



WEST END THEATRE PROJECT

SPONSORSHIP, ADVERTISING
AND DONOR OPPORTUNITIES

2022 SEASON

3 ways to support ...

❖ **BECOME A SHOW SPONSOR:**
Promote your business and support the Arts

Choose between 4 sponsorship levels, ranging from **\$500-\$5000**. Enjoy benefits all season long!

❖ **ADVERTISE WITH A PROGRAM AD:**
Promote your business and support the Arts

Choose between 4 ad sizes, ranging from **\$175-\$325** per show.

❖ **BECOME AN INDIVIDUAL DONOR:**

Generous donors like you play a valued role in helping us build a strong, creative community!

West End Theatre Project is a non-profit theatre company.

All performances this season will take place at the Sault Community Theatre Centre with a seating capacity of 896 seats.

West End Theatre Project depends on your sponsorship, advertising and donor support to serve the Sault Ste. Marie arts community.

March 30 – April 2, 2022
(4 shows)

November 30 – December 4, 2022
(5 shows)

BECOME A SHOW SPONSOR

Bronze Show Sponsor \$500

- ❖ Business ¼ page ad in program for show
- ❖ Two (2) house seats to opening night

Silver Show Sponsor \$1000

- ❖ Business ½ page ad in program for show
- ❖ Two (2) house seats to opening night

Gold Show Sponsor \$2500

- ❖ Business logo on all print/digital ads as Show Sponsor
- ❖ Business logo in theatre lobby as Show Sponsor
- ❖ Business full-page ad in program for show
- ❖ (4) house seats to opening night

~~*Platinum Show Sponsor (Not available)*~~ \$5000

- ❖ Business logo on all print/digital ads as Season Sponsor
- ❖ Business logo in theatre lobby as Season Sponsor
- ❖ Prominent name recognition in ALL show programs as Presenting Sponsor
- ❖ Business full-page back cover in show program
- ❖ Four (6) house seats to opening night.

BENEFITS FOR ALL SPONSORSHIP LEVELS

Each show sponsor level receives the following plus those items indicated in each level!

- ❖ **LISTED IN THE PROGRAM** as a Show/Season Sponsor
- ❖ **WEBSITE RECOGNITION** on individual show page(s) as Show/Season Sponsor
- ❖ **SOCIAL MEDIA RECOGNITION** as a Show/Season Sponsor

PROGRAM ADVERTISING

RATE CARD	SINGLE SHOW	FULL SEASON (2 SHOWS)
Full Page Ad 6.5" WIDE X 8" HEIGHT	\$250	\$450
Half Page Ad 6.5" WIDE X 4" HEIGHT	\$150	\$250
¼ Horizontal Page Ad 6.5" WIDE X 2" HEIGHT	\$80	\$150
¼ Vertical Page Ad 3.25" WIDE X 4" HEIGHT	\$80	\$150

Please Note: Back Cover is reserved for Platinum Season Sponsor

INDIVIDUAL DONOR LEVELS & BENEFITS

DONOR LEVEL	BENEFITS
Patron \$1 - \$99	<ul style="list-style-type: none"> Listing by donor level on Website and in Program Priority access to tickets before public on-sale
Chorus Member \$100 - \$249	<ul style="list-style-type: none"> Listing by donor level on Website and in Program Priority access to tickets before public on-sale
Star \$250 - \$499	<ul style="list-style-type: none"> 2 tickets to a performance of your choice All benefits listed under Patron
Director \$500 - \$999	<ul style="list-style-type: none"> 4 tickets to a performance of your choice Invitation for two to a special preview rehearsal All benefits listed under Patron
Producer \$1000 +	<ul style="list-style-type: none"> 2 tickets to Opening Night of each show in the season Invitation for two to a special preview rehearsal All benefits listed under Patron

BECOME A SHOW SPONSOR:

I would like to sponsor as follows:

- | | |
|--|--------|
| <input type="checkbox"/> Bronze Show Sponsor | \$500 |
| <input type="checkbox"/> Silver Show Sponsor | \$1000 |
| <input type="checkbox"/> Gold Show Sponsor | \$2500 |
| <input type="checkbox"/> Platinum Season Sponsor | \$5000 |

I would like to sponsor the following productions:

- Elf
- Sister Act
- Priscilla Queen of the Desert

BECOME AN INDIVIDUAL DONOR:

I would like to become an individual donor in the amount of: _____.

- | | |
|--|---------------|
| <input type="checkbox"/> Patron | \$1 - \$99 |
| <input type="checkbox"/> Chorus Member | \$100 - \$249 |
| <input type="checkbox"/> Star | \$250 - \$499 |
| <input type="checkbox"/> Director | \$500 - \$999 |
| <input type="checkbox"/> Producer | \$1000 + |

ADVERTISE WITH A PROGRAM AD:

Please reserve space for the following ad:

SINGLE SHOW (Circle ONE show below)

- | | |
|---|------------|
| ELF | SISTER ACT |
| <input type="checkbox"/> Full Page Ad | |
| <input type="checkbox"/> 1/2 Page Ad | |
| <input type="checkbox"/> 1/4 Horizontal Page Ad | |
| <input type="checkbox"/> 1/4 Vertical Page Ad | |

FULL SEASON (All shows)

- Full Page Ad
- 1/2 Page Ad
- 1/4 Horizontal Page Ad
- 1/4 Vertical Page Ad

QUESTIONS?

Lucas Beaver
647-273-6129
lucas@westendtheatreproject.ca

DEADLINE: To be a sponsor or advertise in the season, please confirm your Sponsorship / Advertisement or Individual Donation by sending this form and artwork with your cheque no later than March 6, 2022 (for Sister Act),

Your name

Company Name

Street

City

Province

Postal Code

Phone

Email

Website

Method of Payment

- Cash
- Cheque made payable to [West End Theatre Project](#)

Total Amount included: \$ _____