



Thank you for considering advertising with the Old Town Playhouse!

As you may already know, the cost to present live theatre cannot be covered through ticket prices alone. As a business decision maker, you also want to ensure that your advertising dollars are spent effectively.

Advertising with the Old Town Playhouse offers two clear benefits to you. Most obviously, your ad reaches an audience of approximately 20,000 residents and visitors through season programs handed out at over 80 performances during our September to May season – programs that are often taken home and reread.

Most importantly, perhaps, your choice to advertise in the OTP season program clearly demonstrates your commitment to the community and the many OTP audience members and volunteers who are patrons and possibly even dedicated employees of your business. This in turn further develops your base of patrons, many of whom are specifically seeking to support community-minded businesses.

The enclosed packet outlines various advertising opportunities including: season underwriting, show sponsorship, and program advertising. I have also included information on ways for individuals to become involved with the Old Town Playhouse – feel free to share this information with your employees.

Please contact me to discuss the benefits of being an OTP supporter, ask any additional questions, or place your order. You can also place your order by faxing back the appropriate form to us at 231.947.4955. We look forward to hearing from you!

Sincerely,

A handwritten signature in black ink that reads "Phil Murphy". The signature is fluid and cursive.

Phil Murphy
Executive Director
231.947.2210 x4
phil@oldtownplayhouse.com

{ Advertising Order: 2008 – 2009 Season }



Business Name: _____

Address: _____

Contact: _____

Phone: _____

FAX: _____

E-Mail: _____

<u>Ad Size</u> (wide x high)	<u>1 Show</u>	<u>Season</u>	<u>Color</u> (season only)
Full page (4-3/4" x 7-3/4")	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 1,250	<input type="checkbox"/> \$ 1,575
Half page (4-3/4" x 3-7/8")	<input type="checkbox"/> \$ 300	<input type="checkbox"/> \$ 750	<input type="checkbox"/> \$ 945
Quarter page (2-1/4" x 3-7/8" or 4-3/4" x 1-7/8")	<input type="checkbox"/> \$ 200	<input type="checkbox"/> \$ 500	<input type="checkbox"/> \$ 630
Eighth page (2-1/4" x 1-7/8")	<input type="checkbox"/> \$ 110	<input type="checkbox"/> \$ 275	<input type="checkbox"/> N/A

- OTP already has artwork from last season (2007-2008) – Please use it.
- I have new artwork - Please call to arrange for pickup.
- I have new artwork – I will drop it off at the Old Town Playhouse.
- I have new artwork – I will Email the artwork – advertising@oldtownplayhouse.com

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)

Note: All payments must be received by opening night of the sponsored production

Artwork must be received by:

- SEASON – August 15, 2008

MainStage Program Deadlines

- *Nunsensations!* – August 15, 2008
- *Urinetown; The Musical*– October 10, 2008
- *One Flew Over the Cuckoo's Nest* – December 19, 2008
- *The Producers*– February 13, 2009
- *Leading Ladies* – April 17, 2008

Studio Program Deadlines

- *Rabbit Hole* – September 19, 2008
- *Panache* – January 23, 2009
- *Doubt: A Parable* – March 27, 2009

TCCT Program Deadline

- *Willy Wonka* – November 21, 2008

Ad Sizes (wide x high)

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

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

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Artwork should be in high resolution (at least 300 dpi) PDF or JPG format. Hard copies 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) 947-2210 (office) (231) 947-4955 (fax)

advertising@oldtownplayhouse.com



{Underwriting at Old Town Playhouse}

Since 1960, the Old Town Playhouse has been bringing the best in Community Theatre to the Grand Traverse region. A leader in the area's rich cultural environment, the Old Town Playhouse brings entertainment and education to over 20,000 participants each year, through over 90 performances, 25 Children's Theatre 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.

The 2008-2009 season will include six MainStage productions – the season will open with the rollicking *Nunsensations!* the latest in the *Nonsense* series of musicals... and this time the girls have gone to Vegas; following will be *Urinetown: The Musical*, an outrageously funny satire that deals with the real-life issues of potable water and drought while at the very same time parodying the Broadway tradition; just in time for the holidays, *Willy Wonka Jr.* will be performed by the Traverse City Children's Theatre; and in the spring will be the Michigan premiere of *The Producers*, Mel Brooks' hilarious comedy about two tricksters aiming to make their fortune off unknowing theatre investors. Rounding out the MainStage season will be *One Flew over the Cuckoo's Nest* a classic of the American Stage and *Leading Ladies*, the latest farce from Ken Ludwig, best known for *Lend Me a Tenor* (one of the biggest hits at the OTP in recent years).

The Studio Theatre season will feature three diverse productions, beginning with David Lindsay-Abaire's moving portrait of grief, *Rabbit Hole*; next will be a new romantic comedy by playwright Don Gordon, *Panache*, about a mix-up over vanity license plates; closing the season will be John Patrick Shanley's powerful *Doubt: A Parable*. With two Pulitzer and Tony prize winning selections, this season promises powerful artistic experiences in the intimate environment of the Studio Theatre.

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 & Traverse City Children's Theatre Season Underwriters - \$ 1,500 each

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

Individual Show 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 – Musical \$3,000; Non Musical \$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 – Musical \$1,500; Non-Musical \$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 – Musical \$1,000; Non-Musical \$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.



{ Underwriting Order: 2008 – 2009 Season }



Business Name: _____

Address: _____

Contact: _____

Phone: _____

FAX: _____

E-Mail: _____

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

Season	Entire \$5,000 <input type="checkbox"/>	Studio \$1,500 <input type="checkbox"/>	Children's Theatre \$1, 500 <input type="checkbox"/>
Producer	Musical \$3,000 <input type="checkbox"/>	Non Musical \$2,000 <input type="checkbox"/>	Studio Theatre \$500 <input type="checkbox"/>
Director	Musical \$1,500 <input type="checkbox"/>	Non-Musical \$1,000 <input type="checkbox"/>	Studio Theatre \$250 <input type="checkbox"/>
Designer	Musical \$1,000 <input type="checkbox"/>	Non-Musical \$600 <input type="checkbox"/>	

Please bill me as follows:

Payment enclosed _____

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Old Town Playhouse

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{ Join us! }

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Volunteering at OTP

Listed below are just some of the areas in which you can get involved. Please select your interests and rate them on a scale of one (1) to five (5), with 5 being superior.

- | | | | |
|----------------------|-------------------------|------------------------|----------------------|
| _____ Actor | _____ House Manager | _____ Painting | _____ Sound |
| _____ Asst. Director | _____ Lights | _____ Producer | _____ Special Events |
| _____ Box Office | _____ Marketing | _____ Program Ad Sales | _____ Stage Manager |
| _____ Costumes | _____ Office Assistance | _____ Set Construction | _____ Usher |
| _____ Director | _____ Orchestra | _____ Singer | |

Please use the lines below to tell us about you:

Skills and Capabilities: _____

Relevant Experience: _____

Availability: _____

Name: _____

Street Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ is this number: home work cell

E-mail: _____

Please return this form to the OTP Business Office 148 E 8th St (at Cass), by mail to PO BOX 262, Traverse City, MI 49685, by fax to 213-947-4955 or by e-mail (visit www.oldtownplayhouse.com/volunteer_call.htm)

Have Questions? Call 213-947-2210 ex 105 or e-mail volunteers@oldtownplayhouse.com