

# Schoolhouse Arts Center

Invites you to Join Us in 2010. . .



## . . . For A Very Special Opportunity

Schoolhouse Arts Center is a non-profit community theater and arts education program, dedicated to bringing the community a fun, creative, educational, and supportive arts environment where people can grow, develop skills, and be involved in the arts. We would like to invite you and your business to become a part of our mission by sponsoring a production or advertising during our 2010 Season. Your support of the arts and arts education will help us to continue the mission that was started at Schoolhouse over 20 years ago.

Sponsorship and advertising with Schoolhouse Arts Center will show your valued customers and clients that you support the arts, and that your company encourages the growth of the cultural life of our community. The programs at Schoolhouse Arts Center bring in approximately 2500 theater patrons, over 200 students, and an additional 150 volunteers each year. These are people who care about and support the arts, and will appreciate your generous support through your advertising and sponsorship.

We are inviting you to join us in 2010 as we celebrate the arts in our community, and asking for your financial support through sponsorship or advertising. In return we offer a special opportunity to tell the people of our communities that you care about the arts, too.

**Sponsor one of Our 2010 Season  
Main Stage Productions**



**Grease**

**May 13-23**

**Sponsored by YOUR COMPANY**

**Directed by Michael Hjort**

Here is Rydell High's senior class of 1959: duck-tailed, hot-rodding "Burger Palace Boys" and their gum-snapping, hip-shaking "Pink Ladies" in bobby sox and pedal pushers, evoking the look and sound of the 1950s in this rollicking musical. *Grease* is one of the world's most popular musicals.

**Fiddler on the Roof**

**July 8-25**

**Sponsored by YOUR COMPANY**

**Directed by Bruce Avery**

In the little village of Anatevka, Tevye, a poor dairyman, tries to instill in his five daughters the traditions of his tight-knit Jewish community in the face of changing social mores and the growing anti-Semitism of Czarist Russia. Rich in historical and ethnic detail, *Fiddler On The Roof* has touched audiences around the world with its humor, warmth and honesty. It's universal theme of tradition cuts across barriers of race, class, nationality and religion, leaving audiences crying tears of laughter, joy and sadness.



**Miracle on 34<sup>th</sup> Street**

**December 3-19**

**Sponsored by YOUR COMPANY**

Kris Kringle is the personification of good will and holiday spirit. As Macy's holiday Santa, he enchants children and shoppers so completely that he is deemed dangerous by fellow employees who question his competency and plot to ruin him. A small girl's belief in Santa and the magic of the holiday is at stake in a climactic courtroom decision. This hilarious, tender and charming show for the entire family is a Christmas classic.

**Sponsor one of Our 2010 Season  
Education Program Productions**

***Alice in Wonderland Junior***

**April 16-18**

**Sponsored by YOUR COMPANY**

**Directed by Mary Bastoni**

Join Alice's madcap adventures in Wonderland as she chases the White Rabbit, races the Dodo Bird, gets tied up with the Tweedles, raps with a bubble-blowing Caterpillar, and

beats the Queen of Hearts at her own game! *Alice in Wonderland Junior* will be performed by our musical theater students, ages 8-15.



***Aladdin Junior***

**July 30-August 1**

**Sponsored by YOUR COMPANY**

**Directed by Benjamin Potvin**

Welcome to Agrabah, City of Enchantment, where every beggar has a story and every camel has a tail! All of your favorite characters are here in this stage adaptation of the

Disney hit, including Aladdin, Jasmine, and of course, the Genie. Filled with magic, mayhem, and flying carpet rides, audiences' spirits will soar with excitement. *Aladdin Junior* will be performed by our musical theater students, ages 8-15.

***Teen Summer Shakespeare  
Production***

**August 13-15**

**Sponsored by YOUR COMPANY**

**Directed by Eileen Avery**

Teens ages 12-18 will perform a full-length Shakespearean play, complete with costumes, language, and a whole lot of great theater. The play will be determined in June. Past performances have included *Twelfth Night*, *Much Ado About Nothing*, *Romeo and Juliet*, *The Taming of the Shrew*, and *As You Like It*.



*Shakespeare*

## **Sponsor One of Our 2010 Season Productions**

### **Benefits of Sponsorship include:**

- A full-page ad in all 2010 Season playbills (*approximately 2500 theater patrons*)
- Your organization's name and logo will appear on a list of all sponsors on the Schoolhouse website and in all 2010 Season playbills
- Your organization's name and logo will appear on all posters, post-cards, and print ads for the performance that you sponsor
- A banner or other promotional materials for your organization will be placed in our Gathering Room/Concession Area during the run of the performance that you sponsor
- Gala tickets or Gold Passes for the production that you sponsor (*These can be used as promotional giveaways or as a thank you to your staff.*)
- Gold Passes for the production that you sponsor will be donated to a charity of your choice in your name

#### **Main Stage Production Sponsor - \$5000**

15 tickets to the Opening Night Gala or 15 Gold Passes  
30 Gold Passes for a charity of your choice

