

main street arts



Dear Community Partner,

Main Street Arts' theater productions have been entertaining the local area for decades. In our 31st year, our organization continues to provide high caliber community theater offerings.

Last year, MSA productions attracted audience members from 150 different towns and cities from over 12 states, including Vermont, New Hampshire, Massachusetts, New York, Connecticut, and Maine. By advertising in the our playbill, your ad has a possible reach of up to 4,000 potential customers.

Here is a look at our 2020 Main Street Art's Main Stage Theater offerings:

"Cabaret" March 13 through 21, 2020 at the Bellows Falls Opera House
Set in 1931 Berlin as the Third Reich is rising to power, Cabaret focus on the nightlife at the seedy Kit Kat Klub. The Master of Ceremonies welcomes the audience and assures them they will forget all their troubles at the cabaret.

Great River Theater Festival July 10 through 19, 2020: The GRTF encompasses a great collaboration of local theater, touring and performance companies, along with music, workshops, food and much more. In 2019, the festival saw a 320% increase in attendance. Main Street Arts Productions as well as other performing arts individuals and organizations bring their own creative presentations. This year, MSA's contribution is Tony-nominated "Noises Off" which will be staged at Vermont Academy's Horowitz Hall.

"SHREK" November 5 through 15, 2020: Based on the Oscar-winning film, *Shrek The Musical* is a Tony Award-winning fairy tale adventure, featuring all new songs. Shrek brings all the beloved characters you know from the film to life on stage and proves there's more to the story than meets the ears. The tale of an unlikely hero who finds himself on a life-changing journey alongside a wisecracking Donkey and a feisty princess who resists her rescue. Throw in a short-tempered bad guy, a cookie with an attitude and over a dozen other fairy tale misfits, and you've got the kind of mess that calls for a real hero. To be staged at Main Street Arts.

Your advertising helps us continue our mission: *"to be a catalyst for arts and community, fostering creative expression through artistic experiences accessible to all."*

Please review the next pages describing available advertising opportunities. Complete the advertising agreement and return it along with your payment and artwork to Main Street Arts. Please feel free to pass a copy along to others in the community you believe would like to support our efforts.

For more information about sponsorship and advertising opportunities, please contact Susan Lampe-Wilson at 802-869-2960 or suelamwil@mainstreetarts.org.

Thank you for supporting our community arts organization!

Sponsoring the 2020 Main Stage Productions (all 3 events)

Sponsorship Levels

Executive Producer - \$5,000

- ✦ Two admissions to Final Dress Rehearsals
- ✦ Two tickets to any Opening Night private party event
- ✦ Four complimentary tickets to each production
- ✦ Full-page color ad on a cover for the season (as available) or B/W full-page ad
- ✦ Your company's name announced at each performance
- ✦ Your company's logo on the sponsor board displayed in the lobby during each performance
- ✦ Your company's logo on the homepage of our website with a link to your website

Producer - \$2,500

- ✦ Two admissions to any Opening Night private parties
- ✦ Four complimentary tickets to each production
- ✦ Full-page B&W ad in all programs for the season
- ✦ Your company's name announced at each performance
- ✦ Your company's logo on the sponsor board displayed in the lobby during each performance
- ✦ Your company's logo on the homepage of our website with a link to your website

Director - \$1,000

- ✦ Two complimentary tickets to each production
- ✦ Full-page B&W ad in all programs for the season
- ✦ Your company logo on the sponsor board displayed in the lobby during each performance
- ✦ Your logo displayed on all our theater marketing communications (print, electronic and on-line)

Advertising for Individual Productions

Star - \$500 per production

- ✦ Two complimentary tickets to the sponsored production
- ✦ Full-page B&W ad in the program
- ✦ Your company logo on the sponsor board displayed in the lobby during each performance
- ✦ Your logo displayed on all print and internet marketing materials

Lead - \$200 per production

- ✦ Full-page B&W ad in the program
- ✦ Your company listed on the sponsor board displayed in the lobby during each performance

