

Sponsorship Packet

2019 - 2020 Season



MISSION

To **Engage, Inspire, Educate,** and **Entertain** the Community through the production of Quality, Professional theater.

*5339 Chamblee Dunwoody Rd
Dunwoody GA 30338
770-396-1726 X6*

Stage Door Players will always place an emphasis on quality and professionalism of our productions, while continuing to educate and expand the theatrical knowledge and experience of both our audiences and our talent.

As a **501[c]3 nonprofit theatre**, **Stage Door Players'** vision is to be respected and recognized for artistic excellence. Each season, we strive to bring some of the most popular, compelling and entertaining works to you with some of the most talented and brightest professionals in the industry.

To put on a play with some of the best talent in the area it takes a substantial financial obligation by our team of theater professionals.

Each non-musical play costs about \$15,000-\$25,000 with professional talent, sets, costumes, wigs, lighting, sound, and royalties.

Each Musical is between \$40,000 – \$45,000 to bring a quality production to you. Our musicians, choreographers, musical directors, royalties, and expanded technical requirements increase our costs to bring you an enjoyable and full entertainment experience.

With your support and the support of others like you, **Stage Door Players** hopes to expand our reach into some community-based programming, to expand our bullying program to more schools and students, to bring education and programs to younger audiences in the near future, and to create a larger space to make that all happen.

To do that, we need your support and help. How can you help create and bring some of the best talent to Dunwoody's theatrical scene?

Sponsor a show, advertise in our programs, or become a donor.

Our Vision:

- The vision of Stage Door Players is to be respected and recognized for artistic excellence.
- We invite artists and audiences to an intimate theatre to engage with performances that broaden and deepen their connection to our collective narrative.
- We challenge ourselves to ensure that qualified, diverse plays, playwrights, performers, technicians, and staff represent the community we serve.

Stage Door Players is committed to serving the entire community and to continually developing new theatre-going audiences

DID YOU KNOW.....

Stage Door Players is a **501(c)3** theatre. All sponsorships and contributions are tax deductible.

Stage Door Players offers to all businesses and non-profits marketing space in our Programs to showcase your business.

Stage Door Players is also offering some unique opportunities for area restaurants to showcase their business to our patrons and cast.

Volunteers donated 4087 hours last year to assist us with Stage Door Players

Season Subscribers come from **72 zip codes** to Stage Door Players.

Stage Door Players has approximately **1400 Season Subscribers**

Following are some of the ways we can recognize you. Please take a few minutes to review and become a part of what makes your Dunwoody theatre great!

Our Prime Marketing Opportunity:

Super Nova Presenting Sponsor\$15,000

- Curtain call announcement from the stage at each play ***naming you as "Presented By...."***
- Exposure to more than 12,000 patrons annually who attend our theater.
- Your logo will be included in ALL marketing for this play.
- As the Named Sponsor you will also be interviewed and have a post in our social media.
- Ongoing "Season 46" clickable link with prominent location on our website.
- Your company will continue to be presented as a prominent supporter of the arts throughout the season from the stage during curtain announcements and in our marketing, on our website, and in our programs.
- Full page Program advertising for all other shows during the season.
- Lobby logo prominently displayed throughout the season.
- You are invited to display your literature in our lobby throughout the season.
- One Thursday evening available during the show run for you to invite 30 guests and staff for the evening with light hor'dourves and wine available to your group an hour before the show begins.
- Meet and Greet with the Artistic Director, Directors, Talent and Staff after the show.

Sponsorship Opportunities

Prominent Marketing Opportunities:

Mega Star	\$10,000 - \$12,500
Star.....	\$ 7,500 - \$ 9,500
Archangel.....	\$ 5,000 - \$ 7,000
Angel.....	\$ 2,500 - \$ 4,500
Cast of Thousands.....	\$ 1,200 - \$ 2,000

