



Alexandria Area Arts Association

2015 - 2016 Sponsorship and Advertising Packet

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SHOW & EVENT SPONSORSHIP OPPORTUNITIES

Into the Woods (Fall Musical)

- Sponsorship: \$2,000
- Oct. 16-25, 2015
- 7 Shows

Dashing Through the Snow (Holiday)

- Sponsorship: \$1,500
- Dec. 4-13, 2015
- 7 Shows

Honk, Jr! (Youth Musical)

- Sponsorship: \$1,000
- Jan. 22-31, 2016
- 7 Shows

Over the River and Through the Woods (Comedy)

- Sponsorship: \$1,000
- March 4-13, 2016
- 7 Shows

Proof (Drama)

- Sponsorship: \$1,000
- April 22 - May 1, 2016
- 7 Shows

Awesome 80s Prom (Interactive Comedy/Dinner Theatre)

- Sponsorship: \$1,500
- Dates To Be Announced pending location
- 4 Shows

EVENTS

2015 Andria Awards

- Sponsorship: \$500
- May 26, 2015

2015 Art in the Park

- Event Sponsorship: \$5,000
- Zone Sponsorships: \$1,000
- July 30 & 31, 2016
- Alexandria's Premiere Outdoor Festival

New Year's Family Improv Show

- Sponsorship: \$1000
- December 31, 2014

Student Theatre Projects

- Show Sponsorship: \$1,000
- Summer Educational Camp with 60+ area youth.
- June 2015 & August 2015
- Two shows and the premiere Summer student theatre experience in the region!

PRODUCTION SPONSORSHIPS, EVENT SPONSORSHIPS, PLAY BILL ADVERTISING AND MORE... We have combined all of our applications into one!

For decades, the Alexandria Area Arts Association has been producing quality community theatre that showcases regional talent and contributes to the economic and cultural climate that makes Alexandria a great place to live, work and play. But, we can not do it alone.

ABOUT SPONSORSHIPS: Many people are surprised to learn that ticket sales account for LESS THAN HALF of our income. In fact, without community partners, individual contributions and sponsorships, we would not be able to provide programming, productions or education to the community - and so we are asking you to join us by sponsoring a production or an event at the AAAA during our 2015-2016 season of plays.

Sponsorships are a tax exempt means for maintaining and growing the AAAA – they help us defray the cost of producing and help us keep our ticket prices affordable. But sponsorships are also a **great way to market your business.**

1. **Sponsorships are direct access to a target market.** The Alexandria Area Arts Association serves a vast population - around 12,000 patrons come through our doors each year for productions and special events... and Art in the Park draws 30,000 people each year to Alexandria. Sponsors have benefits such as logo placement, advertising, press releases and marquee placement to enhance their name and brand to their customers. Plus, arts attendees, on average, are more likely to support businesses that support the arts in their local communities.
2. **Sponsorships positively enhance business image.** The AAAA is a trusted part of the community, and is open and accessible to all. Businesses sponsor the arts to build positive connections, attitudes and values in the minds of their customers by linking your business with innovative and creative thinkers.
3. **Sponsorships are a great way to invest in your community.** Community Theatre not only draws several thousand patrons each year, but our programming directly employs around 50 area artists each year, from directors to designers. Additionally, around 100 adults participate in our programming each year (both onstage and off), and another 70 regional youth participate in our educational programming. Investment in the community theatre provides employment, cultural access and opportunities for many area citizens to get involved!

We have a variety of great productions and events this year! Our opportunities range from our mainstage productions, to our yearly events (Andria Awards, Art in the Park, New Year's Improv Show).

If sponsorship isn't your thing, but you want the benefits of exposure, consider **Advertising in our season playbill.**

More information on advertising, and the sponsorship packages can be found on the next pages!

[continued, from page one]

ABOUT ADVERTISING: Advertising in our season play bill is a great way to get your name out to a targeted group of consumers. Around 12,000 patrons attend productions at the AAAA each year. **That is a great base for advertising.** Advertising in our playbill gets you in front of a captive audience of arts attendees, who statistically are more likely to support businesses that support their local arts communities.

Advertising also positively enhances business image - the AAAA has been a trusted part of the Alexandria Community for over 40 years (though we've been doing productions for 45) and is open and accessible to all. Advertising with the arts builds a positive connection and attitude in the mind of your customers by linking your business with creative and innovative thinkers... and advertising is a great way to invest in the arts!

We have over 30 evenings of performances (including private preview nights) with a potential of reaching 450 people per performance!

