

The Community Players of Concord, NH
Sponsorship Levels and Benefits
(approved May 30, 2019)

Presenting Sponsor

Recognition on all Players-generated printed materials (printing deadlines permitting), including:

- Season Brochure (direct mail) – name and logo on front cover
- Audition Flyers (direct mail)
- Ticket Flyers (direct mail)
- Season Program – recognition as Presenting Sponsor on front cover plus full page ad on the inside front cover
- Show Posters
- Tickets
- Table Tents
- Backstage Newsletter (direct mail), including donor profile article

Digital Media

- Active link on Players website
- Recognition on slides shown on local video screens (e.g. Concord TV)
- Recognition in Players' social media posts
- Recognition in all show press releases

Show Night Recognitions at Concord City Auditorium

- Top billing on 2 3'x7' color banners displayed in front and side lobbies
- GoBo projection on wall
- Curtain Speech recognition with Presenting Sponsor remarks if desired
- Opening night post-show backstage tour
- Reserved complimentary VIP seating for 8 at each production presented at Concord City Auditorium

Major Sponsor(s)

Recognition on the following Players-generated printed materials (printing deadlines permitting):

- Season Brochure (direct mail) – name and logo on inside front cover
- Ticket Flyers (direct mail)
- Season Program – recognition as sponsor plus full page ad (back cover, inside back cover or other prominent placement, depending on number of Major Sponsors)
- Backstage Newsletter (direct mail)

Digital Media

- Website recognition
- Recognition in Players' social media posts

Show Night Recognitions at Concord City Auditorium

- Billing on 2 3'x7' color banners displayed in front and side lobbies
- Curtain speech recognition
- Opening night post-show backstage tour
- Reserved complimentary VIP seating for 8 at all shows presented at Concord City Auditorium

Show Sponsor(s) - \$750

Recognition on the following Players-generated printed materials (printing deadlines permitting):

- Season Brochure (direct mail)
- Ticket Flyer (direct mail)
- Show Poster
- Season Program Show Insert- recognition as sponsor plus half page ad
- Backstage Newsletter (direct mail)

Digital Media

- Website recognition
- Recognition in Players' Email blasts and social media posts

Show Night Recognitions at Concord City Auditorium

- Curtain speech recognition
- 10 comp ticket vouchers

Community Partners – Red River Theatres and Uno Pizzeria and Grill

Recognition on the following Players-generated printed materials (printing deadlines permitting):

- Season Brochure (direct mail) – name and logo on inside page
- Season Program Show Insert – sponsorship recognition with dough raiser info plus full page ad
- Backstage Newsletter, including Dough Raiser info (direct mail)

Digital Media

- Website recognition
- Recognition in Email Blasts and Players' social media posts (including dough raiser info)

Show Night Recognitions at Concord City Auditorium

- Billing on 2 3'x7' color banners displayed in front and side lobbies
- Curtain speech recognition
- 20 comp ticket vouchers

ESTIMATED IMPRINTS – Impact for Sponsors

- Season brochure is currently mailed to approximately 6000 households in late summer
- Audition fliers are currently mailed to approximately 1400 addresses for each “Mainstage” show (no flyers for Children’s Theatre Project productions)
- Ticket flyers are currently mailed to approximately 6000 households for each “Mainstage” show (no flyers for Children’s Theatre Project productions)
- Posters: 75-100 posters are posted throughout the greater Concord region for each show.
- Backstage Newsletter is mailed to approximately 325 addresses, four times per year
- Email blasts that advertise shows - we currently have approximately 900 people on our email list and growing.
- Imprints at the theater (Lobby Banner, Program, Curtain speech) - each of our shows typically draws between 600 and 1400 patrons