



Miles from New York... Right on Broadway!

# Alexandria Area Arts Association

## 2016 - 2017 Sponsorship and Advertising Packet

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### SHOW & EVENT SPONSORSHIP OPPORTUNITIES

#### The Music Man (Fall Musical)

- Sponsorship: \$2,000
- Oct. 14-23, 2016
- 7 Shows

#### A Christmas Carol (Holiday)

- Sponsorship: \$1,500
- Dec. 2-11, 2016
- 7 Shows

#### James and the Giant Peach (Youth Musical)

- Sponsorship: \$1,000
- Jan. 20-29, 2017
- 7 Shows

#### Lend Me a Tenor (Comedy)

- Sponsorship: \$1,000
- March 3-12, 2017
- 7 Shows

#### Romeo & Juliet (Drama)

- Sponsorship: \$1,000
- April 21-30, 2017
- 7 Shows

### EVENTS

#### 2017 Andria Awards

- Sponsorship: \$500
- May 26, 2015

#### 2017 Art in the Park

- Event Sponsorship: \$5,000
- Zone Sponsorships: \$1,000
- July 29 & 30, 2016
- Alexandria's Premiere Outdoor Festival

#### New Year's Family Improv Show

- Sponsorship: \$1000
- December 31, 2016

#### Student Theatre Project

- Show Sponsorship: \$1,000
- Summer Educational Camp with 60+ area youth.
- August 2017
- 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 2016-2017 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 46) 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

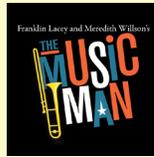
Thank you for your past support and for consideration in supporting our 2016-17 season. This form also includes corporate membership and donation options, should you prefer that to advertising or sponsorship. We always make efforts to keep this process simple - so if this form is perplexing, just give us a call at 320-762-8300!

If you are interested, please submit the agreement form, along with payment by September 13, 2016. Artwork should be submitted to [info@alexandriaareaarts.org](mailto:info@alexandriaareaarts.org) by October 11, 2016.

Again, thank you for considering a partnership with the AAAA in 2016-2017. Your support helps keep regional community theatre alive and well, and contributes to making Alexandria a great place to live, work and play!

## The Shows: 2016-17 Season

### Fall Musical: The Music Man



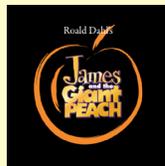
The Music Man follows fast-talking traveling salesman Harold Hill as he cons the people of River City, Iowa into buying instruments and uniforms for a boys' band he vows to organize - this despite the fact he doesn't know a trombone from a treble clef. His plans to skip town with the cash are foiled when he falls for Marian the librarian, who transforms him into a respectable citizen by curtain's fall.

### Holiday Show: A Christmas Carol



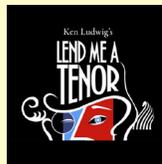
A Christmas Carol tells the story of a bitter old miser named Ebenezer Scrooge and his transformation into a gentler, kinder man after visitations by the ghost of his former business partner Jacob Marley and the Ghosts of Christmas Past, Present and Yet to Come. This classic story has been adapted for our stage by Kevin Lee of Alexandria.

### Youth Musical: James and the Giant Peach



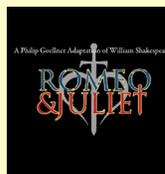
When James is sent by his conniving aunts to chop down their old fruit tree, he discovers a magic potion that grows a tremendous peach, rolls into the ocean and launches a journey of enormous proportions. James befriends a collection of singing insects that ride the giant piece of fruit across the ocean, facing hunger, sharks and plenty of disagreements along the way.

### Winter Comedy: Lend Me a Tenor



Lend Me A Tenor is set in September 1934. Saunders, the general manager of the Cleveland Grand Opera Company, is primed to welcome world famous, Tito Morelli, Il Stupendo, the greatest tenor of his generation, to appear for one night only as Otello. The star arrives late and, through a hilarious series of mishaps, is given a double dose of tranquilizers and passes out. His pulse is so low that Saunders and his assistant Max believe he's dead. In a frantic attempt to salvage the evening, Saunders persuades Max to get into Morelli's Otello costume and fool the audience into thinking he's Il Stupendo. Max succeeds admirably, but Morelli comes to and gets into his other costume ready to perform. Now two Otellos are running around in costume and two women are running around in lingerie, each thinking she is with Il Stupendo.

### Spring Drama: Romeo & Juliet



William Shakespeare's Romeo and Juliet is a tragedy about two young star-crossed lovers whose deaths ultimately reconcile their feuding families. This tragic love story has been adapted for our stage by Alexandria's own Philip Goellner, who adapted Hamlet in 2015.



# 2016-17 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)

- [ ] The Music Man (Fall Family Musical) (\$2,500) October 14 - 23, 2016**  
Sponsorship includes **4 Season Flex Tickets, 40 Tickets to a Special Preview Night Presentation** on October 13 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.
- [ ] A Christmas Carol (Family Holiday Show) (\$2,500) December 2-11, 2016**  
Sponsorship includes **3 Season Flex Tickets, 30 Tickets to a Special Preview Night Presentation** on December 1 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.
- [ ] James and the Giant Peach (Youth Musical) (\$1,000) January 20-29, 2017**  
Sponsorship includes **2 Season Flex Tickets, 20 Tickets to a Special Preview Night Presentation** on January 19 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
- [ ] Lend Me a Tenor (Comedy) (\$1,000) March 3-12, 2017**  
Sponsorship includes **2 Season Flex Tickets, 20 Tickets to a Special Preview Night Presentation** on March 2 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
- [ ] Romeo & Juliet (Spring Drama) (\$1,000) April 21-30, 2017**  
Sponsorship includes **2 Season Flex Tickets, 20 Tickets to a Special Preview Night Presentation** on April 20 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
- [ ] New Year's Family Improv Show (\$1000) December 31, 2016**  
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 (\$2,500) July 29 & 30, 2017**  
Sponsorship includes **2 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 Project (\$1,000) August 2017**  
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.

**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 (\$250)**  
includes member benefits, and 6 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 (\$1000 +)

Booster (\$200-499)

Friend (\$10-99)

Builder (\$500-999)

Patron (\$100 - \$199)

**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	\$	_____
<b>TOTAL</b>	<b>\$</b>	_____

**Payment Type:**

Check  Cash  Credit Card

Please make checks payable to:

Alexandria Area Arts Association  
618 Broadway  
Alexandria, MN 56308

\*\*If you prefer to use a credit card, please call 320-762-8300 to process your payment over the phone.

Signature \_\_\_\_\_ Date \_\_\_\_\_