



MainStage Theatre
Young Company
Studio Theatre

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.

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 color back cover advertising in all season programs – first come first served
- Additional season sponsors will receive full page color ads with premium placement
- 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
- Full size floor sign promoting business as season sponsor, displayed at all times in the Old Town Playhouse

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

- Credit in Studio Theatre or Young Company programs, advertising and promotions throughout the season.
- Complimentary Opening Night Tickets
 - Four tickets to *each* StudioTheatre performance (four shows)
 - Ten tickets to each Young Company MainStage performance (two shows)
 - Two tickets to any other Young Company public performance
- Full page color ad in all Studio Theatre or Young Company MainStage programs
- 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

Individual MainStage 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.
- 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 – 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
- 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 \$200 – ad cannot be changed from show to show**

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
- 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 \$150 – ad cannot be changed from show to show**

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 *Annie Junior* in December or *Robin Hood* in June. In addition and depending on your budget and interests, sponsorship packages may be selected for touring productions or other Young Company programs.

Sponsor Benefits – Individual OTP Young Company Productions

Producer - \$700

- Full page ad in respective Young Company program
- 10 tickets to the opening night performance and reception
- Sponsor credit in curtain speeches, advertising and promotions for the show underwritten
- Clickable Logo Weblink
- Vinyl lobby sign promoting business as a sponsor, displayed during the run of the sponsored show
- **Upgrade to a full page color season program ad for an additional \$300 – ad cannot be changed from show to show**

Director - \$300

- Half page ad in respective Young Company program
- 6 tickets to the opening night performance and reception
- Sponsor credit in curtain speeches, advertising and promotions for the show underwritten
- Clickable Logo Weblink
- **Upgrade to a half page color season program ad for an additional \$200 – ad cannot be changed from show to show**

Underwriting Order 2011-2012 Season



MainStage Theatre
Young Company
Studio Theatre

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
Spitfire Grill
Evita
Doctor Dolittle

Plays
On Golden Pond
The Tavern

Drawer Boy
39 Steps
Boy Gets Girl
The Swan

Annie, Jr.
Robin Hood

Season	Entire Season \$5,000 <input type="checkbox"/>	Studio Season \$1,500 <input type="checkbox"/>	YC Season \$1,500 <input type="checkbox"/>
Producer	Musicals \$3,000 <input type="checkbox"/> Plays \$2,000 <input type="checkbox"/>	Studio Theatre \$500 <input type="checkbox"/>	YC Production \$700 <input type="checkbox"/>
Director	Musicals \$1,500 <input type="checkbox"/> Plays \$1,000 <input type="checkbox"/>	Studio Theatre \$250 <input type="checkbox"/>	YC Production \$300 <input type="checkbox"/>
Designer	Musicals \$1,000 <input type="checkbox"/> Plays \$600 <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

SEASON ADVERTISING – August 19, 2011

Individual Program Deadlines

- *Spitfire Grill* – August 19, 2011
- *Evita* – October 14, 2011
- *On Golden Pond* – December 16, 2011
- *Dr. Dolittle* – February 10, 2012
- *The Tavern* – April 13, 2012

Studio Program Deadlines

- *The Drawer Boy* – September 16, 2011
- *The 39 Steps* – November 11, 2010
- *Boy Gets Girl* – January 20, 2012
- *The Swan* – March 16, 2012

OTP Young Company Program Deadline

- *Annie, Jr.* – November 23, 2011
- *Robin Hood* – May 18, 2012

Ad Sizes (wide x high)

Full page (4-3/4" x 7-3/4")
 Half page (4-3/4" x 3-7/8")
 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