



Dear Business Owner:

Actor's Theatre of Charlotte, the region's home for bold and innovative new works by contemporary playwrights, has just announced its 21st season of daring, different and distinct plays. Actor's Theatre is the only theatre company in Charlotte that produces NEW work, showcasing the best and brightest new plays from Broadway, off-Broadway and beyond. Season 21 promises to be another banner year, filled with quality productions featuring local artists, all at budget-friendly prices. Here are just a few of our recent accomplishments:

- *Creative Loafing* named us 'Theater Company of the Year' for the seventh time in eight years.
- We enjoyed a 36% increase in attendance over the 2007-2008 season, marking an all-time high for the fourth season in a row.
- Our 2009-2010 Season Ticket Campaign has increased its participation 20% to-date over the 2008-2009 campaign.

Partner with us! Actor's Theatre offers many corporate sponsorship packages and advertising opportunities designed to showcase your business to the approximately **15,000 people** who come Actor's Theatre each year. Whether you want to advertise on our website or in our playbill, or sponsor a show or even the entire season, Actor's Theatre wants to advertise your business and share our success with you.

Thinking about maximizing your advertising dollar? A corporate sponsorship is the best way to make your advertising dollar go further. By sponsoring a show, you harness the power of our promotions and can **reach more than 1,000,000 people** (documentation available). And, at certain sponsorship levels, you receive a special performance and/or special discounts that you can use to reward your employees and clients.

Please look over the next few pages to learn more about our audience, our reach, our advertising opportunities, and our sponsorship packages. Investing your advertising dollars in Actor's Theatre is a unique opportunity to reach a desired demographic, while supporting the growth of contemporary, professional theatre in the Charlotte region.

If you are interested in a specific sponsorship/advertising package or have any questions about any of the enclosed information, please contact me. I look forward to talking with you soon to explore these possibilities.

Sincerely,

Robert Touchstone
Director of Marketing and Development
robert_touchstone@actorstheatrecharlotte.org

Actor's Theatre at a Glance



About Us

Actor's Theatre of Charlotte is the region's leading professional theatre company dedicated to presenting bold and innovative new works by contemporary playwrights who share our respect for language and humanity.

We currently serve more than **15,000 people annually**, and are continuing to grow year-after-year, realizing a **36% increase in attendance** over last season. Also, our advance subscriptions for 2009 - 2010 have increased 20% over the the 2008 - 2009 season.

Our patrons are affluent and well-educated, and they spend their time and money in a variety of ways. Below is a sample of Actor's Theatre's impressive demographic data:

- 56% are women
- 53% are between 45 and 64 years old
- 50% have household income greater than \$100,000
- 46% have completed Post-Graduate Studies
- 88% own a home
- 71% have two or more people living in their household

About Season 21

Season 21 is all about having fun and enjoying the best new plays from Broadway, off-Broadway and beyond. This year is a celebration of fun theatre, amazing times and our truly supportive community. This season will showcase **four Regional Premieres** and **one World Premiere**. We expect Season 21 to be our best yet.

Season 21 officially begins with our September 2009 production and ends with our June 2010 production, but it also includes a special event in December of 2009. Based on previous years, we expect at least **15,000 people** will attend Actor's Theatre over the next season.

Benefits of Playbill Advertising & Corporate Sponsorships

- Increase your brand awareness through logo placement in our ads, posters, programs and on our website. A playbill ad reaches at least 15,000 people, and a corporate sponsorship gives you at least **1,000,000 brand impressions**.
- Promote your products and services in the lobby of our venue.
- Increase employee morale through added benefits like private performances or special "employees only" receptions and discounts.
- Develop and/or maintain your business' reputation as a "community player."
- Penetrate a desirable demographic that supports businesses who support the Theatre.

Sponsorship Opportunities & Benefits



Presenting Sponsor Package

\$3,000 Investment

Includes:

- Logo placement on all printed materials for your sponsored show.
- "Verbal promotion" during the curtain speech prior to performances of sponsored show.
- One quarter-page ad in all playbills during the 2009 – 2010 season.
- Logo and thank you on our Video Wall for the entire 2009 – 2010 season.
- Merchandising opportunities in our lobby throughout the run of your sponsored show.
- Recognition as "Presenting Sponsor" for your show on our website (with logo hotlink to your website) and in our weekly "ATC Spotlight" e-newsletter.
- Access to our e-mail distribution list to offer special discounts to Theatre patrons.
- Special discounts for employees, clients and family members to all Actor's Theatre shows throughout the 2009 - 2010 season.
- The priceless value of knowing that you are an active, supportive member of the Actor's Theatre of Charlotte family.

