



Corporate Support Opportunities

2011 - 2012



Support quality theatre in the South and boost your sales

The Baton Rouge Little Theater (BRLT) is gearing up for the *Season of Love and Laughter* in 2011 – 2012. BRLT offers a full season of theater to help enhance your image and boost your sales and represents the best in quality live theatre produced for the community, by the community. We touch the lives of over 30,000 people in the Greater Baton Rouge Area each year.

Become part of one of the oldest and most distinguished theaters in the South. BRLT produces a full season of classical, contemporary and musical theater and is a positive force in our community.

If you advertise with The Baton Rouge Little Theater, your business is sure to get plenty of positive attention. BRLT has direct access to the following:

- **2,000+ social media connections (i.e. – Facebook, Twitter)**
- **6,000+ email addresses for weekly newsletters**
- **17,000+ mailing addresses for season brochure and other mailings**
- **30,000+ patrons annually**

The Baton Rouge Little Theater is recognized as a leader by producing work of the highest quality, premiering new plays, developing the skills of professional artists, investing in youth and families and contributing to the quality of life in our community.





Corporate Sponsorship

Through the generosity of our corporate sponsors, the Baton Rouge Little Theater is able to feature and develop world-class theatre, entertaining patrons of all ages. Building an effective and rewarding corporate sponsorship with us aligns you with BRLT's commitment to quality and will enhance your company profile.

A partnership with BRLT can also help to provide you with benefits uniquely designed to reflect your corporate objectives. Enhance your corporate profile and image through sponsorship and recognition of the arts and their community value, and be proud that you and your company have played a key role in supporting the development of outstanding performing arts.

Sponsorship Opportunities include:

SEASON UNDERWRITER

\$15,000 + Level

- 20 Tickets to each Main Stage Season production and the Summer Musical (120 tickets total; valued at \$3,100)
- Logo or other display in the BRLT lobby throughout the Season (July – May)
- Logo with hot link displayed on home page of our website for entire season
- Listing as a Season Sponsor on the Season Brochure Cover
- Listing as a Season Sponsor on the Playbill Cover for each Main Stage Production (received by 30,000 patrons)
- Mentioned as the Season Sponsor during the pre-show curtain speech at each performance
- Listing on the BRLT Annual Fund
- Listing as a Season Sponsor in all Advertising including: PSA's; radio announcements and commercials; billboards and print ads for the Season
- Complimentary use of the Social Room for two (2) company events
- Back Cover full page ad in the Playbill for each Main Stage and Summer Musical production
- Discounts on Season Subscriptions and Summer Musical tickets for company staff/clients

A CHRISTMAS CAROL UNDERWRITER

BRLT is proud to announce that the Baton Rouge holiday tradition is coming to our stage this December: **Charles Dickens' A CHRISTMAS CAROL**. We look upon *A Christmas Carol* as not just a one-time family-friendly programming option, but from a more strategic standpoint: we are investing in a show that will have long-term sustainability and brand recognition throughout the Greater Baton Rouge Area. To that end we are investing in the production over three years to create an annual BRLT tradition. We are asking our corporate partners for a three year commitment totaling **\$20,000** (1/2 – 2/3 committed in year one; 1/6 – 1/4 in years two and three).

\$20,000 Level (Three Year Commitment)

- Exclusivity of Sponsorship for years one and two; listing as Primary Underwriter for year three with right of first refusal for continued sponsorship (to be negotiated at the end of year two)
- 20 Tickets to the production each year (\$1,500 value total)
- Logo or other display in the BRLT lobby during the run of the show
- Logo with hot link displayed on show page on the website
- Listing as the Underwriter on the cover of the Playbill (seen an estimated 15,000 total over the three years)
- Mentioned as the Underwriter during the pre-show curtain speech at each performance
- Listing on the BRLT Annual Fund
- Listing as the exclusive Underwriter in all Advertising including: PSA's; radio announcements and commercials; billboards and print ads for the Season
- Private Performance of *A CHRISTMAS CAROL* for your company
- Back Cover full page ad in the Playbill for the production
- Discounts on tickets to the production



SUMMER MUSICAL SPONSOR

\$5,000 Level

- 20 Tickets to the production (\$580 value)
- Full Page Ad in the production Playbill
- Logo or other display in the BRLT lobby throughout the run of the show
- Logo with hot link on the specific production page of our website
- Listing as Production Sponsor on the Playbill Cover and on the title page (seen by 9,000 people)
- Mention as primary Production Sponsor during curtain speech at each performance
- Listing on the BRLT Annual Fund
- Listing as Production Sponsor in all Advertising including: PSAs; radio announcements and commercials; billboards; print ads for the production
- Complimentary use of the Social Room for company event during the run of the show
- Discounts for staff members/patrons for the Summer Musical

\$3,000 Level

- 10 Tickets to the production (\$290 value)
- ½ Page Ad & listing as a Sponsor in the production Playbill
- Logo with hot link on the specific production page of our website
- Mention as secondary show sponsor during curtain speech at each performance
- Listing on the BRLT Annual Fund
- Acknowledgement in all Print Advertising, including Billboards for the production



