

# And now, a message from our Sponsor



## Why am I a Playhouse Sponsor?

*'Great to partner with a theatre that has great shows and great crowds! — We're onboard in 2018'*

*'I get great PR and theatre tickets. A real deal!'*

*'Best way I can think of to reach so many people!'*

*'The parking lot's full all year. It's great to be part of that!'*

*'A lot of people hear about us on the radio ads!'*

*'They talk about me in their marketing, too! And it's everywhere!'*

*'Sponsor prices have not increased but the benefits have!'*

*'We reach new clients by using our tickets for social media contests!'*

*'Really like seeing my sign in the lobby with all the others!'*

*'It's a fun and effective way to spend my advertising dollar!'*

*'Supporting our theatre and getting a lot in return is a win-win for us!'*

*'I like hearing my name announced in front of a full house!'*

*'We use our Sponsor tickets to entertain customers!'*

## Promote yourself & have a great time doing it! It's a WIN-WIN!

**O**ur Sponsor & Marketing options put you centre stage in front of an audience of over 40,000. They also feature you prominently in our extensive marketing campaign that reaches hundreds of thousands. But that's not all. Sponsors also

receive theatre tickets to enjoy our shows themselves or entertain existing and potential clients.

Take a look at our Sponsor options and contact us about one that works for you. If you're a current Sponsor, we invite you to

continue our successful partnership in 2018. If you're thinking about Sponsoring for the first time, you'll be in great company!

**Playhouse Sponsorship!  
It makes great business sense!**

# Our 2018 Season!

## Your kind of shows! Your kind of theatre!

An exciting new line-up of fabulous shows, the finest talent in the country and a terrific venue where everyone's close to the action! It doesn't get better than that! And we'll put YOU right in the middle of it!

### SPRING 2018

#### Opry Gold APR. 24 to MAY 4

Live concert by Leisa Way featuring hits of the Kings and Queens of Country Music.

### SUMMER 2018

#### It's Your Funeral JUN. 7 to 30

New comedy by Jamie Williams. George's attempts to open a funeral home turn to hilarious chaos by wacky employees, a gambling problem, money-laundering and his former bookie!

#### Kickers! JUL. 5 to 29

Comedy by Sarah Quick. A group of ladies meet at Weight Watchers to start a custom underwear business to jump start their town's economy after the mill closes.

#### Plaza Suite AUG. 2 to 26

Comedy by Neil Simon. Three couples rent the same hotel suite at three different times each with their own personal and hilarious predicaments.

#### The Great Kooshog Lake Hollis McCauley Fishing Derby SEP. 6 to 30

New comedy by Norm Foster. A city banker gets stuck in a sleepy town and is embroiled in the lives of the locals on the day of their annual search for a famous fish.

### FALL 2018

#### Dean & Jerry: What Might Have Been OCT. 12 to 14

Created by Jesse Collins. Derek Marshall & Nicholas Arnold present a live concert of the hits & comedy of Dean Martin & Jerry Lewis.

### CHRISTMAS 2018

#### The Christmas Express NOV. 30 to DEC. 23

By Pat Cook. Holiday Family Show complete with live concert. The Holly Train Station is about to close 'til a magical fellow arrives & changes everyone's lives.



## Sponsor & Marketing Options

### Choose one that best promotes you!

#### SEASON SPONSORSHIP (\$5,000)

- MAXIMUM exposure all Season.
- Special LINK to your business/organization on our Website.
- Logo on all advertising, cover of 60,000 brochures, Show Programs and Website.
- Company name on all radio spots for Season.
- Pre-show announcement for every performance.
- 80 Sponsor tickets for Season.
- Opening Night invitations.
- Lobby sign.
- Sponsor listing in 60,000 widely distributed Season Brochures
- Plaque of Recognition.
- Tax receipt for allowable portion.

#### PRODUCTION SPONSORSHIP (\$2,500)

- Exposure entire Season. EXTENSIVE exposure during run of sponsored show.
- Special LINK to your business/organization on our Website.
- Logo on all advertising for sponsored show, special show panel of 60,000 brochures, cover of Show Program for sponsored show and website.
- Pre-show announcement for every performance of sponsored show.
- Company name on all radio spots for sponsored show.
- 40 Sponsor tickets for Season.
- Opening Night invitations.
- Lobby sign.
- Sponsor listing in 60,000 widely distributed Season Brochures.
- Plaque of Recognition.
- Tax receipt for allowable portion.

#### APPRENTICESHIP SPONSORSHIP (\$1,500)

- Exposure entire Season.
- Special LINK to your business/organization on our Website.
- 25 Sponsor tickets for Season.
- Opening Night invitations.
- Lobby sign.
- Sponsor listing in 60,000 widely distributed Season Brochures.
- Plaque of Recognition.
- Tax receipt for allowable portion.

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## Sponsor & Marketing Options

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#### WEEKLY SPONSORSHIP (\$1,250)

- Exposure entire Season. Sponsor 1 week's performances of any show in Season.
- Special LINK to your business/organization on our Website.
- Pre-show announcement for performances in sponsored week.
- 20 Sponsor tickets for Season.
- Opening Night invitations.
- Lobby sign.
- Sponsor listing in 60,000 widely distributed Season Brochures.
- Plaque of Recognition.
- Tax receipt for allowable portion.

#### PERFORMANCE SPONSORSHIP (\$400)

- Exposure entire Season. Sponsor 1 performance of any show in Season.
- Special LINK to your business/organization on our Website.
- Pre-show announcement for sponsored show.
- 10 Sponsor tickets for Season.
- Opening Night invitations.
- Lobby sign.
- Sponsor listing in 60,000 widely distributed Season Brochures.
- Plaque of Recognition.
- Tax receipt for allowable portion.

## CONTACT US NOW!

So we can feature you in our 2018 Spring Colour Brochure

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**Playhouse**

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