

2024

VALLEY THEATRE COMPANY ADVERTISING & SPONSORSHIPS



509-972-6633

PO Box 1551, Ellensburg, WA 98926



YOUR COMMUNITY THEATRE



Valley Theatre Company (VTC) has been a vibrant, vital organization for twenty-five years, because of the support of local businesses in our community like yours. Although much has changed at VTC over the last two decades, one thing remains the same: Theatre inspires creativity, compassion, and connection with the broader community.

VTC aspires to provide positive experiences for Ellensburg families - from our “Rising Stars” productions that provide a creative outlet specifically for middle school students and teens, to our Summer mainstage and Winter shows that provide opportunities for both adults and children. We also publish a quarterly newsletter Voice of the Valley, with a distribution average of 1500-2000, that brings additional advertising opportunities for local businesses.

You can help us continue to keep the arts alive and thriving in Kittitas County by becoming a VTC sponsor and making our audience, your audience! In an average season, VTC utilizes the talents of hundreds of local children, adults and families to bring quality theatre productions to audiences that exceed 5,000 people. In an effort to keep theatre an accessible, affordable, family-oriented activity, VTC has made it a goal to keep ticket prices low, even though the cost of a production can be upwards of \$15,000. Ticket sales alone do not cover these costs. Sponsorships, advertisers and individual patrons are required to cover the excess costs.

We offer several sponsorship levels and advertising opportunities, and our commitment to you, as a valued sponsor, ensures that you will receive the attention, recognition and publicity you deserve in exchange for your generous contribution.

We have also expanded our opportunities for business cross-promotions. These opportunities allow for participation with little to no cost, or for in-kind donation involvement in productions. Check out our section about Theatre Experience Partners to see how your business can get involved.

Valley Theatre Company appreciates you considering our organization as a recipient of your support.

2024 SEASON



PROGRAM ADS & SPONSORSHIPS



WINTER PLAY
February 2-10
8 performances
600-800 attendees



SPRING RISING STARS
May 10-18
7 performances
600-800 attendees



SUMMER MAINSTAGE
July 11-20
8 performances
1800 - 2200 attendees

OTHER AD OPPORTUNITIES



FALL DINNER THEATRE
October 2024
2-3 performances
200-300 attendees



VOICE OF THE VALLEY NEWSLETTER
Quarterly e-newsletter
1500 subscribers + 1000+ reach on Social Media



THEATRE EXPERIENCE PARTNERS
See Page 6-7 for details

SHOW SPONSORSHIPS & PROGRAM ADS

SHOW SPONSORSHIPS:

There are limited sponsorships available for each production. On the registration form you can select which production you would like to sponsor.

Community Sponsor

Rising Star/Fall/Winter Productions - \$300 | Summer Mainstage Production - \$500
Company or Individual Name listed as sponsor on show website page and in show programs.

Production Elements Sponsor

Sponsor a specific element – Costumes, Sets, Props, Choreography, Orchestra.
4 per production available.

Rising Star/Fall/Winter Productions - \$600 | Summer Mainstage Production - \$1,000

This sponsorship includes:

- 1/8-page ad in show program
- 1/8-page ad in the issue of Voice of the Valley that precedes your selected production
- Company logo as season sponsor on program, website, & social media posts
- Two (2) ticket vouchers good for any one performance of sponsored production
- Sponsor recognition on signage in foyer lobby

Performance Night Sponsor

7 or 8 available depending upon show

Rising Star/Fall/Winter Productions - \$1,200 | Summer Mainstage Production - \$2,000

This sponsorship includes:

- 1/4-page ad in the show program
- 1/4-page ad in the issue of Voice of the Valley that precedes your selected production
- Company logo as season sponsor on program, website, & social media posts
- Logo on website links back to your business
- Four (4) ticket vouchers good for any one performance of sponsored production
- Sponsor recognition on signage in foyer lobby
- Sponsor acknowledgement during pre-show announcements at chosen performance





VALLEY THEATRE COMPANY

Premier Sponsor

Rising Star/Fall/Winter Productions - \$2,500 | Summer Mainstage Production - \$5,000

This sponsorship includes:

- 1/2-page ad in the show program
- 1/2-page size ad in the issue of Voice of the Valley that precedes your selected production
- Company logo on show poster
- Company logo as season sponsor on program, website, & social media posts
- Logo on website links back to your business
- Ten (10) ticket vouchers good for any performance of sponsored production
- Sponsor recognition on signage in foyer lobby
- Sponsor acknowledgement during pre-show announcements at each performance

VTC Benefactor - \$10,000 or above

An unparalleled opportunity to support VMT and community theatre. Details and creative acknowledgement to be discussed with the VMT Board of Directors.

