

Become a Partner with CentreStage Theatre

Showing the world our best

CentreStage Theatre would like to have your support through advertising or sponsorship in one of many ways.

Background:

CentreStage Theatre is a year-round community, volunteer-based theatre, now in its 26th year. We provide an opportunity for people to come together to share their love of theatre. As of December 2009, we have produced 205 plays and musicals involving over 300 local actors and technicians.

CentreStage Theatre is a vital part of Kings County. Each year, CentreStage brings in through its doors over 10,000 people. The yearly economic impact (restaurants, gas, accommodation, etc) is approximately \$700,000. CentreStage Theatre has a strong reputation, is able to maintain itself and would be a valuable place to invest your promotional dollars.

CentreStage Theatre offers great exposure. There are eight MainStage performances a year, each running for six weeks (12-14 performances) and two family shows that run concurrently with the main shows for three weeks each (6 performances). With attendance at approximately 75% of capacity per show, audiences come from the Valley, the Halifax region, the South Shore, and beyond. This is a great advertising opportunity! In addition, all sponsors are mentioned in our bi-monthly e-newsletter that is sent to over 2000 key stakeholders.

Your Support:

There are several ways in which you can support CentreStage Theatre while making a large advertising and public relations impact.

1. *Advertising in our programs:*

- **Platinum:**
1/2 page ad in each regular program during a year and 1/2 pages in each special event program (2 or 3 a year) for \$500. (1/2 page = 4" high x 5" wide)
- **Gold:**
A 1/2 page ad in each regular program during a year for \$400. (1/2 page = 4" high x 5" wide)
- **Silver:**
A 1/4 page ad in each regular program during a year for \$250. (2 high"x 5 wide" horizontal or 2.5 wide x 3.5-4 high vertical)
- **Single ads:**
Program – full page \$110. (5" wide x 7.5" high)
Program – 1/2 page - \$60. ((1/2 page = 4" high x 5" wide)
- Program – 1/4 page - \$35. (2 high"x 5 wide" horizontal or 2.5 wide x 3.5-4 high vertical)

2. *Show Sponsorship:* CentreStage will provide you with sole sponsorship for one of our Main stage performances. Sponsorship must be **booked three weeks prior** to opening night. Included is:

- a. You will be listed on the front of the program as the show sponsor, “Brought to you by (your business)”
- b. Your full-page ad placed in the program (5" wide x 7.5" high)
- c. The opportunity to display your logo in the Theatre
- d. Your sponsorship noted in all media releases
- e. Your sponsorship noted in the bi-monthly e-newsletter that is distributed to over 2000 key stakeholders
- f. The opportunity to provide door prizes of your choice at performances to further promote your business.
- g. Two complimentary tickets to the show.
All for \$750 per production for a main stage performance (approximately 14 shows).
All for \$300 per production for a children's performance (approximately 6 shows).

Upcoming Productions:

Getting Sara Married: a comedy by Sam Bobrick. Career driven Sara is too busy for romance, so her aunt takes matters into her own hands.

Performance Dates: June 3 – July 10

Book sponsorship by: May 14

\$750

Cinderella, Cinderella! A family show by Edith Weiss. A unique and hilarious adaptation with a new twist.

Performance Dates: June 5 – June 20

Book sponsorship by: May 15

\$300

Steal Magnolias: by Robert Harling. Free advice is liberally dispensed and friendships blossom at Truvy's local beauty salon.

Performance dates: July 29 – August 28

Book sponsorship by: July 8

\$750

The Farndale Avenue Housing Estate Townswomen's Guild Dramatic Society Murder Mystery

The Farndale women attempt to put on a murder mystery, but everything that can go wrong does go wrong.

Performance dates: September 16 – October 23

Book sponsorship by August 24

\$750

The Princess and the Pea – a zany retelling of this classic tale

Performance dates: October 16 – 31

Book sponsorship by September 30

Little Women – based on the characters in the classic novel by Louisa May Alcott

Performance dates: November 4 – December 11

Book sponsorship by October 20

\$750

Please take time to consider this proposal and I will follow up with you shortly. Or, you can contact me at 678-1562, or lauracd@ns.sympatico.ca.

Thank you for your considered support of our community theatre!
Laura Churchill Duke