

2023

VALLEY MUSICAL THEATRE ADVERTISING & SPONSORSHIPS



509-972-6633

PO Box 1551, Ellensburg, WA 98926



YOUR COMMUNITY THEATRE



For over twenty years, Valley Musical Theatre (VMT) has been a vibrant, vital organization because of the support of local businesses in our community like yours. Although much has changed at VMT over the last 20 years, one thing remains the same: Theatre inspires creativity, compassion, and connection with the broader community.

VMT 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 VMT sponsor and making our audience, your audience! In an average season, VMT 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, VMT 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 Musical Theatre appreciates you considering our organization as a recipient of your support.

2023 SEASON



PROGRAM ADS & SPONSORSHIPS



WINTER PLAY

February 3-11
8 performances
600-800 attendees



SPRING RISING STARS

May 5-13
6 performances
600-800 attendees



SUMMER MAINSTAGE

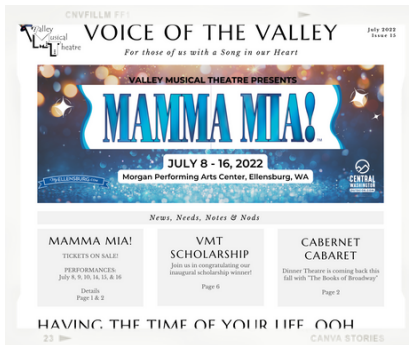
July 6-22
8-12 performances
1800 - 2200 attendees

OTHER AD OPPORTUNITIES



FALL DINNER THEATRE

October 2023
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





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

VMT 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 One-Act Play That Goes Wrong** (Feb. 3 – 11, 2023) – average 600-800 attendees over two weekends. DEADLINE TO REGISTER – JANUARY 10
- Spring Rising Stars Production: **Godspell Jr.** (May 5-13, 2023) – average 600-800 attendees over two weekends. DEADLINE TO REGISTER – APRIL 1
- Summer Mainstage Production (July 6-22, 2023): **9 to 5 the Musical** - average of 1800-2200 attendees over 2-3 weekends. DEADLINE TO REGISTER – JUNE 1
- Fall fundraiser & show: **Cabernet Cabaret** (October 2023) – 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 VMT's main productions and get placement in the fall show program for free.

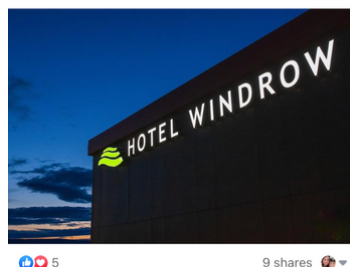
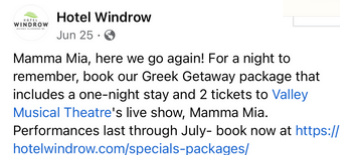
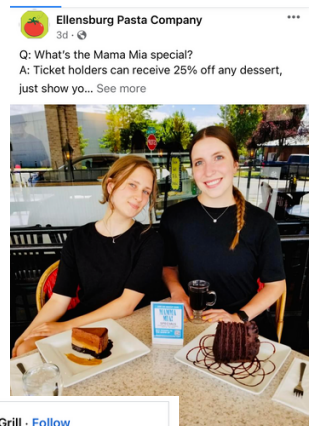
Program Size	Ad Size	Per Show
5.5" x 8.5"	1/8 page - 2.25"w x 2" h	\$125
	¼ page - 4.5"w x 2" h	\$200
	½ page ads available to sponsors*	
8.5" x 11"	1/8 page-3.4"w x 2.3" h	\$150
	¼ page - 3.4"w x 4.6" h	\$250
	½ page ad 6.75"w x 4.5"h	*Available to Sponsors

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 Musical Theatre 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. VMT 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 2023 season. These partnerships are designed to be mutually beneficial. Here are some ideas:





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. VMT 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 VMT.
- 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 VMT 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 VMT Theatre Experience Partner?

Reach out to Jessica Solberg Black, VMT Executive Director at 509-972-6633 or valleymusicaltheatre@gmail.com to start the discussion.

Voice of the Valley - Quarterly Newsletter

VOICE OF THE VALLEY

For those of us with a Song in Our Heart

June 15th
7:00pm

VALLEY MUSICAL THEATRE PRESENTS

MAMMA MIA!

JULY 8 - 16, 2022

Morgan Performing Arts Center, Ellensburg, WA

<p>MAMMA MIA!</p> <p>By Celine Dion</p> <p>PERFORMANCES: July 8-16, 2022 7:00pm & 8:30pm</p> <p>Page 1 of 3</p>	<p>VMU SCHOLARSHIP</p> <p>Join us in congratulating our designated VMU Scholarships!</p> <p>Page 6</p>	<p>CABERNET CABARET</p> <p>Director: "There's a coming back this fall with 'The Book of Dorothy'"</p> <p>Page 2</p>
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HAVING THE TIME OF YOUR LIFE, OOH

DAVIDEEN, FMT President & Director, MAMMA MIA!