Ad sizes and rates are:

- 1/8 Pg Ad 2.5" x 2" (Tall) \$275
- 1/4 Pg Ad 2.5" x 4" (Tall) \$500
- 1/2 Pg Ad 5" x 4" (Tall) \$900
- Full Pg Ad 8" x 5" (Tall) \$1500

Thank you for your past support and for consideration in supporting our 2015-16 season. This form also includes corporate membership and donation options, should you prefer that to advertising or sponsorship. We always make efforts to keep this process simple - so if this form is perplexing, just give us a call at 320-762-8300!

If you are interested, please submit the agreement form, along with payment by September 15, 2015. Artwork should be submitted to info@alexandriaareaarts.org by October 10, 2015.

Again, thank you for considering a partnership with the AAAA in 2015-2016. Your support helps keep regional community theatre alive and well, and contributes to making Alexandria a great place to live, work and play!

Ben

The Shows: 2015-16 Season

Fall Musical: Into the Woods



BE CAREFUL WHAT YOU WISH FOR. The tales of the Brothers Grimm hit the stage with an epic musical fairytale about wishes, family and the choices we make, masterfully crafted by the crown prince of musical theatre, Stephen Sondheim. The Baker and his wife wish to have a child. Cinderella wishes to attend the King's Festival. Jack wishes his cow would give milk. When the Baker and his wife learn that they cannot have a child because of a Witch's curse, the two set off on a journey to break the curse. Everyone's wish is granted, but the consequences of their actions return to haunt them later with disastrous results. Into the Woods is a timeless classic, and a compelling dark comedy.

Holiday Show: Dashing through the Snow



It's four days before Christmas in the tiny town of Tinsel, Texas, and a colorful parade of eccentric guests arrive at the Snowflake Inn and deck the halls with holiday hilarity. But a spur-of-the-moment Christmas Eve wedding that brings together the fabulous Futrelle sisters—Honey Raye, Twink, Frankie and Rhonda Lynn—and their best friend, Raynerd, takes a surprising and delightful turn that leads to a laugh-'til-your-sides-ache climax, changing all their lives forever. You'll swear this family-friendly Christmas comedy is more fun than a joyride in a one-horse open sleigh!

Youth Musical: Honk Jr.



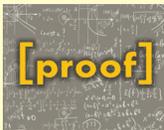
Ugly looks quite a bit different from his darling duckling brothers and sisters. The other animals on the farm are quick to notice and point this out, despite his mother's protective flapping. Feeling rather foul about himself, the little fowl finds himself on adventure of self discovery all the while unknowingly outwitting a very hungry Cat. Along the way Ugly meets a whole flock of unique characters and finds out being different is not a bad thing to be.

Winter Comedy: Over the River and Through the Woods



Nick is a single, Italian-American guy who has his routine, including seeing both sets of grandparents ever Sunday. However, the job he's been waiting for would take him away from his beloved, but annoying, grandparents who scheme to keep Nick around. How could he betray his family's love to move to Seattle, for a job, wonder his grandparents? The grandparents solution includes hilarious antics and using the lovely, and single, Catlin as bait to keep Nick around... but, will it work?

Spring Drama: Proof



On the eve of her twenty-fifth birthday, Catherine, a troubled young woman, has spent years caring for her brilliant but unstable father, a famous mathematician. Now, following his death, she must deal with her own volatile emotions; the arrival of her estranged sister, Claire; and the attentions of Hal, a former student of her father's who hopes to find valuable work in the 103 notebooks that her father left behind. Over the long weekend that follows, a burgeoning romance and the discovery of a mysterious notebook draw Catherine into the most difficult problem of all: How much of her father's madness—or genius—will she inherit?

Spring Interactive Comedy: Totally Awesome 80s Prom



The Awesome 80s Prom is a brand new blast-from-the-past party in the style of Tony 'n Tina's Wedding and The Donkey Show set at Wanaget High's Senior Prom... in 1989! All your favorite characters from your favorite '80s movies are at THE PROM, from the Captain of the Football Team to the Asian Exchange Student, from the Geek to the hottie Head Cheerleader, and they're all competing for Prom King and Queen. And just like on "American Idol", the audience decides who wins! Come back in time and join the breakdance circle or just sit back and watch the '80s drama unfold.



2015-16 Sponsorship Application

Alexandria Area Arts Association

please mail this application and payment to AAAA, 618 Broadway, Alexandria MN 56308

Please see the explanations of packages on page one and shows on page two. Questions? Don't fret - call us at 320-762-8300

Step One: Choose your sponsorship...

