three weekends. We print and distribute over 15,000 programs a season and our digital sign has over 45,000 daily impressions.

#### **Benefits of being a Mainstage Presenting Sponsor:**

- ❖ Full page advertisement in all production programs for the year
- ❖ Digital sign placement on Thomasville Road leading up to and during the run of the show
- ❖ Announcements in all publicity
- ❖ Company logo and link on our website
- ❖ Thirty (30) Flex Tix (a \$750 value)
- ❖ Company name printed on tickets

#### **Benefits of Being a Studio Theatre Sponsor:**

- ❖ Full page advertisement in Studio Theatre programs for the sponsored show
- ❖ Announcements in all show publicity
- ❖ Digital marquee placement on Thomasville Road leading up to and during the run of the show
- ❖ Ten (10) flex tickets (a \$250 value)
- ❖ Company name printed on tickets

#### **Program Advertisements**

- ❖ Ad in all production programs (Ads run the full season)
- ❖ Up to Fifteen (15) Flex Tix

I have attached a sponsorship form for your convenience; please feel free to call me at 850-224-4597 if you have any questions or would like to discuss other sponsorship or corporate naming opportunities.

Sincerely,



Theresa Davis  
Executive Director/CEO

## 2017-2018 Show Sponsorship Opportunities

Imagine your business name and logo in front of 1000's of captive audience members. Becoming a show sponsor does just that. Your name will be on the program, posters and other advertising. If you sponsor a Mainstage production, you have the added benefit of being on our digital sign located on the corner of Thomasville and Betton roads; the intersection has over 48,000 impressions daily.

Type	Run of Sponsorship	Cost
Mainstage Play	Title Sponsor for a minimum of 10 shows	\$2,500
Mainstage Musical	Title Sponsor for a minimum of 10 shows	\$3,000
Studio Theatre Production	Title Sponsor for a minimum of 10 shows	\$750
Theatre Tallahassee's Gala	Title Sponsor for our black-tie gala event	\$1,000

## 2017-2018 Program Ads

Get your ad listed and noticed by the customers you want! Theatre Tallahassee has a wide variety of patrons; a majority of our audience members are affluent and have disposable income. Getting your business listed and seen will get you more business! Over the course of 10 month production season, your ad will be seen by over 15,000 people.

Program Ad (Ads run the full season)	Size	Cost
Full Page	5" x 8"	\$1,000
½ Page	5" x 3 ¾" or 2 5/16" x 8"	\$500
¼ Page	2 5/16" x 3 ¾"	\$250

- ❖ Full Page ad receives 15 Flex Tix (\$348 value)
- ❖ ½ Page ad receives 10 Flex Tix(\$232 value)
- ❖ ¼ Page Ad receives 5 Flex Tix (\$116 value)

**Please see attached sheet for ad design specifications, ads must be submitted according to the outlined specifications for inclusion in our programs. We have design services available for a fee.**

## 2017-2018 Show Sponsorship Details

The following are the shows and their planned performance dates. Advertising generally begins 2-3 weeks prior to the show opening.

### Mainstage Productions

<i>9 to 5</i>	Aug 24 – Sept 10, 2017	<del>\$3,000</del> <b>Sold!</b> Adecco Employment Services
<i>It's Only a Play</i>	Nov 2 – Nov 19, 2017	\$ 2,500
<i>Steel Magnolias</i>	Jan 11 – Jan 28, 2018	<del>\$2,500</del> <b>Sold!</b> Allegro
<i>Singin ' In the Rain</i>	Apr 5 – Apr 22, 2018	<del>\$3,000</del> <b>Sold!</b> Rippee Construction
<i>Barefoot in the Park</i>	June 7 – June 24, 2018	<del>\$2,500</del> <b>Sold!</b> Hopping Green & Sams

- ❖ Title sponsor for a minimum of 10 shows
- ❖ Full page advertisement in all programs for the year (Including The Studio shows)
- ❖ Digital marquee display on Thomasville Road leading up to and during the run of the show
- ❖ Announcements in all publicity
- ❖ Company logo and link on our website, company name printed on all show tickets
- ❖ 30 Flex Tix (good for any show in our season)

### The Studio Productions

<i>Constellations</i>	Sept 28 – Oct 15, 2017	\$ 750
<i>The Glass Menagerie</i>	Feb 15 – Mar 4, 2018	<del>\$750</del> <b>Sold!</b> Capital City Bank
<i>An Act of God</i>	May 10 – May 27, 2018	\$ 750

- ❖ Title sponsor for a minimum of 10 shows
- ❖ Full page advertisement in The Studio programs for the season
- ❖ Announcements in all production publicity
- ❖ Company name printed on shows tickets
- ❖ 10 Flex Tix (good for any show in our season)