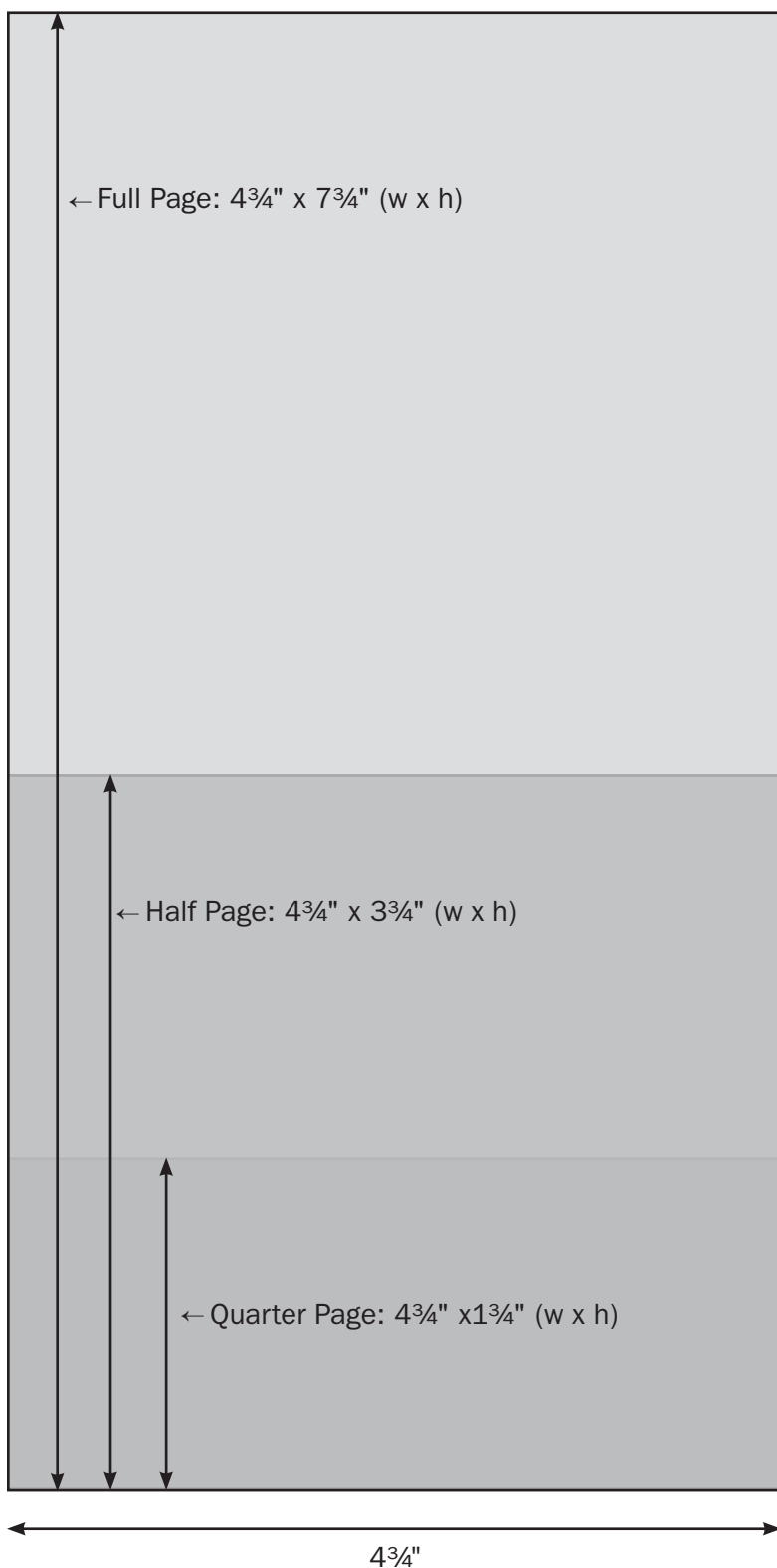
Cast - \$100 per production

- ✦ Half-page B&W ad in the program
- ✦ Your company listed on the sponsor board displayed in the lobby during each performance

Spotlight - \$50 per production

- ✦ Quarter-page B&W ad in the program
- ✦ Your company listed on the sponsor board displayed in the lobby during each performance

Program Book Advertising Specification



Ad Deadlines

All materials need to be at
Main Street Arts by:

FEBRUARY 7, 2020 Cabaret

JUNE 5, 2020 Great River Theater Festival

OCTOBER 5, 2020 Shrek

Advertising Specifications*

NOTE: All interior ads are printed in black and white, no bleed

Ad Sizes (w x h)

Full Page: 4³/₄" x 7³/₄"

Half Page: 4³/₄" x 3³/₄"

Quarter Page: 4³/₄" x 1³/₄"

Ad Submission

Format: High resolution JPEGs (300 ppi)
or PDFs

Email ads to suelamwil@mainstreetarts.org

Or mail to: Susan Lampe-Wilson

Main Street Arts, P. O. Box 100,

Saxtons River, Vermont 05154

Ad Assistance

We have a limited ability to help advertisers create their ads. Contact us and then provide text and high-resolution logo and image files if you would like us to help you build your ad.

STAR level

Please include a high resolution logo with your materials for print and web promotional purposes.

**Improperly prepared ads received will be adjusted to fit our format.*

Send ad materials and logos (if applicable) to suelamwil@mainstreetarts.org

For more information, contact Susan Lampe-Wilson | 802-869-2960 | suelamwil@mainstreetarts.org

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Advertiser Agreement 2020 Theater Season

Please return this form with your ad information to:
Susan Lampe-Wilson at suelamwil@mainstreetarts.org OR
Main Street Arts P.O. Box 100, Saxtons River, VT 05154

Contact Information

Contact Person/Title: _____

Business name: _____

Street/P.O. Box: _____

Town, State and Zip: _____

Phone: _____ Email: _____

Sponsorship Level

Choose to advertise in ALL season show programs (3) (see page 2, Sponsorship Level information)

Executive Producer Producer Director

Please forward your company's logo as a high resolution JPEG or EPS format to suelamwil@mainstreetarts.org, or mail a 3" or larger sharp scan-able image to Susan Lampe-Wilson, MSA, P. O. Box 100, Saxtons River, VT 05154.

(For print and web promotional use)

Advertising for Individual Shows

Choose to advertise in one to three shows at each level. Feel free to mix and/or match your choices across categories.

Level (price and ad size):

Star: \$500; Full page+add'l benefits
(see page 2, Star Level information)

Lead: \$200; Full page

Cast: \$100; 1/2 page

Spotlight: \$50; 1/4 page

Choose your show program and ad size

"Cabaret" Ad deadline: February 7, 2020

Level: Star Lead Cast Spotlight

"Great River Theater Festival" Ad deadline: June 5, 2020

Level: Star Lead Cast Spotlight

"SHREK" Ad deadline: October 5, 2020

Level: Star Lead Cast Spotlight

Ad Information (see page 3 for ad specifications)

Please use the ad you have on file

I will send an ad electronically to suelamwil@mainstreetarts.org in a PDF or JPEG format

Please design an ad based on the enclosed instructions/draft copy

Payment Options

Total amount due: _____

Check enclosed, payable to Main Street Arts (Mail to P.O. Box 100, Saxtons River, VT 05154)

Please send me an invoice to the address above.

Please charge my credit card

Exp. Date: _____ CVC: _____ Billing Zip Code _____