



PRODUCTION SPONSORSHIP PACKAGE

2023/2024 Season

www.theatrekent.com

Join Theatre Kent as a sponsor for our community theatre with one of our exciting productions. Sponsorship not only provides you with a unique opportunity to promote your business with our ever-growing audience of theatre-goers from all over Chatham-Kent, it also shows your commitment to this community to your customers and clients.

Sponsorship Levels and Benefits

Platinum Level (\$1000 and up)

- 10 free tickets to any performance of this show
- Full page advertisement (8.5" x 5.5") in the program for the show
- Acknowledgement and thank you for any radio ads or interviews by the production team.
- Your logo on any Theatre Kent Facebook page advertisement
- 'Shout outs' on other TK socials including Facebook, Twitter, and Instagram
- Logo on Theatre Kent production posters (if received before printing of posters)
- Logo on TheatreKent.com
- Logo on any promotional video production (added to any already existing video)
- Logo on the sponsor board or video program at theatre doors (If applicable)

Gold Level (\$500-999)

- 6 free tickets for any performance of this show
- Half page advertisement (4.25" x 5.5") in the program for show
- special thanks on TK Facebook group
- Shout outs on other TK socials including Facebook, Twitter, and Instagram
- Logo on Theatre Kent production posters (if received before printing of posters)
- Logo on the sponsor board or video program at theatre doors(If applicable)

Silver Level (\$250-499)

- 4 free tickets for any performance of this show
- Name on promotional posters (if received before printing of posters)
- Name on Facebook ads
- Name in program
- Name or Logo on the sponsor board or video program at theatre doors(If applicable)

Bronze Level (\$100-249)

- 2 free tickets for any performance of this show
- Name in program
- Name on the sponsor board or video program at theatre doors
- Name on TheatreKent.com sponsor's page

Friends Level (\$50-99)

- Name on the sponsor board or video program at theatre doors
- Name in program
- Name on TheatreKent.com sponsor's page

About Theatre Kent

Theatre Kent was started in 1978 to bring community theatre to the Chatham-Kent area. The group has presented at least two high-quality productions every year since then, providing the opportunity for local actors, directors and others interested in the theatre to express their talent and giving local residents fun, inexpensive entertainment.

Volunteer-driven

Theatre Kent is a volunteer, non-profit organization. We rely on ticket sales and sponsorships to cover expenses. Volunteer work is at the heart of our organization, everyone from the board of directors to the lonely spotlight operator are volunteering their time, energy, and passion to create wonderful and amazing productions along with memories that stay with us for the rest of our lives.

Our Location

St. Andrew's United Church at 85 William Street S. is the current home of Theatre Kent. We rent several storage rooms, and use their Fellowship Hall as our rehearsal space and occasional event site. St. Andrew's provides our volunteers with the space they need to mount any production, while our productions take place at the Kiwanis Theatre or the Chatham Capitol Theatre. Although we work out of this facility, we have our mail sent to:

Theatre Kent
P.O. Box 701
Chatham, ON
N7M 5K8

Our Audience

Our audience is our community, our friends, and our family. They come from all over the Chatham-Kent area and as far afield as Windsor and Sarnia, but of course our doors are open to anyone from anywhere. We work hard to bring quality entertainment to people from all walks of life and we are always on the lookout for new ways to bring a diverse sense of culture to our audience.

The Need

The work for TK is done by volunteers, but there are still significant direct costs, which are often required to be paid "up front" before any revenues from ticket sales are received. These include play royalties (license fees), scripts, set materials, costumes, promotion and advertising, etc. Sponsorship by individuals or local businesses assists with these costs. It can be in the form of cash or in kind, such as supplying items or services for our productions.

How to Become a Sponsor

There are several ways to become a sponsor.

- Our production teams are actively searching for sponsors, please complete the form at the end of this package if you are able to sponsor the show.
- You can go to our website at www.theatrekent.com to complete the sponsorship form online. Please be sure to include any letterhead and logos you wish to have displayed in publicity materials and on our website. We accept cash, cheque and E-transfers.
- Also available on our web site, is our text feature that is displayed on our home page, and is connected to our Facebook messenger app. If you have a Facebook account you can connect with us through the messenger portal on the web page.
- You can contact us via email at theatrekent@gmail.com. Send us your contact information and telephone number of yourself or your organization, and one of our board members will contact you at the first available time. Our board members are all experienced theatre members and will answer any of your questions.
- You can complete the attached form and send it along with a cheque made out to Theatre Kent and mailed to Theatre Kent, P.O. Box 701, Chatham, ON N7M 5K8. Please be sure to include any letterhead and logos you wish to have displayed in publicity materials and on our website. E-transfers are also an option, please send payment to TKMembershipFee@gmail.com.

Theatre Kent
SPONSORSHIP COMMITMENT



I would like to make a cash sponsorship donation at the following level:

- Platinum Level (\$1000-up)
- Gold Level (\$500-999)
- Silver Level (\$250-499)
- Bronze Level (\$100-249)
- Friend Level (\$50-99)

Please complete the following details and include your cash or cheque. E-transfers are also an option, send to TKMembershipFee@gmail.com.

Name: _____

Preferred prefix: Mr. ___ Mrs. ___ Other (please specify): _____

Are you an individual who represents yourself only? Y _____ N _____

Are you a representative for a business? Y _____ N _____

Company Name: _____
(the legal title of the company)

Sponsor Name: _____
(as it will appear in publicity if it differs from legal name or company name)

Phone: (H) _____ (B) _____

Email: _____

Please be sure to include any company logos you wish to have displayed in publicity materials and on our website. Please send these to theatrekent@gmail.com

We look forward to collaborating with you!

Questions or Comments:
