



## **Underwriting at Old Town Playhouse**

**2017 - 2018 Season**

**Five MainStage Shows**

**Four Studio Shows**

**Four Young Company Shows**

**The annual Black & White Gala**

Time and time again Old Town Playhouse provides quality live theatre produced by members of our community for the enjoyment of every person in the Grand Traverse region. As a leader in the area's rich cultural environment, the Old Town Playhouse, the OTP Young Company, and our readers' theatre group, Aged to Perfection, regularly provide entertainment and education to nearly 20,000 participants, with over 135 Old Town Playhouse, OTP Young Company, and Aged to Perfection performances, numerous special events, and community appearances. Driven by the passion and energy of its volunteers, the Old Town Playhouse brings together hundreds of community residents to create quality entertainment and moving arts experiences.

Underwriting the Old Town Playhouse season offers many benefits. The easiest to identify is the exposure your business receives from program advertising, performance announcements, and recognition in printed materials, which reach OTP patrons and the general community. But perhaps more important to your business is - your choice to support OTP demonstrates your commitment to our community and will be seen by audience members and volunteers who are current and potential patrons as an endorsement of local arts activities that enrich the fabric of our area.

As we work to provide high-quality entertainment while keeping ticket prices at an accessible level, the costs for each OTP production cannot be covered through ticket sales alone. With generous support from underwriters, sponsors, advertisers and individual donors, the future of community theatre and this treasured facility are maintained and protected. We hope that you will consider supporting the Old Town Playhouse.

## **Season Underwriting Costs and Benefits**

### **The Complete Package**

#### **MainStage, Studio, and Young Company Season Underwriter plus the Black & White Gala**

- Full page color back cover advertising in all season programs – first come first served
- Additional season sponsors will receive full page color ads in the MainStage program with premium placement
- Outside back cover of Studio and Young Company programs - first come first served
- Additional season sponsors will receive full page ads in the Studio and Young Company programs with premium placement
- Six total tickets to *each* of the five MainStage productions
- Four total tickets to *each* of the four Studio productions
- Ten tickets to *each* of the four included Young Company productions
- A corporate table for 8 people at annual Black & White Gala
- Program Listing on Sponsors page
- Clickable Logo Weblink
- Underwriter credit in building signage, curtain speeches, advertising and promotions throughout the season
- Full size floor sign promoting business as season sponsor, displayed at all times in the Old Town Playhouse

**Cost: \$12,000**

### **MainStage, Studio, and Young Company Season Underwriter**

- Full page color back cover advertising in all season programs – first come first served
- Additional season sponsors will receive full page color ads in the MainStage program with premium placement
- Outside back cover of Studio and Young Company programs - first come first served
- Additional season sponsors will receive full page ads in the Studio and Young Company programs with premium placement
- Six total tickets to *each* of the five MainStage productions
- Four total tickets to *each* of the four Studio productions
- Ten tickets to *each* opening of the four included Young Company productions
- Program Listing on Sponsors page
- Clickable Logo Weblink
- Underwriter credit in building signage, curtain speeches, advertising and promotions throughout the season
- Full size floor sign promoting business as season sponsor, displayed at all times in the Old Town Playhouse

**Cost: \$10,000**

## **MainStage only Season Underwriter**

- Full page color advertising in all season programs
- Additional season sponsors will receive full page color ads in the program with premium placement
- Six tickets to *each* of the five MainStage productions
- Program Listing on Sponsors page
- Clickable Logo Weblink
- Underwriter credit in building signage, curtain speeches, advertising and promotions throughout the season
- Full size floor sign promoting business as season sponsor, displayed at all times in the Old Town Playhouse

**Cost: \$8,000**

## **Studio Theatre or OTP Young Company only Season Underwriters**

- Full page color ad in all Studio Theatre or Young Company MainStage programs
- Complimentary Tickets
  - Four tickets to *each* StudioTheatre performance (four shows)
  - Ten tickets to each Young Company MainStage performance (four shows)
  - Two tickets to any other Young Company public performance
- Program Listing on Sponsors page of MainStage season program
- Clickable Logo Weblink
- Vinyl lobby sign promoting business as season sponsor displayed during all Studio or Young Company shows

**Cost: \$2,000**

# Underwriting Order 2017 - 2018 Season



Business Name: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Mailing Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip: \_\_\_\_\_  
 Street Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_ Zip \_\_\_\_\_  
 Phone: \_\_\_\_\_ FAX: \_\_\_\_\_ Email: \_\_\_\_\_

**Yes, I would like to sponsor the Old Town Playhouse at the following level:**

<b>MainStage Theatre</b>  <b>Musicals</b> <i>Annie</i> <i>Young Frankenstein</i>	<b>Plays</b> <i>Wait Until Dark</i> <i>Arsenic &amp; Old Lace</i> <i>A Midsummer Night's Dream</i>	<b>Studio Theatre</b> <i>An Evening with Shel Silverstein</i> <i>Romance Guaranteed</i> <i>The Father</i> <i>Dirty Blonde</i>	<b>OTP Young Company</b> <i>Robin Hood</i> <i>James &amp; the Giant Peach</i>
MainStage, Studio, Young Company Season & 2016 Black & White Gala \$12,000 <input type="checkbox"/>		MainStage, Studio, & Young Company Season \$10,000 <input type="checkbox"/>	
MainStage Season only \$8,000 <input type="checkbox"/>		Studio Season Only \$2,000 <input type="checkbox"/>	Young Company Season Only \$2,000 <input type="checkbox"/>

**Please bill me as follows:**

Payment enclosed \_\_\_\_\_ Please invoice me in \_\_\_\_\_ equal portions beginning on \_\_\_\_\_

**Deadlines**

**MainStage Program**

- **SEASON ADVERTISING–August 25, 2017**

**Individual MainStage Programs**

- *Wait Until Dark* – August 25, 2017
- *Annie* - November 3, 2017
- *Arsenic & Old Lace* – December 29, 2017
- *A Midsummer Night's Dream*– March 2, 2018
- *Young Frankenstein*– April 13, 2018

**Studio Program**

- *An Adult Evening with Shel Silverstein*– September 22, 2017
- *Romance Guaranteed* – January 19, 2018
- *The Father* – March 23, 2018
- *Dirty Blonde* – May 11, 2018

**OTP Young Company Program**

- *Robin Hood* – October 19, 2017
- *James & the Giant Peach*– May 25, 2018

**Ad Sizes (wide x high)**

Full page (4-3/4" x 7-3/4")  
 Half page (4-3/4" x 3-7/8") must be horizontal format  
 Quarter page (2-1/4" x 3-7/8" or 4-3/4" x 1-7/8")  
 Eighth page (2-1/4" x 1-7/8")

Artwork should be in high resolution (at least 300 dpi) PDF or JPG format. Hard copy may be delivered to Old Town Playhouse or material may be e-mailed to [advertising@oldtownplayhouse.com](mailto:advertising@oldtownplayhouse.com)

Please fax or mail to:  
 Old Town Playhouse  
 P.O. Box 262, Traverse City, MI 49685  
 231-947-4955 (fax),  
[advertising@oldtownplayhouse.com](mailto:advertising@oldtownplayhouse.com)