



## Corporate Sponsorship Opportunities

BackStory Theatre is a local, non-profit organization serving the community within and surrounding Broomfield, Colorado. Our mission to provide affordable theatre arts education, performance, and patron opportunities for children, adults, and families is accomplished by providing free drama workshops, by offering affordably-priced acting classes with available scholarships and work-study opportunities, and by making stage productions open to the public at a cost as low as \$3 per ticket. Experience, adaptive needs, identity, and economic ability should never be a barrier to experiencing the joys of theatre!

We believe in the power of theatre to enhance confidence, build social skills, and empower people of all ages to see themselves as capable of accomplishing their goals. Through theatre, we dream big and realize the power we have to create change in our world. A basic rule in improvisation is to say, "Yes, and..." We know that anything is possible when we all say 'yes and' lift each other up. BackStory Theatre's programs are made possible by the generous support of grants, individual contributions, and sponsorships from local businesses like yours. Please help us in our mission to make live theatre available to all, to provide an authentic acting experience for our students, and to give area youth a sense of accomplishment and a forum to showcase hard work.

### **BackStory Theatre Producer -- \$1,000**

Support an entire year of BackStory Theatre programming, including two BackStory Youth Theatre fully staged productions with expected attendance of 1,100 patrons from the community as well as year-round BackStory Theatre Academy classes culminating in at least 15 small stage productions.

Specific benefits to your company include:

- Full-page advertising and listing on the Donor Acknowledgment page in the playbill for November Youth Theatre Production of *Guys & Dolls* with at least 800 attendees from the community.
- Your company logo included as a supporter in all BackStory Theatre Academy production programs with an expected total attendance of 1,250 attendees from the community.
- Your company logo on BackStory Theatre outdoor banners at the Broomfield Audi as applicable.
- Your company logo included as a sponsor on our website home page which links to online purchase of class registration and production tickets.
- Acknowledgment by production director or in pre-show announcements at each show.

### **BackStory Theatre Director -- \$750**

Support an entire year of BackStory Theatre programming, including two BackStory Youth Theatre fully staged production with expected attendance of 1,100 patrons from the community as well as year-round BackStory Theatre Academy classes culminating in at least 15 small stage production: *Director Benefits Continued*

Specific benefits to your company include:

- Half-page advertising and listing on the Donor Acknowledgment page in the playbill for November Youth Theatre Production of *Guys & Dolls* with at least 800 attendees from the community.

555 Burbank St, Unit Q, Broomfield, CO 80020

[www.backstorytheatre.org](http://www.backstorytheatre.org)

[info@backstorytheatre.org](mailto:info@backstorytheatre.org)

720-263-0836

- Your company logo included as a supporter in all BackStory Theatre Academy production programs with an expected total attendance of 1,250 attendees from the community.
- Your company logo on BackStory Theatre outdoor banners at the Broomfield Audi as applicable.
- Your company logo included as a sponsor on our website home page which links to online purchase of class registration and production tickets.

**BackStory Theatre Benefactor - \$350**

Support BackStory Theatre’s fall musical with expected attendance of at least 800 attendees from the community. Specific benefits to your company include:

- Half-page ad and listing on the Donor Acknowledgment page in the playbill for November Youth Theatre Production of *Guys & Dolls*.
- Your company logo included on outdoor production banner for *Guys & Dolls*.
- Your company logo included as a sponsor on our website home page which links to online purchase of class registration and production tickets.

**BackStory Theatre Advertiser**

Advertising in our 8th annual November Youth Theatre Production (*Guys and Dolls*) playbill.

\$250 -- Full page back cover (**ALREADY RESERVED**)

\$200 – Full page inside back cover

\$175 -- Full page ad (print ready art work: 8w x 10.5h)

\$125 -- Half page ad (print ready art work: 8w x 5.25h)

\$90 -- Quarter page ad (print ready art work: 3.5w x 5.25h)

	<b>Producer \$1000</b>	<b>Director \$750</b>	<b>\$Benefactor \$350</b>	<b>\$Advertiser \$90-\$250</b>
<b>Expected Reach</b>	2350 + Audi visitors + Web viewers	2350 + Audi visitors + Web viewers	800 + Audi visitors + Web viewers	800
<b>Ad in Fall Musical Playbill (800 + patrons)</b>	Full Page	Half Page	Half Page	Varies
<b>Inclusion on Donor Ack. page of Fall Musical playbill</b>	Yes	Yes	Yes	
<b>Logo included on BackStory promo banner outside Audi</b>	Up to 4 x per year	Up to 4 x per year	1 x per year (Guys and Dolls)	
<b>Logo on BackStory website</b>	1 year	1 year	1 year	
<b>Logo on BackStory promo banner used at shows &amp; events</b>	1 year	1 year		
<b>Logo on Academy show playbills (1500 + patrons)</b>	Approx 15 shows	Approx 15 shows		
<b>Acknowledgments in pre-show announcements</b>	Yes			

Our audiences are community-minded and have been shown to increase their spending at local businesses who support the arts! We hope you’ll join us as a Community Partner by becoming a sponsor or by purchasing an ad in fall production program.

**For more information or to sign up for a BackStory Theatre sponsorship, contact Michelle Hoffman at 720-289-7359 or Michelle.BackStoryTheatre@gmail.com:**