



Sponsor your choice of these MainStage productions:

Wait Until Dark

Annie

Arsenic and Old Lace

A Midsummer Night's Dream

Young Frankenstein

We are beginning our 58th season of live theatre by and for the community in the Grand Traverse region. As a leader in the area's rich cultural environment, the Old Town Playhouse, OTP Young Company, and Aged to Perfection serve up 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.

Sponsoring an Old Town Playhouse production offers many benefits. The easiest to identify are the exposure your company 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 and play your role today!

As you will see, there are several levels of individual production sponsorship available to meet varying business interests and investment potential. Old Town Playhouse audiences vary greatly in size, from the 500 attendees who may see a Studio Theatre production to the over 4,500 audience members who will attend a musical over a 4 week performance schedule.

Sponsors are encouraged to also discuss additional promotional options with Betsy Willis at Old Town Playhouse. Please call 231-947-2210 Ext. 102.

Costs and Benefits for Sponsors

Producers – MainStage \$3,000 – maximum of one business

- Presentation in advertising and promotions for the selected production as, “Old Town Playhouse and (Company Name) Present”
- Full page ad in MainStage season program books
- Ten total tickets to the sponsored production
- Sponsor credit in curtain speeches, advertising and promotions for the show sponsored.
- Vinyl lobby sign promoting business as a sponsor, displayed during the run of the sponsored show
- Program Listing on Sponsors page
- Clickable Logo Weblink
- **Upgrade to a full page color season program ad for an additional \$300 – ad cannot be changed from show to show**

Director – MainStage \$1,500- maximum of three businesses

- Half page ad in MainStage season program books
- Six total tickets to the sponsored production
- Sponsor credit in curtain speeches, advertising and promotions for the show sponsored
- Vinyl lobby sign promoting business as a sponsor, displayed during the run of the sponsored show
- Program Listing on Sponsors page
- Clickable Logo Weblink
- **Upgrade to a half page color season program ad for an additional \$150 – ad cannot be changed from show to show**

Designer – MainStage \$1,000 – maximum of three businesses

- Quarter page ad in MainStage season program books
- Four total tickets to the sponsored production
- Sponsor credit in curtain speeches, advertising and promotions for the show sponsored
- Vinyl lobby sign promoting business as a sponsor, displayed during the run of the sponsored show
- Program Listing on Sponsors page
- Clickable Weblink
- **Upgrade to a quarter page color season program ad for an additional \$100 – ad cannot be changed from show to show**

Show Sponsor 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:

	MainStage Theatre		Studio Theatre	OTP Young Company
	Musicals	Plays	<i>An Adult Evening with Shel Silverstein</i> <i>Romance Guaranteed</i> <i>The Father</i> <i>Dirty Blonde</i>	<i>Robin Hood</i> <i>James & the Giant Peach</i>
	<i>Annie</i> <i>Young Frankenstein</i>	<i>Wait Until Dark</i> <i>Arsenic & Old Lace</i> <i>A Midsummer Night's Dream</i>		
Producer	\$3,000	<input type="checkbox"/>	Studio Show \$500 <input type="checkbox"/>	YC Production \$750 <input type="checkbox"/>
Director	\$1,500	<input type="checkbox"/>	Studio Show \$250 <input type="checkbox"/>	YC Production \$500 <input type="checkbox"/>
Designer	\$1,000	<input type="checkbox"/>		

Upgrade to color \$ _____ Additional charge

Please bill me as follows:

Payment enclosed _____ Please invoice me in _____ equal portions beginning on _____
Invoices will be sent on the 1st of each month, all payments should be received by opening night of the sponsored production

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

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