

Schoolhouse Arts Center

Invites you to Join Us in 2011. . .



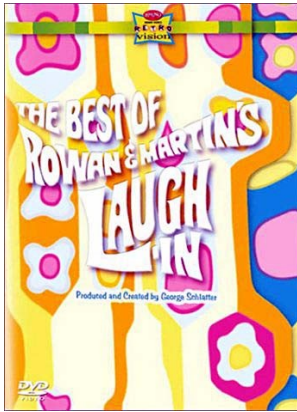
. . . For A Very Special Opportunity

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 2011 Season. Your support of the arts and arts education will help us to continue the mission that was started at Schoolhouse over 22 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 2011 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 2011 Season
Main Stage Productions**



Rowan and Martin's Laugh In

April 1-17, 2011

Sponsored by YOUR COMPANY

Directed by Keith Halliburton

This fast paced adaptation of the television show appeals to all tastes and ages. The script includes comedy material for the two masters of ceremonies, short sketches, sight gags, black outs, cameo commentary, variety acts and identifiable comedic caricatures. This evening of hilarity and wholesome humor is fun for the performers and the audience.

"A swinging version of Hellzapoppin."

N.Y. Times .

Narnia

July 7-24, 2011

Sponsored by YOUR COMPANY

The first and most famous story of *The Chronicles of Narnia* has become a musical presentation of this unique, enchanted world filled with creatures and spirits of myth and fable, both good and evil, demonic and transcendent. The principal inhabitants, however, are the intelligent talking animals ruled by the majestic King Aslan, the great lion of Narnia. Though Aslan is often absent from the land (so that his

very existence is doubted by some), he returns when the need for him is greatest. And entering Narnia at a moment of high adventure are some children—plucked from our world in unexpected ways to help Narnia and to learn from their Narnia odyssey lessons of courage, unselfishness and wisdom that will help them grow. Narnia wants to sing, and from the excitement of the opening song, "Aslan's on the Move," to the joy of "Narnia (You Can't Imagine)," your spirits will soar with all those in *Narnia*.



TBA

Fall & Winter 2011

Sponsored by YOUR COMPANY

**Sponsor one of Our 2011 Season
Education Productions**

Godspell Junior

April 29-May 1, 2011

Sponsored by YOUR COMPANY

Directed by Terri Plummer

This best loved musical by two-time Academy Award-winner Stephen Schwartz will be performed by our musical theater students (ages 8-16). Drawing from various theatrical traditions, such as clowning, pantomime, charades, acrobatics and vaudeville, Godspell Junior is a groundbreaking and unique reflection on the life of Jesus, with a message of kindness, tolerance and love. Featuring the international hit "Day By Day," Godspell Junior is a favorite for the whole family.



Summer Junior Musical Production

August 5-7, 2011

Sponsored by YOUR COMPANY

Directed by Ben Potvin

Our *Summer Junior Musical Production* will be performed by our musical theater students, ages 8-15.



Teen Summer Shakespeare Production

August 19-21

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*, *As You Like It*, and *Hamlet*.

Shakespeare

**Sponsor One of
Our 2011 Season Productions**

Benefits of Sponsorship include:

- A full-page ad in all 2010/2011 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 2010/2011 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
- Complimentary tickets for the production that you sponsor (*These can be used as promotional giveaways or as a thank you to your staff.*)

Main Stage Production Sponsor - \$5000

25 complimentary tickets

Main Stage Show Sponsor - \$2500

12 complimentary tickets

Main Stage Band Sponsor - \$1500

7 complimentary tickets

Education Production Sponsor - \$1000

7 complimentary tickets

Advertise in All of Our 2011 Season Productions

Benefits of Advertising include:

- Ad in all 2010/2011 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 2010/2011 Season playbills
- Complimentary tickets for a production in 2010/2011 (*These can be used as promotional giveaways or as a thank you to your staff.*)

Back Cover - \$1000

Full-page back cover ad
4 complimentary tickets

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 complimentary tickets

Half Page - \$300

Half-page ad (4.5"x3.75")
3 complimentary tickets

Quarter Page - \$200

Quarter-page ad (2.5"x3.75")
2 complimentary tickets

Business Card - \$100

Business card ad
1 complimentary ticket

Advertising Specifications

Circulation: approximately 2,500 per year

Deadline for ad copy is March 1, 2011.

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

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:

- Rowan and Martin's Laugh In* (April 1-17 2011)
- Narnia* (July 7-24, 2011)
- TBA* (Fall 2011)
- TBA* (Winter 2011)

Education Production Sponsors

Select sponsorship level:

- Education Production Sponsor (\$1000)

Select Production:

- Godspell Jr.* (April 29-May 1)
- Summer Junior Musical Production (August 5-7, 2011)
- Summer Teen Shakespeare Production (August 19-21, 2011)

Advertisers

Select advertising level:

- Back Cover (\$1000)
- Inside Front Cover (\$800) - not available in 2011
- 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.