



## Underwriting at Old Town Playhouse

Since 1960, the Old Town Playhouse has been bringing the best in Community Theatre to the Grand Traverse region. As a leader in the area's rich cultural environment, the Old Town Playhouse and the OTP Young Company (formerly the Traverse City Children's Theatre) brings entertainment and education to nearly 20,000 participants, with over 125 Old Town Playhouse and OTP Young Company performances and 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 for all ages.

Our 51<sup>st</sup> Old Town Playhouse season represents a vibrant mix of old and new, from the timeless classic, *Fiddler on the Roof*, to the premiere production of *Mariam's Pardon*. Explore a full range of emotions, from the hilarity of *Duck Hunter Shoots Angel*, to the poignancy of *The Cemetery Club* and *Almost, Maine*. Experience the catharsis of *The Women of Lockerbie* and the irreverent dark humor of *Dog Sees God*. Feel the angst of adolescent in *The 25<sup>th</sup> Annual Putnam County Spelling Bee* and bask in warmth of great song and story in the holiday favorite *White Christmas*.

Underwriting an Old Town Playhouse production offers many benefits. The greatest benefit is the exposure from program advertising, performance announcements, recognition on posters and in OTP ads, which reach OTP patrons and the general community. More importantly perhaps, 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 for your business. Your endorsement of local arts activities will resonant with people seeking to support community-minded businesses.

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 playing your role today!

### Season Underwriting Benefits

#### MainStage Season Underwriter - \$5,000

- Full page back cover advertising in all season programs,
- Six tickets to *each* opening night performance and reception,
- Program Listing on Sponsors page,
- Clickable Logo Weblink,
- Underwriter credit in building signage, curtain speeches, advertising and promotions throughout the season.

#### Studio Theatre & OTP Young Company Season Underwriters - \$ 1,500 each

- Credit in Studio Theatre and Young Company programs, advertising and promotions throughout the season.
- Four tickets to *each* Studio Theatre opening night performance for Studio Theatre underwriters and to each Young Company production for the season underwriter,
- Full page ad in all Studio Theatre and Young Company programs,
- Program Listing on Sponsors page,
- Clickable Logo Weblink,

## Individual Production Sponsorships

There are several levels of individual production sponsorship, to meet the varying business interests and investment opportunities for potential sponsors. 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. Advertising and publicity for each production varies as well, so sponsor may have differing levels of exposure to potential ticket buyers and the general community. Sponsors are invited to discuss additional promotion options with the Old Town Playhouse.

### Sponsor Benefits – Individual Productions

#### Producers – Musicals \$3,000; Plays \$2,000; Studio Theatre \$500

- Presentation on posters and in advertising and promotions for the selected production as, “Old Town Playhouse and (Company Name) Present,”
- Full page ad in respective season program books, MainStage and Studio Theatre,
- 12 tickets to the opening night performance and reception where they will be introduced as a producer of their sponsored show,
- Sponsor credit in curtain speeches, advertising and promotions for the show underwritten.
- Projected Logo at the theatre, prior to the performances of the production they are sponsoring,
- Program Listing on Sponsors page,
- Clickable Logo Weblink.

#### Director – Musicals \$1,500; Plays \$1,000; Studio Theatre \$250

- Half page ad in respective season program books, MainStage and Studio Theatre,
- 10 tickets to the opening night performance and reception,
- Sponsor credit in curtain speeches, advertising and promotions for the show underwritten.
- Program Listing on Sponsors page,
- Clickable Logo Weblink

#### Designer – Musicals \$1,000; Plays \$600

- Quarter page ad in MainStage season program books,
- Eight tickets to the opening night performance and reception,
- Sponsor credit in curtain speeches, advertising and promotions for the show underwritten,
- Program Listing on Sponsors page,
- Clickable Weblink.

## OTP Young Company Individual Show Sponsorships

There are two levels of individual production sponsorship for the OTP Young Company program. Potential sponsors can select from either of two MainStage productions . the musical *Suessical, Jr.* in December or *The Lion, the Witch and the Wardrobe* in June. In addition and depending on your budget and interests, sponsorship packages may be selected for touring productions or other TCCT programs..

### Sponsor Benefits Æ Individual TCCT Productions

#### Producer - \$1,000

- Full page ad in respective Young Company program
- 10 tickets to the opening night performance and reception where they will be introduced as a producer of their sponsored show.
- Sponsor credit in curtain speeches, advertising and promotions for the show underwritten
- Projected Logo at the theatre, prior to the performances of the production they are sponsoring
- Program Listing on Sponsors page
- Clickable Logo Weblink

#### Director - \$500

- Half page ad in respective Young Company program
- 5 tickets to the opening night performance
- Sponsor credit in curtain speeches, advertising and promotions for the show underwritten
- Program Listing on Sponsors page
- Clickable Logo Weblink

# Underwriting Order: 2010-2011 Season

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

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

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_

FAX: \_\_\_\_\_

E-Mail: \_\_\_\_\_

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

**MainStage Theatre**

**Musicals**

*The 25<sup>th</sup> Annual Putnam County Spelling Bee*  
*White Christmas • Fiddler on the Roof*

**Plays**

*Duck Hunter Shoots Angel • The Cemetery Club*

**Studio Theatre**

*The Women of Lockerbie*  
*Mariam's Pardon*  
*Almost, Maine*  
*Dog Sees God*

**OTP Young Company**

Suessical, Jr.  
 The Lion, The Witch and The  
 Wardrobe

<b>Season</b>	Entire Season	\$5,000	œ	Studio Season	\$1,500	œ	Season	\$1, 500	œ
<b>Producer</b>	Musicals	\$3,000	œ	Plays	\$2,000	œ	Studio Theatre	\$500	œ
<b>Director</b>	Musicals	\$1,500	œ	Plays	\$1,000	œ	Studio Theatre	\$250	œ
<b>Designer</b>	Musicals	\$1,000	œ	Plays	\$600	œ	Single Production	\$500	œ
							Single Production	\$1,000	œ



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