

JOIN US FOR SEASON 49

BUSINESS PROMOTER and SPONSORSHIP OPPORTUNITIES

HOPE
SUMMER
REPERTORY
THEATRE



CHILDREN OF A LESSER GOD • THE MARVELOUS WONDERETTES
MAN OF LA MANCHA • MUCH ADO ABOUT NOTHING •
EVERY BRILLIANT THING • LITTLE WOMEN: The Musical
A YEAR WITH FROG AND TOAD!*

EMERGING ARTIST INITIATIVE - *FREAKY FRIDAY*

MAY 29 - AUGUST 6, 2020

CREATE LASTING IMPRESSIONS AND PARTNER WITH HSRT

As a business/organization in West Michigan we are excited to offer you an opportunity to promote and advertise your business to our audiences, while providing your customers and employees with the gift of live theatre!

- **Reach an audience which spends locally while you support the arts**
- **Our audiences represent a wide range of demographics**
- **Our programs are circulated to over 20,000 people**
- **Position your business as a supporter of the arts in our community**

BUSINESS PROMOTER PERFORMANCE SPONSORSHIPS

Our performance sponsor packages provide a variety of ticket, advertising and event opportunities for your business or organization. These packages are a great opportunity for a night out with customers or as a way to recognize and appreciate employees.

When you become a performance sponsor, you will be assigned an event specialist who will work with you to plan your event from beginning to end, welcome you to the theatre on the evening of your performance and create a unique and memorable experience for your guests. Each level can be tailored to fit your individual needs and budget.

\$1000 LEVEL

- 10 ticket passes to any production (based on availability)
- 1/4 page advertisement in main program
- VIP priority seating (based on availability)
- Listed as a Business Promoter in both programs

\$2500 LEVEL

- 8 ticket passes to any production (based on availability)
- 1/2 page advertisement in main program
- VIP priority seating (based on availability)
- 25 tickets for group event
- Acknowledgement in curtain speech on evening of event
- Recognition in the lobby on evening of group event
- Listed as a Business Promoter in both programs

\$5000 LEVEL

- 10 ticket passes to any production (based on availability)
- Full page advertisement in main program
- VIP priority seating (based on availability)
- 50 tickets for group event
- Acknowledgement in curtain speech evening of group event
- Recognition in the lobby on evening of group event
- Listed as a Business Promoter in both programs

\$7500 LEVEL

- 20 ticket passes to any production (based on availability)
- Full page advertisement in main program
- VIP priority seating (based on availability)
- 75 tickets for group event
- Acknowledgement in curtain speech on evening of event
- Recognition in the lobby on evening of group event
- Listed as a Business Promoter in both programs

\$10,000 LEVEL

- 20 ticket passes to any production (based on availability)
- Full page advertisement in main program
- VIP priority seating (based on availability)
- 100 tickets for group event
- Acknowledgement in curtain speech evening of group event
- Recognition in the lobby on evening of group event
- Listed as a Business Promoter in both programs

TITLE SPONSORSHIPS

\$25,000 MAIN TITLE SPONSOR (6 opportunities)

Recognition at each performance of show, in the curtain speech, program and advertising

50 ticket passes for any mainstage production
(based on availability)

Full page recognition in both programs
VIP priority seating (based availability)

\$10,000 - CHILDREN'S SHOW SPONSOR

Recognition at each performance of show, in the curtain speech, program and advertising.

20 ticket passes for any production (based on availability)

Full page recognition in both programs
VIP priority seating (based availability)

BUSINESS PROMOTER TICKET PACKAGES

Ticket Package Option:

Purchase a minimum of 8 Best Buy Season Packages at a discounted rate of \$80 per package. Each package is good for four mainstage productions (Save \$18 per package)

Bonus Ticket Package Option:

Purchase a minimum of 8 Bonus Season Packages at a discounted rate of \$100 per package. Each package is good for the four mainstage productions PLUS *Marvelous Wonderettes*. (Save \$35 per package)

Single Ticket Option:

Purchase a minimum of 20 ticket courtesy passes at \$25 each (Save \$15 per pass over regular price) Passes maybe redeemed for tickets to any of our productions.

Each option includes a listing in both the main program and children's program as a Business Promoter

BE SEEN SUPPORTING THE ARTS WITH PROGRAM ADVERTISING

Join the many businesses and organizations who support HSRT. We produce two programs for our audience members: our main program is given to each audience member at our mainstage productions, and our children's program is given to anyone who attends our children's productions, and to children who attend our mainstage productions of *Man of La Mancha* and *Little Women*. This is a great way to be seen supporting live theatre in our community and reach an audience that spends locally.

