



2018 - 2019
Advertising &
Sponsorship Packet



2018 - 2019 Advertising & Sponsorship Information

For the past seventeen years, Circle Theatre Company has been producing quality youth theatre that showcases the very best in regional youth talent while building self-esteem, integrity, discipline, commitment, and confidence in our students. We believe in providing a high-quality product that does not compromise our mission to produce wholesome, family-friendly entertainment. Circle Theatre Company contributes to the cultural climate that makes Central Florida a great place to live, work, and play. But we cannot do it alone.

Many people are surprised to learn that ticket sales account for LESS THAN HALF of our income. In fact, without community advertising partners, individual contributions, and sponsorships, we would not be able to provide the opportunities for our students to participate in professional productions led by professional directors, choreographers, and designers - and so we are asking you to join us by advertising in the Circle Theatre Company playbill or sponsoring Circle Theatre Company for our 2018-2019 season.

ABOUT ADVERTISING & SPONSORSHIP: Advertising in our playbills or sponsoring our productions is a great way to get your name out to a targeted group of consumers. Anywhere from 3,000-5,000+ patrons attend Circle Theatre Company productions each year. **This is a great base for advertising.** Your ad in our playbill or your listing as a sponsor gets you in front of a devoted audience of arts attendees, who statistically are more likely to support businesses that support their local arts communities.

Advertising and sponsorship also positively enhances business image – Circle Theatre Company has been a trusted part of the Central Florida community, producing 75+ wholesome, family-friendly shows over the past sixteen years and was twice named the BEST THEATRE GROUP by the Orlando A-List. Advertising with or sponsoring the arts builds a positive connection and attitude in the minds of your customers by linking your business with creative and innovative thinkers... and it is a great way to invest in the arts! Each year we offer 16 or more performances with a potential of reaching 150-300+ people per performance!

Sponsorships are tax-deductible donations. They help maintain and grow Circle Theatre Company by defraying the cost of production and keeping our ticket prices affordable for the theatre-loving community.

Advertising and Sponsorships are a great way to invest in your community and show your support for youth and family-oriented programming. There are approximately 100+ youth participating in our educational programming, and 75+ adults, moms, and dads, who give of their time and talents. Investment in Circle Theatre Company provides opportunities for the entire family to get involved. Won't you consider becoming a part?

Thank you in advance for your consideration. We appreciate your support!

**See the following pages for advertising sizes and rates, sponsorship opportunities, and order forms.*



ADVERTISING SIZES & RATES

Per-Show Advertising

Your ad will appear in a **single** playbill for the show for which you submit it. Submit advertising form, artwork, and payment by each show's space reservation due date listed below:

Type of Ad	Color	Black & White
Full Page	\$200	\$175
Half Page	\$150	\$125

Per-Show Ad Deadlines

Show	Space Reservation Due Date
<i>Crumpled Classics</i>	Sep 28, 2018
<i>White Christmas</i>	Oct 26, 2018
<i>The Grunch</i>	Mar 8, 2019
<i>Rodgers & Hammerstein's Cinderella</i>	Apr 5, 2019

Full-Season Advertising (**BIG SAVINGS!** Only available until September 28, 2018)

Your ad will appear in every playbill all season! Submit the advertising form, artwork, and payment by September 28, 2018!

Description	Color Ad	Black & White Ad
Outside Back Cover	\$900	Not available
Inside Front or Back Cover	\$800	Not available
Full page	\$600	\$500
Half page	\$450	\$350

FILE FORMAT REQUIRED:

Ads should be submitted in Press-Quality PDFs, JPEG, or PNG.

FULL Page Size: 7 5/8 (h) x 4 3/4 (w)

HALF Page Size: 3 3/4 (h) x 4 3/4 (w)

NOTE: Ads should be submitted in the highest quality possible. Images must be 300dpi. Upon request, proper formatting assistance is available for a separate additional charge.

SENDING US YOUR FILE

E-mail ads to advertising@circlechristianschool.org or upload at circletheatrecompany.com (under "Support" menu)

CONTACT US

For all advertising questions, please contact advertising@circlechristianschool.org.



SPONSORSHIP OPPORTUNITIES

CORPORATE SHOW SPONSORSHIP

You can sponsor an entire show! All show sponsors receive promotion in our season playbill, print advertising, website and other media, acknowledgment of your sponsorship at all shows, and 4 tickets to one performance of each show for the entire season. When you sponsor a show, your business is potentially seen by 3,000-5,000 patrons covering the entire Central Florida area!

SHOW	Sponsorship	Performance Dates
<u>Crumpled Classics</u>	\$2,500	Nov 2-4, 2018
<u>Irving Berlin's White Christmas</u>	\$5,000	Nov 30-Dec 2, 2018
<u>The Grunch</u>	\$2,500	Apr 12-14, 2019
<u>Rodgers & Hammerstein's Cinderella</u>	\$5,000	May 10-12, 2019

BOOSTER SPONSORSHIP

Individuals or Corporations can take advantage of our Booster Sponsorship opportunities and the benefits each level includes!

Benefits

Sponsorship Level:	Listing in Circle Theatre Company's Inner Circle & on website	4 Complementary Tickets to any one performance of one show	Complementary Half Page Ad in Playbill	4 Complementary Tickets to any one performance of each season show
Supporting \$100-\$249	✓			
Principle \$250-\$499	✓	✓		
Leading Role \$500-\$999	✓	✓	✓	
Center Stage \$1000 ↑	✓		✓	✓



2018-19 SPONSORSHIP ORDER FORM

CONTACT INFORMATION

Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

Cast Member Credit (if applicable) _____

SPONSORSHIP INFORMATION

Corporate Show Sponsor

Amount: \$ _____ Name of Show: _____

Booster Sponsor

Amount: \$ _____

Name as you'd like it to appear in Circle Theatre playbills and promotions (or you may attach Company logo if preferred):

METHOD OF PAYMENT

Charge to Visa, MasterCard, Discover via PayPal

Check enclosed (make payable to Circle Christian School)

Please return completed form to:

Circle Christian School ATTN: Circle Theatre Company
2134 Kentucky Avenue
Winter Park, FL 32789

or email to advertising@circlechristianschool.org; or submit online.

For full-season sponsorships, please submit form by September 28, 2018.

All contributions are tax deductible according to section 501(c)(3) of the Internal Revenue Service code.



2018-19 ADVERTISING ORDER FORM

CONTACT INFORMATION

Company Name _____

Contact Name _____ Phone _____

Address _____

City/State/Zip _____

Email _____

Cast Member Credit (if applicable) _____

Per-Show Advertising

SELECT SIZE:

Full Page Half Page

SELECT TYPE OF AD:

Color Black & White

SELECT SHOW:

Crumpled Classics Irving Berlin's White Christmas The Grunch Rodgers & Hammerstein's Cinderella

Full Season Advertising

SELECT PREMIUM:

Outside Back Cover (full page color) Inside Front or Back Cover (full page color)

OR

SELECT SIZE:

Full Page Half Page

SELECT TYPE OF AD:

Color Black & White

METHOD OF PAYMENT

Charge to Visa, MasterCard, Discover via PayPal

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