



**SPONSORSHIP &
ADVERTISING
OPPORTUNITIES**

2020

“With each new year comes new opportunities, new relationships, new victories and new defeats. Whatever life may throw at us, we hope that in 2020 you will stand alongside our characters and, rather than shy away from the uncertain, embrace the possibilities of the future with a sense of hope, an understanding of family, and the courage to be brave.”

—Erinn Dearth, Executive Director and Dan Beckmann, Artistic Director

LOCK-IN: 2020 Digital Performance Project
May 29, 2020 | *Spring Theatre YouTube Page*

Spring Theatre created the Digital Performance Project—a fully-online, socially-distanced performance series as a way to fuel the creative spirit of the entire Triad and beyond during COVID-19. The Project has evolved to produce a full-length, socially distanced feature film which includes over 100 performers, voiceover artists, musicians, editors, graphic artists, and more. The film has been written and directed by Erinn Dearth, *Executive Director*, and Dan Beckmann, *Artistic Director*.

TROUBLE IN PARADISE: 2020 Young Aspiring Artist Production
May 29, 2020 | *Private Facebook Digital Performance*

In *Trouble in Paradise*, the last thing Willa and Leslie want to do is to clean their rooms—but as they step into a story book tale, they learn some valuable lessons about the nature of blame, the power of truth, and the responsibility of caretaking. Beth Frack, writer and director, says: “*Trouble In Paradise* is a musical that will engage children and adults as imaginations spring into action in a fairy book world filled with dancing and singing!”

FOOTLOOSE THE MUSICAL
2-week Performance Intensive Camp for youth ages 12 and up plus adult mentors June 26-28, 2020 | *HanesBrands Theatre*

Footloose The Musical is a show about open-mindedness which seeks to remind us of the value of heeding the wisdom of youth, as well as the power of passionate changemaking. This exhilarating musical opens with teenager Ren moving from Chicago with his mother to a small farming town where he finds rigorous local edicts, including a ban on dancing instituted by the local preacher. The heartfelt story that emerges is of a father longing for the son he lost and of a young man aching for the father who walked out on him. Based on the smash hit film by the same name, *Footloose The Musical* features a score bursting with your favorite songs from the 1980s, and, of course, foot-loads of dancing.

SHREK THE MUSICAL

**3-week Performance Camp for youth ages 5 and up plus adult mentors
July 23-26, 2020 | *Reynolds Place Theatre; Milton Rhodes Center for the Arts***

Shrek, a mild-natured green ogre, and Donkey, a donkey, set off to save the land from the vertically-challenged Lord Farquaad and stumble upon the arguably lovely Princess Fiona. To Shrek's surprise, he finds something appealing—something strange and different—about this pretty princess...but why does she always run off when the sun sets? Based on the blockbuster movie and the book by William Steig, *Shrek the Musical* is an unforgettable, gut-bustlingly-funny romp through fairy tale land which is sure to steal your heart.

ALICE IN WONDERLAND

October 2-4, 2020 | *Reynolds Place Theatre; Milton Rhodes Center for the Arts*

See *Alice in Wonderland* come to life in a brand-new way through this all-dance-and-movement reimaging of Lewis Carol's beloved classic. The White Rabbit, Tweedle-Dee and Tweedle-Dum, the Mad Hatter, the Caterpillar, the Mock Turtle, the mysterious Cheshire Cat, the Queen of Hearts, and all your favorite off-kilter pals make this a magical and over-the-top production for the whole family!

GIL AND THE WILD MAN: A World-Premiere Show by Joe Heaney
October 16-18, 2020 | *Mountcastle Forum; Milton Rhodes Center for the Arts*

Friendship is a powerful force. Life is unpredictable, and uncertainty can be frightening—but alongside friends, bravery is easier to muster and life more rewarding to navigate. *Gil and the Wild Man* is a story told through the eyes and minds of two 11-year-old boys as they work to maintain the adventure and playfulness of youth in the face of life-threatening illness. Rife with humor and poignancy, this World-Premiere play strives to remind us of the importance of companionship and the strength of imagination, while leaving us with the ever-important lesson that we do not need to live forever to matter—we just need to matter to somebody else.

THE ANNUAL HOLIDAY REVUE: An Original Touring Production
December 2020 | *Throughout the Triad*

“While our entire season is spectacular and enjoyable on so many levels, I most look forward to our small Christmas tour. This is a program we started four years ago that takes an original show filled with holiday music on tour—not only to a theatre for a public show, but to small nursing homes and retirement communities. It is an amazing thing to see joy brought to the elderly with our cast of community members of all ages.” —Erinn Dearth, *Executive Director*

SPONSORSHIPS

2020 Signature Sponsor: \$20,000

Support the entire 2020 season! Seeking 1.

- 1) 15 to 30 minute preview of each of our seven shows at your place of business.
- 2) Full Page ad in all playbills. Inside front cover.
- 3) Name listed in the press release of all shows.
- 4) Logo on all show posters.
- 5) Recognition from the stage at all performances.
- 6) Manned, by your staff, table space in the lobby of all shows.
- 7) 10 performance tickets to our seven 2020 shows.
- 8) Digital Ad and thank you on Facebook for each show.
- 9) Logo listed on Spring Theatre website as sponsor with link to your website.

2020 Gold Sponsor: \$10,000

Support half of the season: with this you choose four 2020 shows. Seeking 2.

- 1) 1/2 Page ad in all 2020 playbills.
- 2) Name listed in the press release of your chosen four shows.
- 3) Logo on posters for your selected four shows.
- 4) Recognition from the stage at all performances for your four shows.
- 5) Manned, by your staff, table space in the lobby for your four shows.
- 6) 6 performance tickets to our seven 2020 shows.
- 7) Digital Ad and thank you on Facebook for each of your four chosen shows.
- 8) Logo listed on Spring Theatre website as sponsor with link to your website.