It's been a year since we last had a musical and I think it's safe to say that the musical was what planned for the season of 2020 before a worldwide pandemic that is down. Now two years past, we are making our return to Morgan, and will be announcing the return of the musical of MAMMA MIA!

As a result, it's exciting to see the musical of MAMMA MIA! and the VMU of my family. It is the music my kids have learned to sing from their parents, and it's a great way to bring the musical to the next generation. It's a great way to bring the musical to the next generation. It's a great way to bring the musical to the next generation.

We are so excited to present this show to you, and cannot wait to have a show audience. This musical is really has to be a very exciting experience for everyone. We wanted to spend all of the energy, and present a show that is a great way to bring the musical to the next generation. It's a great way to bring the musical to the next generation. It's a great way to bring the musical to the next generation.

It has to have you get to be only going to bring and telling your friends and family about the show, but don't miss it to help us maintain the VMU of my family. We encourage you to share. And don't miss it to help us maintain the VMU of my family. We encourage you to share.

THANK YOU! We couldn't do the anything without you!

We look forward to seeing you for MAMMA MIA! And don't miss it to help us maintain the VMU of my family. We encourage you to share.

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
¼ page – 3.75”w x 5”h or 2.2”w x 7.5”h	\$200	\$500

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

We also rely on local business support to put on the shows, with many businesses providing in-kind donation sponsorship and support. For instance, at the recent production we received in kind business donations of costume cleaning, tuxedo rentals, photography services, haircuts, specialty woodwork for our set, rehearsal space for dancers, water and concession donations, and even the loaning of pool lounge chairs from one of the local hotels. All told we received approximately \$4,500 in in-kind donations from businesses for 2022 Summer Production, and each of these supporters are recognized in our program and on our sponsorship signage at the show. We also look for business donations to our Annual Silent Auction that coincides with our Fall show.

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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 valleymusicaltheatre@gmail.com. Payment may be mailed to VMT, PO Box 1551, Ellensburg, WA 98926. For any questions please contact Jessica Solberg Black, VMT Executive Director via email (valleymusicaltheatre@gmail.com) 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 2023: The Play that Goes Wrong (use 5.5"x8.5" pricing)
- ☐ Spring Rising Stars 2023: Godspell Jr (use 8.5"x11" pricing)
- ☐ Summer Mainstage 2023: 9 to 5 (use 8.5"x11" pricing)
- ☐ Fall 2023: Cabernet Cabaret (use 5.5"x8.5" 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 2023: The Play that Goes Wrong (Feb. 3, 4, 5, 9, 10, 11, 2023)
- ☐ Spring Rising Stars 2023: Godspell Jr. (May 5, 6, 10, 11, 12, 13, 2023)
- ☐ Summer Mainstage 2023: 9 to 5 the Musical (July 7, 8, 9, 14, 15, 16 with possible 3rd weekend)
- ☐ Fall 2023: 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	VMT 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 valleymusicaltheatre@gmail.com. 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 Musical Theatre is a 501(c)(3) organization (EIN 91-121173).					



2023



Help Make the Theatre Magic Happen!



WINTER 2023

VMT After Dark Production

This hilarious farcical comedy includes a play within a play, offering a fresh (non-musical) opportunity to actors. You all know the classic murder mystery story. There has been an untimely death at a country manor, everyone is a suspect, and an inspector is set on the case to find who the culprit is. However, when this play is performed by the accident-prone thespians of The Cornley Drama Society, everything that can go wrong...does! The actors and crew battle against all odds to make it through to their final curtain call, with hilarious consequences! Over the course of 75 minutes, expect a plethora of disasters from missed lines to falling props.

FEB
3-11



SPRING 2023

Rising Stars Youth Production

VMT Rising Stars is a project developed by VMT to serve as an expressive and artistic outlet for area middle school youth. The 2023 production is "Godspell Jr." A combination of biblical parables and 1970s pop hits, Godspell Jr. tells the story of love, friendship, and tolerance through the eyes of children. This production is designed to be curriculum-based, teaching about both the history and process of theatre creation through in-class games, activities, stage-crafting, and devised workshops.

MAY
5-13



SUMMER 2023

VMT Summer Mainstage Musical

This musical adaptation of the iconic film, 9 to 5 is an undeniably upbeat show about friendship, standing up for what's right, and making a change. Pushed to the boiling point, three female coworkers concoct a plan to get even with the sexist, egotistical, lying, hypocritical bigot they call their boss. In a hilarious turn of events, Violet, Judy and Doralee live out their wildest fantasy – giving their boss the boot! While Hart remains "otherwise engaged," the women give their workplace a dream makeover, taking control of the company that had always kept them down. Hey, a girl can scheme, can't she?

JULY
7-15

THANK YOU

CONTACT US

Jessica Solberg Black, Executive Director

509-972-6633

www.valleymusicaltheatre.com

valleymusicaltheatre@gmail.com

PO Box 1551, Ellensburg, WA 98926