PROGRAM ADVERTISING RATES

2020 RATES - MAIN PROGRAM

Program size 8.5 w x 11 h	Full Price (Due 5/8/20)	Discount* (Due 4/24/20)
COLOR		
Back Cover 8.5 w x 11 h	\$2000	na
Inside Front/Back Cover 8.5 w x 11 h	\$1800	\$1700
BLACK & WHITE		
Full Page 7.5 w x 10 h	\$1600	\$1500
1/2 page-horizontal 7.5 w x 5 h	\$900	\$850
1/2 page-vertical 3.75 w x 10 h	\$900	\$850
1/3 page-horizontal 7.5 w x 3.33 h	\$700	\$650
1/3 page - vertical 5 w x 10 h	\$700	\$650
1/4 page 3.75 w x 5 h	\$500	\$450

*Discount rates apply to contracts received by April 24, 2020 with full payment.

ART WORK INFORMATION:

InDesign CS6 or earlier, collected for output
Illustrator (eps with all placed images included, all fonts converted to paths or outlines)

Photoshop (tif, eps, jpg, pdf)
Microsoft Publisher files will not be accepted

Preferred formats at 300 dpi:
tif, eps, jpg and high res pdf files

Artwork may be emailed to: hsrtp@hope.edu

CHILDREN'S PROGRAM ADVERTISING

Geared toward a younger demographic. This program will be given to all audience members who attend performances of *A Year with Frog and Toad* as well as children who attend *Man of La Mancha*, and our new Emerging Artist Initiative production of *Freaky Friday* (More than 5000 impressions). **Save 50% on Children's program ad when purchasing main program ad of any size at the 2020 full price.**

2020 RATES - CHILDREN'S PROGRAM

Program Size 7 w x 8.5 h	Full (Due 5/8/20)	Discount (Due 4/24/20)	Both Programs (Due 4/24/20) <small>Plus the cost of any size 2020 Main Program full price ad</small>
Color			
Back Cover (add .25 bleed) 7 w x 8.5 h	\$1000	\$800	\$500
Inside Front/Back Cover 6.25 w x 7.5 h	\$800	\$750	\$400
Black and White			
Full Page 6.25 w x 7.5 h	\$750	\$700	\$375
1/2 page - horizontal 6.25 w x 3.75 h	\$450	\$400	\$225
1/2 page - vertical 3.125 w x 7.5 h	\$450	\$400	\$225
1/4 page 3.125 w x 3.75 h	\$250	\$200	\$125

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NATIONAL
ENDOWMENT
for the
ARTS
arts.gov



CENTER STAGE CIRCLE

If you are interested in supporting HSRT as an individual donor consider joining The Center Stage Circle. Your donation provides support specifically to HSRT.

Donors receive:

- Special recognition in our season programs
- The opportunity to choose dates for our productions before the general public
- Access to VIP seating when purchasing your tickets and season packages (based on availability)
- Invitations to special Center Stage Circle events like the Summer Gala, Previews, Season Reveal and more!

The Producers Circle
\$5,000 and above
The Directors Circle
\$2,500 to \$4,999
The Playwrights Circle
\$1,500 to \$2,499
The Actors Circle
\$500 to \$1,499

For Questions or more information contact:

Anne Bakker - Managing Director • abakker@hope.edu • 616.395.7602

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**2020 ADVERTISING PROGRAM
CONTRACT**

**TAKE ADVANTAGE OF OUR DISCOUNTED RATES
RETURN CONTRACT BY APRIL 24, 2020
AND SAVE**

Business/Organization Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

2020 RATES - MAIN PROGRAM

Program size: 8.5 w x 11 h		Full Price	Discount*	
Due Date:		(Due 5/8/20)	(Due 4/24/20)	
COLOR				
Back Cover	8.5 w x 11 h	\$2000	na	= \$ _____
Inside Front/Back Cover	8.5 w x 11 h	\$1800	\$1700	= \$ _____
BLACK & WHITE				
Full Page	7.5 w x 10 h	\$1600	\$1500	= \$ _____
1/2 page-horizontal	7.5 w x 5 h	\$900	\$850	= \$ _____
1/2 page-vertical	3.75 w x 10 h	\$900	\$850	= \$ _____
1/3 page-horizontal	7.5 w x 3.33 h	\$700	\$650	= \$ _____
1/3 page-vertical	5 w x 10 h	\$700	\$650	= \$ _____
1/4 page	3.75 w x 5 h	\$500	\$450	= \$ _____

2019 RATES CHILDREN'S PROGRAM

Program Size: 7 w x 8.5 h	Full	Discount	Both Programs	
Due Date:	(Due 5/8/20)	(Due 4/24/20)	(Due 4/24/20)	
Plus the cost of any size 2020 main program full price ad				
Color				
___ Back Cover 7 w x 8.5 h (add .25 bleed)	\$1000	\$800	\$500 + \$ _____	= \$ _____
___ Inside Front/Back Cover 6.25 w x 7.5 h	\$800	\$750	\$400 + \$ _____	= \$ _____
Black and White				
___ Full Page	6.25 w x 7.5 h	\$750	\$700	\$375 + \$ _____ = \$ _____
___ 1/2 page-horizontal	6.25 w x 3.75 h	\$450	\$400	\$225 + \$ _____ = \$ _____
___ 1/2 page-vertical	3.125 w x 7.5 h	\$450	\$400	\$225 + \$ _____ = \$ _____
___ 1/4 page	3.125 w x 3.75 h	\$250	\$200	\$125 + \$ _____ = \$ _____

