



# WEST END THEATRE PROJECT

## SPONSORSHIP AND ADVERTISING

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### 2023 SEASON

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#### **2** 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 **\$100-\$500** per show.

**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.

#### QUESTIONS?

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



**March 30 – April 1, 2023**  
**(3 shows)**



**November 15 – 18, 2023**  
**(4 shows)**

# BECOME A SHOW SPONSOR

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## 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.

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## BENEFITS FOR ALL SPONSORSHIP LEVELS

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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<br>(2 SHOWS) |
|--|-------------|--------------------------|
| <b>Full Page Ad</b><br>❖ 6.5" WIDE X 8" HEIGHT         | \$300 + HST | \$500 + HST              |
| <b>Half Page Ad</b><br>❖ 6.5" WIDE X 4" HEIGHT         | \$175 + HST | \$300 + HST              |
| <b>¼ Horizontal Page Ad</b><br>❖ 6.5" WIDE X 2" HEIGHT | \$100 + HST | \$175 + HST              |
| <b>¼ Vertical Page Ad</b><br>❖ 3.25" WIDE X 4" HEIGHT  | \$100 + HST | \$175 + HST              |

❖ Please Note: Back Cover is reserved for Platinum Season Sponsor

## BECOME A SHOW SPONSOR:

I would like to sponsor as follows: (One Show)

- Bronze Show Sponsor \$500
- Silver Show Sponsor \$1000
- Gold Show Sponsor \$2500
- ~~Platinum Season Sponsor \$5000~~

I would like to sponsor the following productions:

- Million Dollar Quartet
- Priscilla Queen of the Desert

## ADVERTISE WITH A PROGRAM AD:

Please reserve space for the following ad:

**SINGLE SHOW** (Circle ONE show below)

MILLION DOLLAR QUARTET

PRISCILLA QUEEN OF THE DESERT

- Full Page Ad
- ½ Page Ad
- ¼ Horizontal Page Ad
- ¼ Vertical Page Ad

**FULL SEASON** (All shows)

- Full Page Ad
- ½ Page Ad
- ¼ Horizontal Page Ad
- ¼ Vertical Page Ad

**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 12, 2023 (for Million Dollar Quartet),

\_\_\_\_\_  
Your name

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Street

\_\_\_\_\_  
City

\_\_\_\_\_  
Province

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
Phone

\_\_\_\_\_  
Email

\_\_\_\_\_  
Website

Method of Payment

- Cash
- Cheque made payable to [West End Theatre Project](#)
- E-Transfer to [lucas@westendtheatreproject.ca](mailto:lucas@westendtheatreproject.ca)

Total Amount included: \$ \_\_\_\_\_

