



www.BridgeportTheatre.org

***Have you considered using logo driven media in your advertising campaign?
Increase your brand exposure exponentially
when you sponsor our 2011/12 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 opportunities for client cultivation**. Opportunities range from program ads to online opportunities, like focus on our website, facebook page and in email blasts. Consumers who have an interest in the Arts are brand loyal purchasers that appreciate corporate/business 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 program directly benefits 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 worth while causes, but we hope you will see the benefit in supporting the arts and your community through our program.

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

TAKE A LOOK AT OUR SPONSORSHIP OPPORTUNITIES →

FULL SEASON GOLD LEVEL SPONSOR \$2000

- Logo signage in the entrance of the performance space for all season events
- Logo placement **with link** to your website on the sponsors page of our website for the duration of the season
- Logo placement on **ALL** print marketing for all season events
- Logo placement **with link** to your website on monthly emailed newsletter
- Sponsor mention on our ticketing page
- Sponsor publicly thanked in pre-show announcement of each event in the season
- Promotional mention of your business on our FB page throughout the season being sponsored
- Reserved **full page** ad space in the season programs
- Behind the scenes tour of the performance space
- Attendance to a rehearsal to see the creative process
- 2 VIP tickets to the event of your choice in the season
- Autographed 11x17 show poster from the event of your choice within the season you sponsor



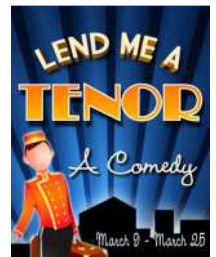
FULL SEASON SILVER LEVEL SPONSOR \$1000

- Logo placement on all season event posters
- Logo placement **with link** on the sponsors page of the website for the duration of the season
- Logo placement **with link** on monthly emailed newsletter
- Sponsor publicly thanked in pre-show announcement of each event in the season
- Promotional mention of your business on our FB page throughout the season being sponsored
- Reserved **half page** ad space in the season programs
- 2 VIP tickets to the event of your choice within the season you sponsor
- Autographed 11x17 show poster from the event of your choice within the season you sponsor



SINGLE SHOW GOLD SPONSOR \$500

- Logo placement on sponsors page of our website during the run of the event being sponsored
- Logo placement on email blasts that go out during the event being sponsored
- Reserved half page ad space in the program of the event being sponsored
- Sponsor publicly thanked in the program for the event being sponsored
- One time promotional mention of your business on our FB page during the run of the event being sponsored
- 2 VIP tickets to the performance of your choice for the event being sponsored
- 8.5x 11 Poster from the show you sponsor



SINGLE SHOW SILVER LEVEL SPONSOR \$250

- Logo placement on sponsors page of our website during the run of the event being sponsored
- Reserved quarter page ad space in the program for the event being sponsored
- Sponsor publicly thanked in the program for the event being sponsored
- One time promotional mention of your business on our FB page during the run of the event being sponsored
- 2 VIP tickets to the performance of your choice for the event being sponsored
- 8.5x11 Poster from the show you sponsor