Show Programs Display Ads:

Options for advertising:

- Winter Play: **The Odd Couple** (Feb. 2 – 10, 2024) – average 600-800 attendees over two weekends. DEADLINE TO REGISTER – JANUARY 10
- Spring Rising Stars Production: **The Somewhat True Tale of Robin Hood** (May 10-18, 2024) – average 600-800 attendees over two weekends. DEADLINE TO REGISTER – APRIL 1
- Summer Mainstage Production (July 12-18, 2024): **Anastasia: The Musical** - average of 1800-2200 attendees over 2-3 weekends. DEADLINE TO REGISTER – JUNE 1
- Fall fundraiser & show: **Cabernet Cabaret** (October 2024) – Dinner theatre and limited run Cabaret Performance 200-300 attendees. DEADLINE TO REGISTER – SEPT. 1

Yearly Rate: Place your ad in the show programs for all 3 of VTC's main productions and get placement in the fall show program for free.

Program Size	Ad Size	Per Show
5.5" x 8.5"	1/8 page - 2.25"w x 2" h	\$125
	1/4 page - 4.5"w x 2" h	\$200
	1/2 page ads available to sponsors*	
8.5" x 11"	1/8 page-3.4"w x 2.3" h	\$150
	1/4 page - 3.4"w x 4.6" h	\$250
	1/2 page ad 6.75"w x 4.5"h	*Available to Sponsors

THEATRE EXPERIENCE PARTNERS

Patrons of theatre and the performing arts are all ages, and from diverse backgrounds. Over the years, they have come to see that Valley Theatre Company brings quality and attention to detail for every production we put on, and they come back again and again.

When patrons attend our performances, they also look for ways to expand their experience. Many invite friends and family in from out of town, many pick up a meal at a local restaurant before or after a show to make it a date night. They visit local shops, check out the galleries, stay overnight in hotels, and buy essentials from our community. VTC likes to provide cross-links and promotions to other local businesses for our patrons to make our productions even more appealing to tourists.

We are seeking Theatre Experience Partners for our 2024 season. These partnerships are designed to be mutually beneficial. Here are some ideas:



Experience Partners

Examples of how we partnered with our community to expand the experience for tourists (and locals).

Ellensburg Pasta Company

The Mule COCKTAIL BAR

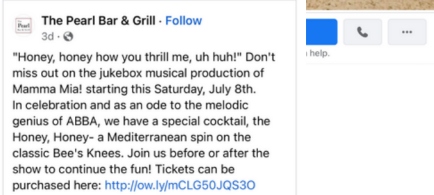
The Pearl Bar & Grill

HOTEL WINDROW
HISTORIC ELLENSBURG WA.



Ellensburg Pasta Company
3d · 🌐

Q: What's the Mama Mia special?
A: Ticket holders can receive 25% off any dessert, just show yo... See more



The Pearl Bar & Grill · Follow
3d · 🌐

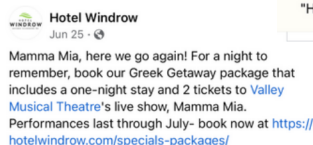
"Honey, honey how you thrill me, uh huh!" Don't miss out on the jukebox musical production of Mamma Mia! starting this Saturday, July 8th. In celebration and as an ode to the melodic genius of ABBA, we have a special cocktail, the Honey, Honey- a Mediterranean spin on the classic Bee's Knees. Join us before or after the show to continue the fun! Tickets can be purchased here: <http://ow.ly/mCLG50JQS30>



Don't miss
July 8-16th, 2022

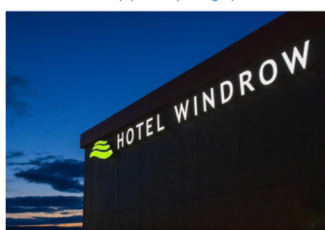
VALLEY MUSICAL THEATRE PRESENTS
MAMMA MIA!

