

## Season Sponsorship & Playbill Advertising

Promote your business or organization to a dedicated community of students, parents, and arts patrons through a season sponsorship or an advertisement in the Charter Arts 2022-2023 Performance Season Playbill.

### It's going to be a Great New Season!

**The 2022-2023 Performance Season will entertain and highlight the incredible artistry that is created at Charter Arts every day.**



Each year, Charter Arts hosts a jam-packed season of in-house performances, exhibits and events that attract thousands of students, families, and community arts patrons..

Our audiences come back again and again to experience the beautiful artistry and professional production quality that our season has to offer. This year, the Charter Arts Theatre, Black Box Theatre and Commons Cafe will include a full line-up of music, dance and theatre productions as well as literary readings, literary showcases, production arts special events and more! Don't forget to also check out our season of exceptional art exhibitions in our Corpora Gallery.

We look forward to welcoming our dedicated audience. You can be a part of this exceptional season!

## Universal Playbill & Season Sponsorship

We produce a universal playbill that is used for a variety of school-produced theatre, dance, and music performances that take place throughout the season in our Charter Arts Theatre. For these main stage shows, we also produce a slide reel that runs for audiences as they wait for the show to begin. You or your business can place an ad in our playbill and/or become a season sponsor.

### **OPTION #1: Become a SEASON SPONSOR**

#### (1) Platinum Sponsor Package: \$5,000

- Company, organization or individual name or logo to appear on first slide in Sponsor Video Reel that runs for the audience at the start of all school-produced main stage shows that take place in the Charter Arts Theatre, October 2022-May 2023
- Named as Platinum Season Sponsor in PR items for main stage shows
- Named as Platinum Season Sponsor in our recorded curtain speech
- Receive recognition and logo on the school website as Season Platinum Sponsor
- Receive (2) full-screen Full Color digital ads to appear in the Sponsor Video Reel
- Receive (2) full-page B/W ads in the printed Performance Season Playbill
- Invited to give live remarks at the start of the season at a performance of the sponsor's choice
- Receive 20 tickets for the organization or individual to attend shows of their choice

#### (2) Gold Sponsor Package: \$2,500

- Company, organization or individual name or logo to appear on its own slide in the 2nd or 3rd position in Sponsor Video Reel that runs for the audience at the start of all school-produced main stage shows that take place in the Charter Arts Theatre, October 2022-May 2023.
- Receive recognition on the school website as Season Gold Sponsor
- Receive a full-screen Full Color digital ad to appear in Sponsor Video Reel
- Receive a full-page B/W ad in the printed Performance Season Playbill

#### (4) Silver Sponsor Package: \$1,500

- Company, organization or individual name appears on Silver Sponsor list slide of Sponsor Video Reel
- Receive recognition on the school website as Season Silver Sponsor
- Receive a full-screen Full Color digital ad to appear in Sponsor Video Reel
- Receive a half-page B/W ad in the printed Performance Season Playbill

## **OPTION #2: Purchase a Playbill Advertisement**

Your ad will appear in our printed universal playbill. Your full or half-page ad will also appear in our slide reel presentation that runs for audiences at the start of school-produced shows that take place in the Charter Arts Theatre.

### **Full Page Advertisement Package: \$600**

Printed Ad: 4 ½" x 7 ½", Black and White

Digital Full Slide for Ad Reel: 1920x1080 pixels, Full Color or Black and White

### **Half Page Advertisement Package: \$350**

Printed Ad: 4 ½" x 3 ½", Black and White

Digital Half Slide for Ad Reel: 960x1080 pixels, Full Color or Black and White

### **Quarter Page Advertisement: \$200**

Printed Ad: 2" x 3 ½", Black and White

No digital ad with this option

*\*\* Ad content must be school appropriate. Charter Arts reserves the right for editorial discretion.*

# ORDER YOUR PLAYBILL AD:

## 1. Return this completed form via mail or email, along with payment to:

Mail To: Lehigh Valley Charter High School for the Arts c/o Playbill Ad Program

321 East 3rd Street, Bethlehem, PA 18015

Email to: [agillette@charterarts.org](mailto:agillette@charterarts.org)

## 2. Email ad artwork to [agillette@charterarts.org](mailto:agillette@charterarts.org) by October 5, 2022.

Ad format can be JPEG or PNG. Please title your ad file with the company/business name.

If you cannot supply proper format please check the \$25.00 layout fee. We cannot accept scanned business cards.

- \$25.00 Non digital layout fee (if needed)

Please check desired ad size:

- Full Page Ad (\$600)       Half Page Ad (\$350)    Quarter Page Ad (\$200)

- Sponsor Package:\_\_\_\_\_ Amount:\_\_\_\_\_

Business Name:

Contact Name:

Address:

Email:

Phone:

Payment Type:

- Check (Checks payable to Lehigh Valley Charter High School for the Arts)
- Credit Card - We will email a payment link to you, send request to [agillette@charterarts.org](mailto:agillette@charterarts.org).

*Every student who is credited for a playbill ad sale, will be included in a prize raffle:*

*This ad is credited to (include Student Name and Artistic Major):*

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