



May 14, 2024

Dear Business Owner/Manager,

The Musical Theatre Guild of Butler (MTG) is thrilled to announce our 62nd season that we are sure will wow and entertain our Butler community and surrounding area. 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 *Working*, *Honeymoon in Vegas*, and *Clue The Musical*. MTG has actively contributed to the cultural scene in Butler for over 60 years.

Producing a musical is costly and our budget for each production is a minimum of \$6,000. For each musical there are four primary expenses: licensing and rights, production material, musician stipend, and show incidentals (advertising, set, costumes, props, batteries).

We are offering sponsorship and advertising opportunities to businesses that believe 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 the Musical Theatre Guild of Butler.

Sincerely,

Barbara Osche, President of the Board of Directors



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
- 25 tickets to Sponsors' Night (final dress rehearsal), production of your choice
- 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
- 20 tickets to Sponsors' Night (final dress rehearsal), production of your choice
- 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
- 15 tickets to Sponsors' Night (final dress rehearsal), production of your choice
- 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
- 10 tickets to Sponsors' Night (final dress rehearsal), production of your choice
- 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 (1300+ PROGRAMS PRINTED FOR THE SEASON)

- Full Page Ad - 5"W X 8"H; black and white: \$650 (3 shows)
- Half Page Ad - 5"W X 4"H; black and white: \$400 (3 shows)
- Quarter Page Ad - 5"W X 2"H; black and white: \$250 (3 shows)

*** DUE: Friday, June 7, 2024 ***

Make checks payable to **Butler Musical Theatre Guild**

Mail payment and form to 511 E. Penn St., Butler, PA 16001

Email print-ready (hi res JPG or PDF) artwork to mtgsponsorship@gmail.com

Questions? Please email mtgsponsorship@gmail.com