



January 25, 2023

Dear Business Owner/Manager,

After several years of abnormal production schedules due to the pandemic, the Musical Theatre Guild of Butler (MTG) is thrilled to announce our 61st season (a FULL season) that we are sure will dazzle and entertain the Butler community. MTG is a nonprofit, local theatre organization based in Butler Memorial Park and is solely run by dedicated volunteers. We provide cultural enrichment to the community through musical theatre and outreach. A regular season consists of three full-scale musical productions. In addition to our regular season, we partner with local organizations and groups to provide entertainment at community events. This season, we are producing *Nunsensations!*, *9 to 5 The Musical*, and *The Bridges of Madison County*. MTG has been active in Butler for over 60 years because of the support of our community - as proof, we have sold out performances for our last two shows. The pandemic left our stage dark with no shows, which gave us the opportunity to focus our resources on reenergizing, revitalizing, and rebuilding a sustainable community asset.

Producing a musical is very expensive, often costing upwards of \$6,000. For each musical there are four primary expenses: rights, production material, musician stipend, and show incidentals (advertising, set, costumes, props, batteries). A regular season's expenses are between \$13,000 and \$15,000 and the average cost per show is as follows:

- Rights \$1300
- Production materials \$800
- Musician stipend \$1750
- Show incidental expenses \$2000

We are offering sponsorship and advertising opportunities to businesses that believe in and support building a culturally rich community. There are several sponsorship levels as well as full season program advertising. Please see second page for full details.

Your financial support not only allows us to produce high quality shows that enrich our community, but you are also investing in the growth and future of MTG. We look forward to the exciting opportunity to partner with you! As stated above, our organization's legacy has been sustained through the support of our community. Now, we are looking to team up with local businesses to ensure MTG thrives for many generations! Thank you for your consideration to invest in your community and MTG.

Sincerely,

Aaron Henley, President of MTG

Barbara Osche, Vice-President of MTG



Advertising & Sponsorship Opportunities

PLEASE COMPLETE FORM & SUBMIT WITH PAYMENT

Company Name: _____

Contact Person: _____

Phone Number: _____ Email Address: _____

SPONSORSHIP 1 – SHOW INCIDENTAL EXPENSES \$6000

- Full page ad on the back of the program books
- 20 tickets to our Sponsors' Night (final dress rehearsal), with wine and cheese reception during intermission
- Business name recognition in print promotions, social media, and show announcements
- Opportunity to place signage for display in our performance venue
- Exclusive, limited to one sponsor

SPONSORSHIP 2 – MUSICIAN STIPEND \$5000

- Full page ad on the front inside cover of the program books
- 15 tickets to our Sponsors' Night (final dress rehearsal), with wine and cheese reception during intermission
- Business name recognition in print promotions, social media, and show announcements
- Opportunity to place signage for display in our performance venue
- Exclusive, limited to one sponsor

SPONSORSHIP 3 – RIGHTS EXPENSES \$4000

- Full page ad in the program books
- 10 tickets to our Sponsors' Night (final dress rehearsal), with wine and cheese reception during intermission
- Business name recognition in print promotions, social media, and show announcements
- Opportunity to place signage for display in our performance venue
- Exclusive, limited to one sponsor

SPONSORSHIP 4 – PRODUCTION MATERIALS \$2500

- Full page ad in the program books
- 6 tickets to our Sponsors' Night (final dress rehearsal), with wine and cheese reception during intermission
- Business name recognition in print promotions, social media, and show announcements
- Opportunity to place signage for display in our performance venue
- Exclusive, limited to one sponsor

SPONSORSHIP 5 – \$1000

- Full page ad in the program books
- Business name recognition in print promotions, social media, and show announcements

FULL SEASON PROGRAM ADVERTISING (1700+ PROGRAMS PRINTED FOR THE SEASON)

- Full Page Ad - 4.5"W X 7.5"H: \$600 (\$200 X 3 shows)
- Half Page Ad - 4.5"W X 3.75"H: \$375 (\$125 X 3 shows)
- Quarter Page Ad - 4.5"W X 2"H: \$225 (\$75 X 3 shows)

*** DUE: Friday, May 12, 2023 ***

**If payment and form are received prior to February 17 2023,
your business will receive a BONUS ad in our Company program.**

Make checks payable to Butler Musical Theatre Guild
Mail payment and form to 511 E. Penn St., Butler, PA 16001
Email print-ready artwork to mtgsponsorship@gmail.com
Questions? Please email mtgsponsorship@gmail.com