Total Due: \$ _____

Payment Type:

___ Check (made payable to Hope College)

___ Credit Card Circle: Visa MasterCard American Express Discover



_____ Exp: _____ CVV _____

Please complete both sides of contract

FINE PRINT SECTION

1. Ads will appear in all issues of the Hope Summer Repertory Theatre program at the rates set forth on the front side of this contract.
2. Ads will be produced in one color, black on white or reverse type. The only exception to this is the back cover, and inside back and inside front cover which is full color.
3. The advertiser is responsible for camera-ready art work (hard copy or electronic), exactly as it is to appear in the program.
4. Ads will be identical in all of the programs.
5. Advertising space may only be used for a single business, company, or organization. It may not be divided for use by more than one enterprise.
6. Advertisements in the main program may not contain "clip-out" coupons.
7. Full payment for advertisements should be made when contract is returned. Ads will not be printed if full payment is not received prior to May 8, 2020.
8. Payments received prior to April 24, 2020 will be at the 2020 discount price.
9. Contracts, including art work, must be submitted by May 8, 2020 to be included in the program.

ART WORK INFORMATION:

300 dpi • Preferred formats: tif, eps and high res pdf files

InDesign CS6 or earlier, collected for output

Illustrator (eps with all placed images included, all fonts converted to paths or outlines)

Photoshop (tif, eps, pdf) • *Microsoft Publisher files will not be accepted*

Submit artwork electronically: abakker@hope.edu

A hard copy may be dropped off at the Hope Theatre Office 2nd Floor DeWitt - 141 E. 12th St.

Mailed: HSRT Advertising • PO Box 9000 • Holland MI 49422-9000

You are authorized to publish in the 2020 Hope Summer Repertory Theatre program the advertisement of:

Company Name: _____
(please print or type)

Comments: _____

This order is signed and accepted, subject to the conditions above.

Signature

Title

Date

Anne Bakker, Managing Director at 616-395-7600
or abakker@hope.edu with any questions.

**Please return completed contract and payment to:
HSRT Advertising • PO Box 9000 • Holland, MI 49422-9000
Electronically: abakker@hope.edu**

1/4 Page
3.75 W X 5 H

Full Price
\$500
Discount Price
\$450

1/3 Page Vertical
2.5 W X 10 H

Full Price
\$700
Discount Price
\$650

1/2 Page Vertical
3.75 W X 10 H

Full Price
\$900
Discount Price
\$850

FOR MORE INFORMATION CONTACT:

Anne Bakker - Managing Director
abakker@hope.edu

616-395-7602

1/2 Page Horizontal
7.5 W X 5 H

Full Price
\$900
Discount Price
\$850

1/3 Page Horizontal
7.5 W X 3.33 H

Full Price
\$700
Discount Price
\$650

Full Page
7.5 W X 10 H

Full Price
\$1600
Discount Price
\$1500



Business Promoter Agreement

Deadline: May 8, 2020

Business/Organization Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Business Promoter Ticket Packages

Provide your customers and employees with live theatre experiences while supporting HSRT and the arts in our community.

Option 1: Buy a minimum of 8 Best Buy Season coupons at \$80 per coupon (Save \$18 off regular price)

_____ Best Buy Season coupons x \$80.00 per coupon = \$ _____

Option 2: Buy a minimum of 8 Bonus Season coupons at \$100 per coupon (Save \$35 off regular price)

_____ Best Buy Season coupons x \$100.00 per coupon = \$ _____

Option 3: Buy a minimum of 20 courtesy passes at \$25 (\$15 off the regular price)

_____ Courtesy passes x \$25.00 per pass = \$ _____

Total Due: _____

Business Promoter Performance Sponsor

____ I am interested in becoming a performance sponsor. *Please contact me to discuss the details.

_____ **\$1000 Sponsor** _____ **\$2500 Sponsor** _____ **\$5000 Sponsor** _____ **\$10,000 Sponsor**

_____ **Other Amount** *We will tailor a Performance Sponsor Package to match your needs.*

Business Promoter Title Sponsor

____ I am interested in becoming a HSRT Title sponsor. Please contact me to discuss the details.

_____ **\$10,000 Children's Show/Emerging Artist Initiative** _____ **\$25,000 Main Title**

_____ **\$50,000 Season Sponsor**

Center Stage Circle (Individual Donor)

I/We would like to support HSRT. Enclosed is my/our gift of \$ _____

____ Producers Circle (\$5000+) _____ Directors Circle (\$2500-\$4999)

____ Playwrights Circle (\$1500-\$2499) _____ Actors Circle (\$500-\$1499)

Payment Type:

____ Check (made payable to Hope College)

____ Credit Card Circle: Visa MasterCard American Express Discover

_____ Exp: _____ CVV _____