MAIN STAGE IN-SEASON MUSICAL SPONSOR

\$4,000 Level

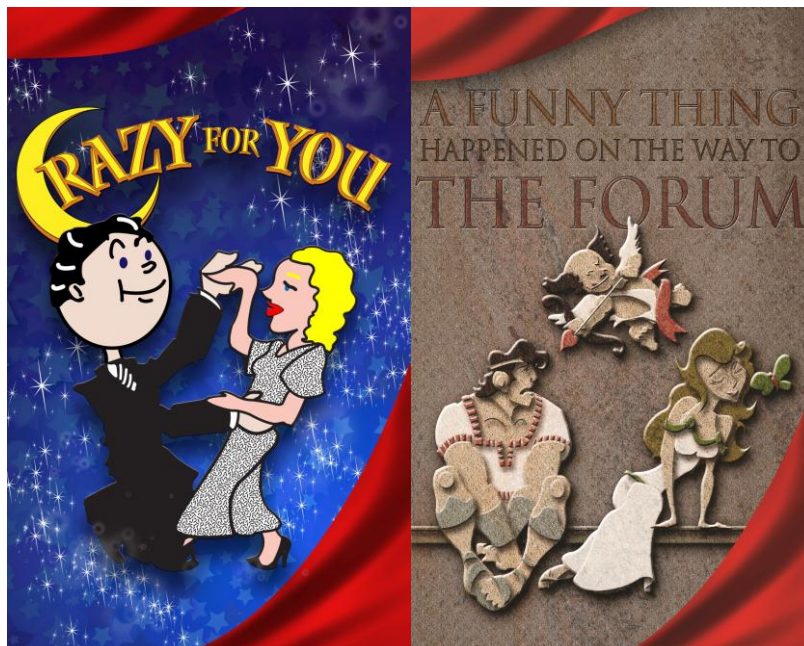
- 18 Tickets to the production (\$486 value)
- Full Page Ad in the production Playbill
- Logo or other display in the BRLT lobby throughout the run of the show
- Logo with hot link on the specific production page of our website
- Listing as Production Sponsor on the Playbill Cover and on the title page
- Mention as primary Production Sponsor during curtain speech at each performance
- Listing as Production Sponsor in all Advertising including: PSAs; radio announcements and commercials; billboards; print ads for the production
- Complimentary use of the Social Room for company event during the run of the show

\$2,000 Level

- 10 Tickets to the production (\$270 value)
- ½ Page Ad & listing as a Sponsor in the production Playbill
- Logo with hot link on the specific production page of our website
- Mention as secondary show sponsor during curtain speech at each performance
- Acknowledgement in all Print Advertising, including Billboards for the production

Orchestra Sponsorship (One Performance) (\$500)

- 4 Tickets to the production (\$108 value)
- Recognition as Orchestra Sponsor for (1) one Musical performance
- Listing on the BRLT Annual Fund



MAIN STAGE IN-SEASON PLAY SPONSOR

\$3,500 Level

- 16 Tickets to the production (\$384 value)
- Full Page Ad in the production Playbill
- Logo or other display in the BRLT lobby throughout the run of the show
- Logo with hot link on the specific production page of our website
- Listing as Production Sponsor on the Playbill Cover and on the title page
- Mention as primary Production Sponsor during curtain speech at each performance
- Listing as Production Sponsor in all Advertising including: PSAs; radio announcements and commercials; billboards; print ads for the production
- Complimentary use of the Social Room for company event during the run of the show

\$1,750 Level

- 8 Tickets to the production (\$192 value)
- ½ Page Ad & listing as a Sponsor in the production Playbill
- Logo with hot link on the specific production page of our website
- Mention as secondary show Sponsor during curtain speech at each performance
- Acknowledgement in all Print Advertising, including Billboards for the production



BATON ROUGE



LITTLE THEATER

Production Dates

Summer Musical

HAIRSPRAY

Jul 8 – 31, 2011

A CHRISTMAS CAROL

Dec 9 – 18, 2011 (Dates TBD for '12, '13)

In-Season Musicals

CRAZY FOR YOU

Sep 9 – 25, 2011

A FUNNY THING HAPPENED ON THE WAY TO THE FORUM

Mar 9 – 25, 2012

In-Season Plays

A STREETCAR NAMED DESIRE

Oct 28 – Nov 13, 2011

ALMOST, MAINE

Jan 27 – Feb 12, 2012

THE 39 STEPS

May 4 – 20, 2012

Benefits Include:

- World-class entertainment
- Excellent networking opportunities for your guests, clients or employees
- Brand awareness and reinforcement
- Recognition in Baton Rouge Little Theater advertising and promotion
- Special inserts in house programs
- On-site signage & marketing
- Complimentary and/or discounted tickets for staff or clients
- Opportunities for private backstage tours

BATON ROUGE



LITTLE THEATER

Contact

For further information and the opportunity for discussion, please contact:

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