- **Exposure** to approximately 12,000 patrons annually who attend our theater.
- **Curtain announcements** from the stage for our Sponsor levels.
- **Online exposure** through our website
 - *Mega Star and Star* levels will have a clickable link to their site.
 - *Archangel & Angel* will have logo.
 - *Cast of Thousands* will be listed.
- **Program advertising** (6 Ads) – Ad size & placement will vary:
 - *Mega Star* will receive a Full- page ad in each program (6)
 - *Star and Archangel* will receive a half page ad in each program (6)
 - *Angel* will receive a ¼ page ad in each program (6)
 - *Cast of Thousands* will receive a Business Card sized ad in each program (6)
- **Guest Passes** for your employees and customers
 - *Mega Star* will receive 20 guest passes Opening Night weekend
 - *Star* will receive 15 guest passes any Thursday night
 - *Archangel* gets 10 guest passes for Preview night for 3 shows of the season.
 - *Angel* will receive 5 guest passes for Preview night for 3 shows of the season.
 - **Super Nova, Mega Star and Star** level sponsors will also be included in advertising with all other special events, fundraisers, and show opportunity



Sponsorship Opportunities

Benefits	Mega Star \$10,000 – 12,000	Star \$7,500-9,500	Archangel \$5,000 - \$7,000	Angel \$2,500 - \$4,000	Cast of 1000's \$1,200 - \$2,000
Curtain Announcement	✓	✓	✓	✓	✓
Website: Clickable Logo	✓	✓			
Website: Logo			✓	✓	
Website: Listing					✓
Program Ad space: Full Page	✓				
Program Ad space: Half Page		✓	✓		
Program Ad space: Quarter Page				✓	
Program Ad space: Business Card size					✓
Guest Passes Per Season	20 Opening weekend of all plays Fri, Sat, Sun	15 Thursday evening for all shows	10 for 3 Thursday Preview shows	5 Passes for 3 Preview Shows	2 Passes for 1 Opening weekend show
Additional Marketing Special events, Fundraisers, and additional show opportunities.	✓	✓	✓	✓	
Prominently displayed logo in our lobby	✓	✓			
Meet & Greet with Artistic Director, Director, Talent & staff after the show	2 Shows				
Display your literature in our lobby	✓	✓			
Post in our Social Media	6 Posts	4 Posts	2 Posts		

Sponsorship Opportunities

Sponsorship Agreement includes Program Ad

Business Name: _____

Address: _____

City: _____ **St:** _____ **Zip Code:** _____

Contact Name: _____ **Phone:** _____

Email: Signature: _____

Ad Size _____ **One Show** _____ **Season** _____

Check ___ **Visa** ___ **MC** ___ **AmEx** ___ **Name on CC:** _____

CC# _____ **Exp. Date:** _____ **CSV:** _____ **ZIP** _____

- Super Nova Presenting Sponsor..... \$15,000
- Mega Star \$10,000 - \$12,500
- Star..... \$ 7,500 - \$ 9,500
- Archangel..... \$ 5,000 - \$ 7,000
- Angel.....\$ 2,500 - \$ 4,500
- Cast of Thousands.....\$ 1,200 - \$ 2,000

Additional Notes to agreement:

**All sponsorships must be paid in full before going to print.
Email logos and digital high resolution files to:**

Debbie Fuse – Debbie@stagedoorplayers.org
Questions? 770-396-1726 X6

Program Marketing

Specifications and Deadlines

- ◆ 12,000 patrons over the course of a single main stage season, each receiving a FREE, full-color brochure as they enter the theatre – focusing 24,000 eyes on your ad.
- ◆ Nearly 1400 Season Ticket Holders and Donors support our business sponsors.
- ◆ Theatre patrons represent a cross-section of the community, from students to seniors, and are a well-educated, affluent, and culturally diverse clientele.
- ◆ Program Marketing is good for business by demonstrating community support.
- ◆ Ads should be **high resolution**, delivered **TWO (2)** weeks prior to each play.

Email Ad to: Debbie@stagedoorplayers.org

ADVERTISING SPECIFICATIONS

ADVERTISING DEADLINE DATES BY SHOW & AVAILABLE AD SIZES

	Savannah Sipping Society..... September 6 th , 2019	Back Cover 5" W x 7.75" H
	A Nice Family Gathering.....November 8 th , 2019	Inside front cover 5" W x 7.75" H
	The Glass Menagerie.....January 10 th , 2020	Inside back cover 5" W x 7.75" H
	The Outsider.....March 6 th , 2020	Full Page 5" W x 7.75" H
	The 25 th Annual Putnam County Spelling Bee.....May 8 th , 2020	Half Page 5" W x 3.85" H
	The Fox on the Fairway.....June 26 th , 2020	Quarter Page 5" W x 1.9" H