Featured Cocktail!
"Honey, Honey"



Hotel Windrow
Jun 25 · 🌐

Mamma Mia, here we go again! For a night to remember, book our Greek Getaway package that includes a one-night stay and 2 tickets to Valley Musical Theatre's live show, Mamma Mia. Performances last through July- book now at <https://hotelwindrow.com/specials-packages/>



HOTEL WINDROW

👍❤️👍 5

9 shares

IDEAS:

- Local restaurant offers a themed prix fixe menu during the performance days of a particular show. Theme might correspond to the subject or location of the play. The restaurant displays a table sign with QR code for guests to purchase tickets to the show. VTC lists the restaurant on Experience Partners section of the website as a place to eat out before or after a show.
- Local restaurant offers a discount on desserts, appetizers, or meals to theatre patrons who show their ticket. Restaurants have the freedom to structure the special as works best for them.
- Local bar or coffee shop offers a themed cocktail or drink during the show that ties into the theme of the play. Similar options for cross-promotion with VTC.
- Local hotel registers to be a “Host Hotel” for a production. Offers a special room rate or discount for guests of the show with a coupon code. Promoted on VTC website and ad materials.
- We have also worked with hotels to create “Stay and See a Play” packages, where tickets to the show are included in the room package. We have developed an easy way to book and track this, and hotels are billed post-event for the tickets purchased under these type of packages.
- Local clothing store or gift shop offers a coupon to store during the performance days to theatre patrons who show their ticket.
- The sky is the limit! We are open to your ideas...

Ready to sign up to be a VTC Theatre Experience Partner?

Reach out to Jessica Solberg Black, VTC Executive Director at 509-972-6633 or info@valleytheatreco.org to start the discussion.

OTHER ADVERTISING OPPORTUNITIES

Voice of the Valley - Quarterly Newsletter

Published: January, April, July, October
 Audience: Electronic distribution to email list of 1900+, Facebook page audience of 1000+, and newsletter remains available on website. Issues may also be printed for various live community events and for display.
 Ads accepted in JPG or PNG format.
 We do not currently offer half or full page size ads in the newsletter.



Ad Size	Per Issue	Yearly (4 Issues)
1/8 page - 3.4" w x 2.2" h or 2.2" w x 3.4" h	\$125	\$450
1/4 page - 3.75" w x 5" h or 2.2" w x 7.5" h	\$200	\$500



DEADLINES FOR AD COPY:

April Issue - March 15, July Issue - June 15,
 October issue - September 15, January issue - December 15

In-Kind Donations

We also rely on local business support to put on the shows, with many businesses providing in-kind donation sponsorship and support. For instance, in 2023 we received in kind business donations of costume cleaning, set and costume materials, photography services, haircuts, stadium chairs, water and concession donations, paint supplies, and more. Each of these supporters are recognized in our program and on our sponsorship signage at the shows. We also look for business donations to our Annual Silent Auction that coincides with our Fall show.



ADVERTISING & SPONSORSHIP FORM

(TEAR ME OUT)

SEE DEADLINES FOR SUBMISSION/AD COPY ON PAGE ONE. JPG or PNG files preferred. 300 DPI recommended. Send completed form to info@valleytheatreco.org. Payment may be mailed to VTC, PO Box 1551, Ellensburg, WA 98926. For any questions please contact Jessica Solberg Black, VTC Executive Director via email (info@valleytheatreco.org) or by phone at 509-972-6633.

CONTACT INFORMATION

Business Name:			
Contact Name:			
Billing Address:			
City, State Zip:			
Phone:		Email:	

VOICE OF THE VALLEY ADVERTISING

SIZE	PER ISSUE	SELECT ISSUE(S)	YEARLY (4 ISSUES)	TOTAL
1/8 page – 3.4”w x 2.2”h or 2.2” w x 3.4” h	\$125	<input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter	\$450	
¼ page – 3.75”w x 5”h or 2.2”w x 7.5”h	\$200	<input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter	\$550	
			Subtotal VOTV	

SHOW PROGRAM ONLY ADVERTISING

Select Shows:

- Winter 2024: The Odd Couple (use 5.5”x8.5” sizing & pricing)
- Spring Rising Stars 2024: Robin Hood (use 8.5”x11” sizing & pricing)
- Summer Mainstage 2024: Anastasia (use 8.5”x11” sizing & pricing)
- Fall 2024: Cabernet Cabaret (use 5.5”x8.5” sizing & pricing)

PROGRAM SIZE	AD SIZE	# OF SHOWS	PER SHOW	TOTAL
5.5”X8.5”	1/8 page – 2.25”w x 2” h		\$125	
	¼ page – 4.5”w x 2” h		\$200	
8.5”X11”	1/8 page–3.4”w x 2.3” h		\$150	
	¼ page – 3.4”w x 4.6” h		\$250	
			Subtotal Programs	

Show Sponsorships and payment information on next page. >>

ADVERTISING & SPONSORSHIP FORM

(TEAR ME OUT)

SHOW SPONSORSHIP (Select your show)

Select Shows:

