



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.

We believe that live theatre enriches community and that access to these programs is a critical component of thriving communities like ours. BackStory Theatre's programs are made possible by the generous support of grants, individual contributions, and sponsorships from local businesses. 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 900 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 in the playbill for our November Youth Theatre Production of *Annie* and signage in the lobby at the production.
- Your company logo included as a supporter in all BackStory Theatre Academy production programs with an expected annual attendance of 1,500 attendees from the community.
- Your company logo included on outdoor production banners at the 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 productions with expected attendance of 900 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:

- Half-page advertising in the playbill for our November Youth Theatre Production of *Annie* and signage in the lobby at the production.
- Your company logo included as a supporter in all BackStory Theatre Academy production programs with an expected annual attendance of 1,500 attendees from the community.

Director Benefits Continued

- Your company logo included on outdoor production banners at the 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 a year of BackStory Youth Theatre with expected attendance of 900 patrons from the community. Specific benefits to your company include:

- Half-page advertising in the playbill for our November Youth Theatre Production of *Annie*.
- Your company logo included on outdoor production banner for *Annie*.
- 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 annual November Youth Theatre Production (*Annie*) playbill with approximately 900 attendees.

\$200 -- Full page back cover

\$175 -- Full page inside back cover

\$150 -- Full page ad (print ready art work: 8w x 10.5h)

\$90 -- Half page ad (print ready art work: 8w x 5.25h)

Sponsorship Level Summary

	Producer \$1000	Director \$750	Benefactor \$350	Advertiser \$90-\$200
Acknowledgment in pre-show announcements	Yes			
Logo on BackStory promo banner used at shows and events	1 year	1 year		
Logo included on BackStory production banners outside Audi	Up to 4x per year	Up to 4x per year	Up to 1x per year (<i>Annie</i>)	
Logo on BackStory website	1 year	1 year	1 year	
Ad in Annie Playbill (750+ patrons)	Full Page	Half Page	Half Page	Size Varies
Logo on Academy Show Playbills (1500+ patrons)	Approx 15 shows	Approx 15 shows		
Expected Reach	2650 patrons + Audi visitors + Web views	2650 patrons + Audi visitors + Web views	900 + Audi visitors + Web views	900

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