2020 Silver Sponsor: \$5,000

Support two 2020 shows: you select the shows. Seeking 3.

- 1) 1/2 page ad in the playbill of two shows you select.
- 2) Name listed in the press release of your selected two shows.
- 3) Logo on posters for your selected two shows.
- 4) Recognition from the stage at all performances for your two selected shows.
- 5) Marketing materials in the lobby for your two shows.
- 6) 4 performance tickets to our seven 2020 shows.
- 7) Digital Ad and thank you on Facebook for each of your two selected shows.
- 8) Logo listed on Spring Theatre website as sponsor with link to your website.

SPONSORSHIPS

2020 Bronze Sponsor: \$2,500

Support one 2020 show: you select the show. Seeking 1 for each of 7 shows.

- 1) Name listed in the press release of your selected show.
- 2) Logo on poster for your selected show.
- 3) Recognition from the stage at all performances for your one selected show.
- 4) Marketing materials in the lobby for your selected show.
- 5) 2 performance tickets to our seven 2020 shows.
- 6) Thank you on Facebook for your selected show.
- 7) Logo listed on Spring Theatre website as sponsor with link to your website.

2020 Gala Sponsor: \$1,500 per fundraising event

Support our fundraising efforts. Seeking 2.

- 1) Name listed in the press release of your selected event.
- 2) Logo or name on posters for your event.
- 3) 2 tickets to the fundraising event you support.
- 4) Thank you on Facebook.
- 5) Listed in online Honor Roll of Donors.

2020 Student Sponsor Fund Naming Rights: \$5,000

Establish a student sponsor fund, and support youth, ages 18 and below, as they expand their talents as an actor during a Spring Theatre summer camp. Seeking 2.

- 1) Naming rights to the Student Sponsor Fund. Fund name lasts for 2 seasons (2020 and 2021) and can be renewed.
- 2) Recognition from the stage at all 2020 summer camp performances.
- 3) 4 performance tickets to our seven 2020 shows.
- 4) Thank you on Facebook.
- 5) Logo or name listed on Spring Theatre website.

2020 Student Sponsor: \$500 per student

Support a student, age 18 and below, as they expand their talents as an actor through during a Spring Theatre summer camp. Seeking 20.

- 1) 2 performance tickets to each of our summer camp shows.
- 2) Listed in online Honor Roll of Donors.

ADVERTISING

Advertisers please note: All ads to be supplied by the advertiser as 300 dpi PDF. Prices do not include graphic design services.

2020 Full Page Advertiser: \$2,000

Support the entire 2020 season! Seeking 1.

- 1) Greyscale full page ad in all playbills. Inside back cover.
- 2) Digital Ad on Facebook for each show.

2020 Half Page Advertiser: \$1,250

Support the entire 2020 season! Seeking 3.

- 1) Greyscale half page ad in all playbills.
- 2) Digital Ad on Facebook for each show.

2020 1-Show Full Page Advertisement: \$350

Choose your show.

- 1) Greyscale full page ad in show of choice.

2020 1-Show Half Page Advertisement: \$225

Choose your show.

- 1) Greyscale half page ad in show of choice.

THE HEART OF SPRING THEATRE

MISSION & VISION

A youth-inspired theatre founded in 2013, **Spring Theatre exists to empower and challenge the community to experience the energy, emotion, and adventure that springs from extraordinary theatre.** Spring Theatre helps established and aspiring theatre artists reach their full artistic potential through mentoring, main stage productions, theatre camps, workshops, and master classes. As a result, Spring Theatre's youth are confident community members who are prepared for leadership roles including, but not limited to, performing, writing, directing, and staging their own productions. The family of Spring Theatre fuels the creative spirit of the entire Triad and beyond.

DIVERSITY & INCLUSION

Spring Theatre, a diversely populated youth-focused theatre, is an essential part of Winston Salem theatrical landscape. Our welcoming and non-discriminating environment serves as a safe place to explore and be challenged through both main stage productions, summer camps, and workshops. A unique feature of Spring Theatre is that seasoned adult actors mentor our young people in all aspects of production allowing them to reach their fullest potential. In so doing, Spring Theatre's youth infiltrate other community theatre programs with deep passion and high-level skill, and they thrive in conservatory and theatrical programs throughout the country.

We aim to provide opportunities that will tickle the curiosities of everyone and anyone who has ever cracked a smile. Young or old, big or small, theatrical newbie or seasoned thespian—everyone is welcome, because at Spring Theatre you're already family. Spring Theatre does not discriminate on the basis of race, ethnicity, gender, sexual orientation, religious affiliation, socio-economic status, or education background.

2020 GOALS

In 2020, it will be our great pleasure to continue providing each participant—many of whom have been directly affected by bullying, financial struggles, parental abuse, suicide attempts, and more—a theatrical experience which will foster a sense of self-worth, consistently focus on principles of collaboration and teamwork, and, most importantly, instill a foundation of love. Our future is in the hands of every young person with whom we have the privilege of coming in contact, and, by shaping them, we are literally shaping our world.



BECOME A 2020 SEASON SPONSOR OR ADVERTISER

Contact: Carrie Leigh Dickey
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Spring Theatre is a 501(c)3 non-profit organization dedicated to the community.

We could never do all that we do without the help of our generous sponsors and supporters! All donations are 100% tax deductible. We have great benefits for companies who would like to sponsor our productions and showcases at Spring Theatre. We have a diverse captive audience who supports the community, and we are happy to provide exposure for businesses in the Triad!