



# WEST END THEATRE PROJECT

## SPONSORSHIP AND ADVERTISING OPPORTUNITIES

---

### 2022 SEASON

---

#### **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 **\$175-\$300** 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.

## SISTER ACT

**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)
<b>Full Page Ad</b> ❖ 6.5" WIDE X 8" HEIGHT	\$300	\$500 (savings of \$100)
<b>Half Page Ad</b> ❖ 6.5" WIDE X 4" HEIGHT	\$175	\$300 (savings of \$50)
<b>¼ Horizontal Page Ad</b> ❖ 6.5" WIDE X 2" HEIGHT	\$100	\$175 (savings of \$25)
<b>¼ Vertical Page Ad</b> ❖ 3.25" WIDE X 4" HEIGHT	\$100	\$175 (savings of \$25)

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



### BECOME A SHOW SPONSOR:

I would like to sponsor as follows:

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

I would like to sponsor the following productions:

- Sister Act
- Elf

### 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"/> Full Page Ad         |
| <input type="checkbox"/> ½ Page Ad            | <input type="checkbox"/> ½ Page Ad            |
| <input type="checkbox"/> ¼ Horizontal Page Ad | <input type="checkbox"/> ¼ Horizontal Page Ad |
| <input type="checkbox"/> ¼ Vertical Page Ad   | <input type="checkbox"/> ¼ Vertical Page Ad   |

**FULL SEASON** (All shows)

- Full Page Ad
- ½ Page Ad
- ¼ Horizontal Page Ad
- ¼ 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 by sending this form and artwork with your cheque no later than March 23, 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](#)
- E-Transfer to: [lucas@westendtheatreproject.ca](mailto:lucas@westendtheatreproject.ca)

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