- Winter 2024: The Odd Couple (Feb. 2, 3, 4, 8, 9, 10)
- Spring Rising Stars 2024: The Somewhat True Tale of Robin Hood (May 10, 11, 16, 17, 18)
- Summer Mainstage 2024: Anastasia: The Musical (July 12, 13, 14, 18, 19, 20)
- Fall 2024: Cabernet Cabaret (October, dates TBD)

SPONSOR LEVEL	SELECT OPTIONS	SPONSOR FEE (Winter, Spring or Fall)	SPONSOR FEE (Summer)	TOTAL
Community Sponsor		\$300	\$500	
Production Elements	<input type="checkbox"/> Costumes <input type="checkbox"/> Sets <input type="checkbox"/> Props <input type="checkbox"/> Choreography <input type="checkbox"/> Orchestra	\$600	\$1,000	
Performance Night	Indicate preferred performance date, staff will confirm availability. Preferred dates: _____	\$1,200	\$2,000	
Premier Sponsor		\$2,500	\$5,000	
Benefactor	VTC will reach out to discuss options.	\$10,000 or above		
			Subtotal Sponsorship	

SUBTOTAL VOICE OF THE VALLEY ADS	TOTAL
SUBTOTAL SHOW PROGRAM ADS	
SUBTOTAL SHOW SPONSORSHIP	
GRAND TOTAL	

PAYMENT INFORMATION

If you prefer to be invoiced and pay electronically, please email your completed form with request for invoice to info@valleytheatreco.org. Registration is not considered complete until payment has processed.

Payment Method	<input type="checkbox"/> Check # _____	<input type="checkbox"/> Credit Card	CC Type:	<input type="checkbox"/> Visa <input type="checkbox"/> M/C <input type="checkbox"/> Discover
Credit Card #		Exp Date		CVC Code
Name on Card (print legibly):				
Date:	Signature:			
Laughing Horse Arts Foundation dba Valley Theatre Company is a 501(c)(3) organization (EIN 91-121173).				



2024



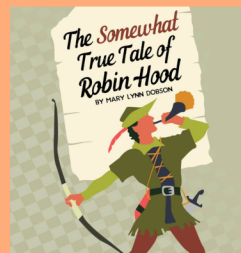
Help Make the Theatre Magic Happen!



**February
2-10**
**The Ramsay
Ballroom**

VTC Winter Play Production: **The Odd Couple**

Neil Simon is known as "the father of modern comedy" and his classic work, *The Odd Couple* is considered by many as the finest stage comedy ever written. The plot concerns two mismatched roommates- one divorced and one estranged and neither quite sure why their marriages fell apart - move in together to save money for alimony and suddenly discover they're having the same conflicts and fights they had in their marriages.



**May
10-18**
**The Ramsay
Ballroom**

VTC Rising Stars Production: **The Somewhat True Tale of Robin Hood**

A frantically funny, Monty Pythonesque retelling of the classic tale of Robin Hood. This time around, the legendary legend, in his never-ending quest to aid the needy, encounters a lovely damsel-in-distress; an ever-scheming sheriff who would rather bowl a strike than hit a bull's-eye; a gold-hoarding, bad-guy monarch wannabe; and a good-natured "Town's Guy" who manages to make his way into every scene, whether he belongs there or not. Combine them and you've got an irreverent jaunt through Sherwood Forest you won't soon forget!
AUDITIONS: March 2024. Open to 6th - 8th grade students.



**July
12-20**
**Morgan
Performing
Arts Center**

VTC Summer Production **Anastasia: The Musical**

From Tony winners Terrence McNally, Stephen Flaherty and Lynn Ahrens, creators of such Broadway classics as *Ragtime* and *Once On This Island*, this dazzling show transports its audience from the twilight of the Russian Empire to the euphoria of Paris in the 1920s, as a brave young woman sets out to discover the mystery of her past. Pursued by a ruthless Soviet officer determined to silence her, Anya enlists the aid of a dashing con man and a lovable ex-aristocrat. Together, they embark on an epic adventure to help her find home, love and family. AUDITIONS: April 2024



**October
2024**
**Hotel Windrow
Elks Ballroom**

VTC Cabernet Cabaret & Dinner Theatre **Theme TBA**

Enjoy a delectable dinner, complimentary wine, and be entertained with songs from some of your favorite Broadway musicals, and participate in a silent auction to support Valley Theatre Company and its next Season. Featuring phenomenal local vocal talent. Only one weekend, only three shows, and seats are limited to about 90 per performance. This is the event of the season, and we've sold out three years running!
AUDITIONS: September 2024

THANK YOU

CONTACT US

Jessica Solberg Black, Executive Director

509-972-6633

www.valleytheatreco.org

info@valleytheatreco.org

PO Box 1551, Ellensburg, WA 98926