### Other Events

Theatre Tallahassee's Black Tie Gala	Spring 2018	\$1,000
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- ❖ Title sponsor of the Gala
- ❖ Full page advertisement in the Gala Program
- ❖ Announcements in all publicity
- ❖ Two VIP tickets to the Gala (\$250 value)



## 2017-18 Sponsorship and Advertising Opportunities

Sponsorship (Per show)			Cost
<input type="checkbox"/>	Mainstage Play	Title Sponsor for a minimum of 10 shows	\$2500
<input type="checkbox"/>	Mainstage Musical	Title Sponsor for a minimum of 10 shows	\$3000
<input type="checkbox"/>	Studio Theatre Production	Title Sponsor for a minimum of 10 shows	\$750
<input type="checkbox"/>	Theatre Tallahassee Gala	Title Sponsor for Gala Event	\$1500
Program Ad (Runs for entire season)		Size	Cost
<input type="checkbox"/>	Full Page Receive: 15 Flex Tickets (\$375 VALUE)	5" x 8"	\$1000
<input type="checkbox"/>	½ Page Receive: 10 Flex Tickets (\$250 VALUE)	5" x 3 7/8 " or 2 5/16" x 8"	\$500
<input type="checkbox"/>	¼ Page Receive: 5 Flex Ticket (\$125 VALUE)	2 5/16 " x 3 7/8 "	\$250

### **BUSINESS or PERSONAL INFORMATION**

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Email Address: \_\_\_\_\_

Business Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

### **PAYMENT INFORMATION**

If this is a sponsorship, list the name of the event you are interested in: \_\_\_\_\_

How would you like your company name listed on the website? \_\_\_\_\_ logo \_\_\_\_\_ name

Company URL: \_\_\_\_\_

Payment: (CHECK – Make Payable to Theatre Tallahassee) \$ \_\_\_\_\_ Or you can call 224-8474 to pay by credit card

Signature: \_\_\_\_\_

**Please see attached sheet for ad design specifications, ads MUST be submitted according to the outlined specifications for inclusion in our programs. We have design services available for a \$50 fee.**

Email Agreement and Ad/Artwork to: [theresa@theatretallahassee.org](mailto:theresa@theatretallahassee.org)

**Sizes:**

- Full Page – w: 5” h: 8”
- Half Page – w: 5” h: 4”
- Quarter Page – w: 2.5” h: 4”

**Color:**

For most ads, gray-scale or black & white is preferred.

*Exceptions:*

- Show Sponsors should submit ads in color
- Paid full page ads may also be submitted in full color

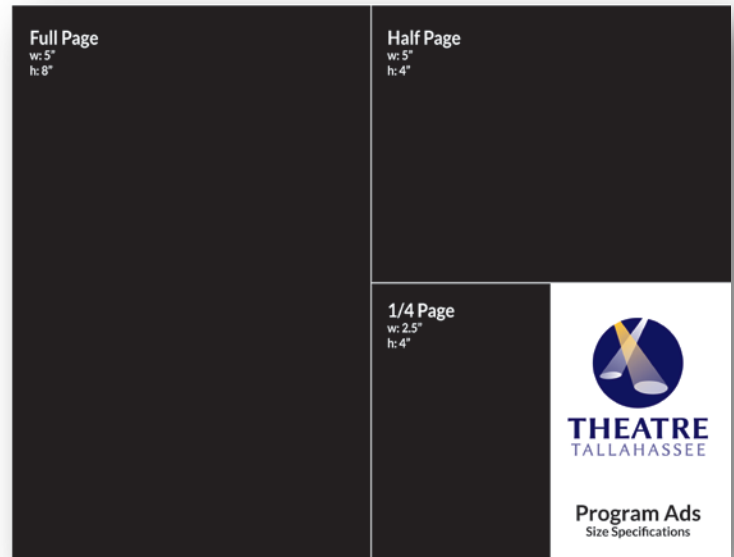
**Resolution and format:**

- Please submit your ad at 300 dpi, at the correct size as listed above
- .JPG, .PDF, or .EPS files accepted

**Show & Corporate Sponsors:**

In addition to your program ad, please submit a copy of your logo on its own. It will be used primarily for show posters and for our Sponsor pages.

- If available, please submit a version for dark backgrounds AND a version for light backgrounds.
- .EPS, or .AI vector files preferred
- For .PNG, .JPG or .PDF files please ensure that your logo is high resolution (300 dpi), and large enough that it will not print pixilated.



*Logo for a light background*



*Logo for a dark background*