(if not interested in sponsorship, proceed to step two)

- [] Into the Woods (Fall Family Musical) (\$2,000) October 16 - 25, 2015**
Sponsorship includes **4 Season Flex Tickets, 40 Tickets to a Special Preview Night Presentation** on October 15 at 7:30pm, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, Acknowledgment of your sponsorship at all shows.
- [] Dashing through the Snow (Family Holiday Musical) (\$1,500) December 4-13, 2015**
Sponsorship includes **3 Season Flex Tickets, 30 Tickets to a Special Preview Night Presentation** on December 3 at 7:30pm, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, Acknowledgment of your sponsorship at all shows.
- [] Honk, Jr! (Youth Musical) (\$1,000) January 22-31, 2016**
Sponsorship includes **2 Season Flex Tickets, 20 Tickets to a Special Preview Night Presentation** on January 21 at 7:30pm, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, Acknowledgment of your sponsorship at all shows
- [] Over the River and Through the Woods (Comedy) (\$1,000) March 4-13, 2016**
Sponsorship includes **2 Season Flex Tickets, 20 Tickets to a Special Preview Night Presentation** on March 3 at 7:30pm, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, Acknowledgment of your sponsorship at all shows
- [] Proof (Spring Drama) (\$1,000) April 22-May 1, 2016**
Sponsorship includes **2 Season Flex Tickets, 20 Tickets to a Special Preview Night Presentation** on April 23 at 7:30pm, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, Acknowledgment of your sponsorship at all shows
- [] Awesome 80s Prom (Interactive Comedy) (\$1,500) Date/Location TBA**
Sponsorship includes **2 Season Flex Tickets**, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, Acknowledgment of your sponsorship at all shows.
- [] New Year's Family Improv Show (\$1000) December 31, 2015**
Sponsorship includes **10 passes to the event, 1 Season Flex Ticket**, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, acknowledgment of your sponsorship at the show.
- [] The Andria Awards (\$500) May 26, 2016**
The AAAA's annual awards, volunteer and member celebration. Sponsorship includes **10 tickets to the event, 1 Season Flex Ticket to the AAAA**, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, acknowledgment of our sponsorship at the show.
- [] Art in the Park (\$5,000) July 30 & 31, 2016**
Sponsorship includes **6 Season Flex Tickets to the AAAA, a corporate membership**, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, acknowledgment of our sponsorship at the event. **Event Zone Sponsorships are available for \$1,000 - call 320-762-8300 for details.**
- [] Student Theatre Projects (\$1,000/project) June 2016 and August 2016**
A summer educational camp featuring over 60 regional youth and two shows!. Sponsorship includes **6 tickets to the production, 2 Season Flex Tickets to the AAAA**, promotion in our season program, print advertising, website and other media, business name on the Theatre Marquee on Broadway Street, acknowledgment of our sponsorship at the show. In 2016, we will have two student theatre projects, one in June and one in August! This is the AAAA's fastest growing program!

[continued - Step 2 and payment information on next page]

Step Two: Choose your advertising package (if not interested in advertising, proceed to step three)

- | | | | | | |
|-----------------------------------|-------|----------------|------------------------------------|--------|--------------|
| <input type="checkbox"/> 1/8 Page | \$275 | 2.5" x 2" Tall | <input type="checkbox"/> 1/2 Page | \$900 | 5" x 4" Tall |
| <input type="checkbox"/> 1/4 Page | \$500 | 2.5" x 4" Tall | <input type="checkbox"/> Full Page | \$1500 | 8" x 5" Tall |

I am interested in a TRADE of services/products in exchange for an ad (select ad/trade value above).

All trades are subject to approval.

Please list trade service _____ or select trade below

Food/Lodging (Cast Party, etc)

Supplies/Materials

Services/Other

Please describe trade in details _____

Step Three: Corporate Membership (if not interested in membership, proceed to step four)

If you are a sponsor, a corporate membership is included... Corporate memberships are geared for those businesses that wish to support the theatre, but do not wish to sponsor an event or production.

Corporate Membership 1 (\$150)
includes member benefits, and 4 vouchers

Corporate Membership 2 (\$250)
includes member benefits, and 6 vouchers

Corporate Membership 3 (\$350)
includes member benefits, and 8 vouchers

Step Four: Donation (if not interested in donating, proceed to step five)

Please consider adding a tax deductible donation to the Alexandria Area Arts Association and get listed in our season program!

Funder (\$3000 +)

Builder (\$300-499)

Sponsor (\$75-149)

Thespis (\$1,000 - \$2,999)

Booster (\$200-299)

Friend (\$25-74)

Protagonist (\$500-999)

Patron (\$150-199)

Advocate (\$10-24)

Step Five: Your Info & Payment

Business Name (listed in program and media) _____

Contact Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ E-Mail _____

Website (for marketing and direct links) _____

Payment totals:

Sponsorship	\$	_____
(+) Advertising Fee	\$	_____
(+) Membership Fees	\$	_____
(+) Donation	\$	_____
TOTAL	\$	_____

Payment Type:

check Visa Mastercard Discover

Card # _____

Expiration _____ CSV _____

Signature _____ Date _____