

# Vero Beach THEATRE GUILD

# What You Receive as a Sponsor

## Included in your sponsorship:

1. Invite 250 of your clients, prospects, employees... to a **Preview Performance**
  - @ \$24 ticket = \$6,000 value
2. **Playbill Coverage** – Over 12,000 copies distributed during 62 performances.
  - Full page ad, with color (\$800 value) in all five playbills = 9 months of advertising
  - The playbill for your show will include an additional full-page editorial feature about you/your company (sponsor philosophy, executives, etc.).
3. **Curtain Speeches:** Step to the stage yourself on Sponsor Preview Night and welcome your guests. For the rest of the run, sponsors will have their name announced in the curtain speech before each show.
4. **Newspaper Advertising:**
  - Sponsor's name will appear in all ads for the sponsored show.
  - Audition Ads begin 10 to 12 weeks before Opening Night; Show Ads begin 3½ weeks before Opening Night.
  - Press Journal, Fort Pierce Tribune, Hometown News, 32963, and others  
-- approximately 12 ads for two-week plays and 16 ads for musicals.
5. **News Releases:** Sponsor's name is included in all releases sent to approximately 10 different media sources, including 32963 and Vero Beach News Weekly.
6. **Radio and Television:** Promotional appearances will include Sponsor name.
7. **Lighted Marquee:** Sponsor name will appear on the lighted marquee outside the theater and the marquee attached to the front of the theater, at least 2 weeks before Opening and through the run of the play.
8. **Lobby and Community Picture Boards** will include the Sponsor's name.
9. **Advertising Flyers**, distributed throughout the community, will include the Sponsor's name.
10. **Sponsorships range from \$2500 to \$3500 based on time of year and number of performances.**

**Additional Information: contact Bill Lembeck 772- 589-3671**