#### **Main Stage Show Sponsor - \$2500**

8 tickets to the Opening Night Gala or 8 Gold Passes  
15 Gold Passes for a charity of your choice

#### **Main Stage Band Sponsor - \$1500**

4 tickets to the Opening Night Gala or 4 Gold Passes  
10 Gold Passes for a charity of your choice

#### **Education Production Sponsor - \$1000**

4 Gold Passes  
5 Gold Passes for a charity of your choice

## **Advertise in All of Our 2010 Season Productions**

### **Benefits of Advertising include:**

- Ad in all 2010 Season playbills (*approximately 2500 theater patrons*)
- Your organization's name and logo will appear on a list of all advertisers on the Schoolhouse website and in all 2010 Season playbills
- Gala tickets or Gold Passes for a production in 2010 (*These can be used as promotional giveaways or as a thank you to your staff.*)

#### **Back Cover - \$1000**

Full-page back cover ad  
4 tickets to the Summer Musical Opening Night Gala

#### **Inside Front Cover - \$800**

Full-page inside front cover ad  
4 tickets to the Summer Musical Opening Night Gala

#### **Inside Back Cover - \$600**

Full-page back cover ad  
4 tickets to the Summer Musical Opening Night Gala

#### **Full Page - \$400**

Full-page ad (4.5"x7.5")  
4 Gold Passes

#### **Half Page - \$300**

Half-page ad (4.5"x3.75")  
3 Gold Passes

#### **Quarter Page - \$200**

Quarter-page ad (2.5"x3.75")  
2 Gold Passes

#### **Business Card - \$100**

Business card ad  
1 Gold Pass

## Advertising Specifications

Circulation: approximately 2,500 per year

Deadline for ad copy is April 1, 2010.

Payment: Unless other arrangements are made, payment is due in full prior to first program publication.

Copy: We prefer ads to be provided camera ready, in an electronic file on disk or emailed, and accompanied by a hard copy output. We can work with *almost* any graphics file format, but for best results, JPG, GIF, and Microsoft or Adobe formats are preferred. We will accept raw copy and prints of art (logos, drawings, etc.) you may want included and will lay out the ad for you. In such cases, we will *try* to show you a proof for approval before going to press, but cannot guarantee it, and Schoolhouse will *not* be responsible for errors in graphics, grammar or spelling. We reserve the right to refuse advertising which we find inappropriate for publication.

Contact: Terri Plummer

Phone: (207) 642-3743

Mail ad copy to: Schoolhouse Arts Center  
P.O. Box 140  
Standish, Maine 04084

E-mail ad copy to: [education@schoolhousearts.org](mailto:education@schoolhousearts.org)

**This is a Full Page (copy to fit 4.5" w x 7.5 h)**

## Advertising Specifications

**Half Page**  
Copy to fit 4.5”w x 3.75”w

*Additional Information: While quarter page and business card ads may be laid out horizontally, we prefer not to format half-page ads vertically except in special circumstances.*

*All ads are usually bordered.*

*If you provide only text copy, we may add appropriate clip art.*

### **Business Card**

**Actual ad size will be adjusted by printer and is limited to information as it appears on your business card**

**Quarter Page**  
Copy to fit 2.25” x 3.75”  
Vertical or Horizontal

## Sponsor/Advertiser Order Form

Sponsor/Advertiser: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

### Main Stage Production Sponsors

Select sponsorship level:

- Main Stage Production Sponsor (\$5000)
- Main Stage Band Sponsor (\$1500)
- Main Stage Show Sponsor (\$2500)

Select Production:

- Grease* (5/13-5/23)
- Fiddler on the Roof* (7/8-7/25)
- Miracle on 34<sup>th</sup> Street* (12/3-12/19)

### Education Production Sponsors

Select sponsorship level:

- Education Production Sponsor (\$1000)

Select Production:

- Alice in Wonderland Jr.* (4/16-4/18)
- Aladdin Jr.* (7/30-8/1)
- Summer Teen Shakespeare Production (8/13-8/15)

### Advertisers

Select advertising level:

- Back Cover (\$1000)
- Inside Front Cover (\$800)
- Inside Back Cover (\$600)
- Full Page (\$400)
- Half Page (\$300)
- Quarter Page (\$200)
- Business Card (\$100)

Mail this form with ad copy to:

**Schoolhouse Arts Center**  
**P.O. Box 140**  
**Standish, ME 04084**

Or e-mail ad copy to:

**education@schoolhousearts.org**

### Payment Information

- Check enclosed (made payable to **SACASL**)      Amount \$ \_\_\_\_\_
- Cash enclosed      Amount \$ \_\_\_\_\_
- Charge my MasterCard/Visa      Amount \$ \_\_\_\_\_

Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ Zip Code \_\_\_\_\_ 3-digit code \_\_\_\_\_

Signature \_\_\_\_\_

**Please include ad, logo, or artwork for program ads.**