



"Be Part of It!"

www.BridgeportTheatre.org

***Have you considered using logo-driven media in your advertising campaign?
Increase your brand exposure exponentially
when you sponsor our 2010/11 Season!***

Our sponsor packages are tailored to help you advance your business interests with a multitude of advertising vehicles that allow you to **market your business message; build your brand awareness; maximize your visibility in the community; reach new customers; provide tax-benefits for your business; and enjoy opportunities for client cultivation.** Opportunities range from program ads to online opportunities, like focus on our website, and in email blasts. Consumers who have an interest in the Arts, are brand loyal purchasers that appreciate corporate involvement in community support.

In an independent study on sponsorship of the arts conducted by Performance Research, the world leader in consumer based sponsorship the following results were found:

- 56% of respondents said they would *almost always* or *frequently* buy a product or support a company sponsoring an arts or cultural event over one that does not.
- 48% of Americans with an interest in Art and Cultural events indicated that they hold a "*Higher*" trust in companies that sponsor these events compared to those who do not.

The **target consumers** who are interested in the Arts include those that are:

- family oriented
- active
- mature
- fun loving
- traditional
- married (58%)
- middle income (\$30-\$60K)
- baby boomers (average age 47) with a penchant for traveling

Benefits you receive from being a sponsor of BTC:

- It demonstrates your strong community support.
- It is an easy and effective way to market your business.
- Your ad in front of thousands of potential customers
- Advertising expense tax write-off for your business

Providing us with a sponsorship can be the start of many benefits not only for the community but for your business as well. Our programs directly benefit the community, and our events infuse the community with new opportunities, and new visitors. We appreciate that you may receive many requests for funding, from many worthwhile causes, but we hope you will see the benefit in supporting the arts and your community through our program.

Corporate giving is an easy way to give back to the community.

TAKE A LOOK AT OUR SPONSORSHIP OPPORTUNITIES ----->

Corporate / Small Business Sponsorship Packages:

SEASON SPONSOR \$2000 OR ABOVE

- Logo signage in the entrance of the performance space for all season events
- Reserved full page ad space in the season program
- Logo placement on our website for the duration of the season
- Logo placement on all print marketing for all season events
- Logo placement on monthly emailed newsletter
- Sponsor publicly thanked in the pre-show announcement of each event in the season
- 2 free tickets to each event in the season to entertain clients, employees, or yourself
- Framed and autographed show posters and cast photos
- Behind the scenes tour of the performance space
- Attendance to a rehearsal to see the creative process
- Four season tickets given to the drama club in the local school of your choice
- Invitation to our opening night pre-show reception and meet and greet for sponsors, BTC Board Members, and season subscribers

HALF SEASON SPONSOR \$1000-\$1999

- Logo placement on all print marketing for the event you sponsor
- Logo placement on monthly emailed newsletter
- Logo placement on the sponsors page of the website
- Reserved full page ad space in the program for events you sponsor
- Sponsor publicly thanked in the pre-show announcement of each performance for sponsored event
- 2 free tickets to the event you sponsor to entertain clients, employees, or yourself
- Autographed show poster and cast photo for events sponsored
- Invitation to our opening night pre-show reception and meet and greet for sponsors, BTC Board Members, and season subscribers

SHOW SPONSOR \$500-\$999

- Logo placement on all print marketing for the event you sponsor
- Logo placement on monthly emailed newsletter
- Logo placement on the sponsors page of the website
- Reserved half page ad space in the program for event you sponsor
- 2 free tickets to the event you sponsor to entertain clients, employees, or yourself
- Autographed show poster for event you sponsored
- Invitation to our opening night pre-show reception and meet and greet for sponsors, BTC Board Members, and season subscribers

PERFORMANCE SPONSOR \$250-\$499

- Free quarter page ad space in the program for the run of the event you sponsor
- Logo placement on the sponsors page of our website for the run of the event you sponsor
- Special mention of your business on our FB page
- 2 free tickets to the performance of the event you sponsor
- Autographed show poster

PROGRAM AD SPACE

- Full page \$100
- Half page \$50
- Quarter page \$25

***For more information please contact :
Jessica Ferraday, Director of Marketing
jessica@bridgeporttheatre.org
203.416.6446 ext. 5***