

# Great Sponsorship Opportunities

## Sponsorship Benefits

- ❑ Exposure to audiences who value arts education and character development
- ❑ Your business/organization will gain our endorsement and further encourage our viewers to invest in your product or service
- ❑ Excellent opportunity to keep your organization name in front of your target market.
- ❑ Know that your support will help provide greater access to performing arts opportunities, education, and scholarships for youth in the greater Northern Virginia area.

## Marketing & Exposure Facts

- ❑ **Target Audience**
  - Average household income is 90K+
  - 90% are parents with children ages 4-17
- ❑ **Demographic Audience**
  - 60% reside in Reston, Herndon, Great Falls, Vienna, McLean, and Oakton
  - 40% reside in Eastern Loudoun County



## Sponsorship Packages & Entitlements

### **Executive Sponsor \$1500**

- ❑ *Full Page Back Cover Colored AD* in all season performance playbills
  - *Only 1 Available*
- ❑ Acknowledgement in all touring performance programs
- ❑ Logo on all Performance Advertisements
- ❑ Logo on Production and Cast Shirts
- ❑ Verbal acknowledgement at all performances

### **Platinum Sponsor \$750**

- ❑ *Full Page Premium Size AD* in all season performance playbills
  - *Inside Front Cover or Inside Back Cover*
  - *Only 2 Available*
- ❑ Acknowledgement in all touring performance programs

### **Gold Sponsor \$500**

- ❑ *Full Page Size AD* in all season performance playbills

### **Silver Sponsor \$250**

- ❑ *Half Page Size AD* in all season performance playbills

### **Bronze Sponsor \$150**

- ❑ *Quarter Page Size AD* in all season performance playbills

### **Business Card Sponsor \$75**

- ❑ *Business Card Size AD* in all season performance playbills

### Exposure Facts & Statistics

- ❑ **LYTC Playbill/Program Distribution Exposure**
  - Approximately 750+ Playbills distributed between 3 local shows and Press Kits
  - Approximately 1000+ programs distributed per touring season
- ❑ **LYTC Advertisement Exposure**
  - Average of 200+ posters and flyers distributed to schools, libraries, and stores.
  - Ads posted in local publications
- ❑ **LYTC Cast Shirt Exposure**
  - Cast Shirts distributed & worn by the cast and their families.
  - Cast Shirts On sale and marketed at every show.

Over for Sponsorship Selection & Agreement Form



Cast Member Allocation

If applicable  
 Mission Players

## Sponsorship Selection & Agreement

Sponsor Information & Contact Date \_\_\_\_\_

Organization/Individual Name: \_\_\_\_\_ Contact Person: \_\_\_\_\_

Organization Address: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Email Address \_\_\_\_\_ Phone \_\_\_\_\_

Fax \_\_\_\_\_ Cell \_\_\_\_\_ Industry \_\_\_\_\_

### Sponsorship Selection

#### **Individual Sponsor**

- Executive Sponsor **\$1500**
- Platinum Sponsor **\$750**
- Gold Sponsor **\$500**
- Silver Sponsor **\$250**
- Bronze Sponsor **\$150**
- Business Card Sponsor **\$75**

**See Sponsorship Packages & Entitlements  
On The Other side**

#### **Agreement**

By signing below, the individual signing this agreement represents the sponsor and warrants that he or she has been authorized to execute this agreement on behalf of the named sponsor. I understand that all fees are due at the time of submission of this agreement and that these said fees are non-refundable. In the event of cancellation by the sponsor, the sponsor will be obligated for 100% of contracted fees, plus any legal fees (including attorney's fees) resulting from collection efforts. I further understand that LYPAC reserves the right to refuse advertising it deems offensive and reserves the right to determine the eligibility for all such ads and its judgment is final.

Authorized Signature \_\_\_\_\_

Title \_\_\_\_\_

Date \_\_\_\_\_

#### **Payment Information:**

- Total Amount Due \$ \_\_\_\_\_
- Check Enclosed # \_\_\_\_\_
  - Please make checks payable to:  
**LYPAC**
- Credit Card Payment

*Authorized Card Holder*

*Card Type:* Visa MC Amex Disc

*Account Number:*

*Authorized Signature*

*Expiration* \_\_\_\_\_ *3 Digit Security Code* \_\_\_\_\_

- Mail Sponsorships & Payments to:  
**LYPAC  
Sponsorships  
11425 Isaac Newton Sq. #100  
Reston, Va. 20190**
- Fax Sponsorships & Payments to:  
**703-689-2854**

**Over for Sponsorship Information**