



2017 - 2018 Studio Show Sponsor

Sponsor your choice of:
An Adult Evening with Shel Silverstein
Romance Guaranteed
The Father
Dirty Blonde

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 and the 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 two levels of individual production sponsorship available to meet varying business and personal interests and investment potential. Old Town Playhouse Studio at the Depot audiences can reach as many as 500 attendees who are seeking quality, out of the ordinary theatre experiences.

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 - \$500

- Full page ad in Studio program book if desired
- 6 total tickets to the sponsored production
- Sponsor credit in curtain speeches, advertising and promotions for the show sponsored.
- Lobby sign promoting business or individual as a sponsor, displayed during the run of the sponsored show
- Program Listing on Sponsors page
- Clickable Logo Weblink where applicable

Director - \$250

- Half page ad in Studio program book if desired
- 4 total tickets to the sponsored production
- Sponsor credit in curtain speeches, advertising and promotions for the show sponsored
- Lobby sign promoting business or individual as a sponsor, displayed during the run of the sponsored show
- Program Listing on Sponsors page
- Clickable Logo Weblink where applicable



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:

	Studio Theatre <i>An Adult Evening with Shel Silverstein</i> <i>Romance Guaranteed</i> <i>The Father</i> <i>Dirty Blonde</i>
Producer	Studio Show \$500 <input type="checkbox"/>
Director	Studio Show \$250 <input type="checkbox"/>

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

Studio Programs

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

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

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")