Title Sponsor Package

\$5,000 Investment

All the benefits of Presenting Sponsor plus:

- Upgraded logo (or name) positioning above the show title.
- One half-page ad in all playbills during the 2009 – 2010 season.
- Logo and thank you on our Video Wall for the entire 2009 – 2010 season.
- Option to display signage on the exterior of our building (you must provide signage).
At least 5,000 vehicles (based on 2007 Transportation Study) pass Actor's Theatre on Stonewall Street everyday.
- A special Employee Night Performance for 199 of your closest friends. You are free to host a reception before or after the performance in our lobby.

Season Sponsor Package

\$10,000 Investment

All the benefits of Title Sponsor plus:

- Premium logo positioning on all printed materials and recognition as "Season Sponsor."
- One full-page ad in all playbills during the 2009 – 2010 season.
- Logo and recognition as "Season Sponsor" on our Video Wall for the entire 2009 – 2010 season.

Past Corporate Sponsors

Mulvaney Properties
First Charter Bank

Food Lion
Salsarita's Fresh Cantina

Om Spa Chiropractic
Charlotte Flooring

Advertising Specifications & Rates

Files:

Created in Quarkexpress 6.1 or higher,
Abode InDesign, Photoshop or Illustrator.
Files created in Microsoft Office cannot be used.

Formats:

High resolution PDF's are preferred and JPG, EPS or TIFF are accepted. Please embed fonts to ensure we receive them.

Size:

All ads must reflect the proper ad size.

Resolution:

High resolution, camera ready at 300 dpi or greater.

Color:

All ads are black and white. No full-color ads available at this time.

2009 - 2010 Season Schedule

Your ad will appear in the playbill of each of these shows:

Big Boys

Sept 18 - Oct 17, 2009

Yankee Tavern

Nov 13 - Dec 5, 2009

The Santaland Diaries

Dec 10 - 20, 2009

Black Pearl Sings!

Feb 5 - Mar 6, 2010

End Days

Apr 9 - May 1, 2010

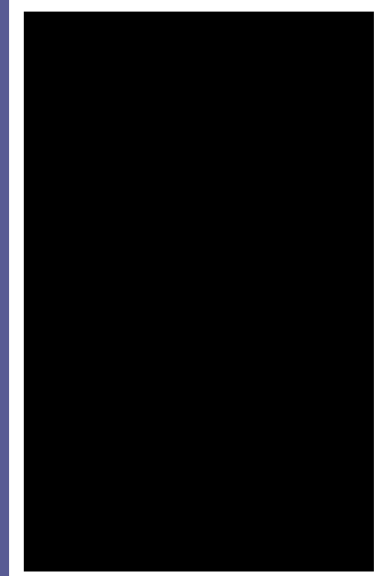
Five Course Love

May 28 - Jun 26, 2010

Full Page (5.00 x 8.00)

\$699
General Position

\$849
Premium Position



Half Page (5.00 x 3.875)

\$529
General Position

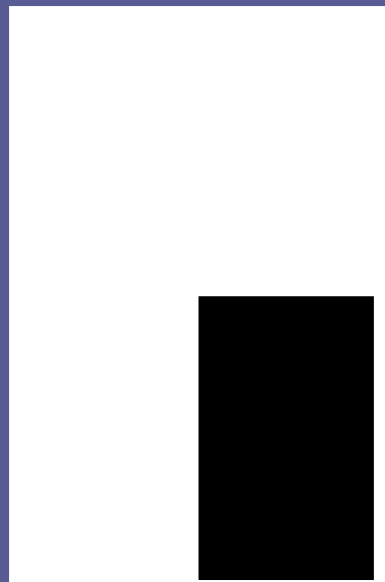
\$599
Premium Position



Quarter Page (2.375 x 3.875)

\$479
General Position

\$499
Premium Position



Playbill Advertising & Sponsorship Interest Form



Thank you for your interest in supporting Actor's Theatre of Charlotte. Your support will expose your business to a highly desirable demographic while helping us maintain our high standards of excellence in producing bold and innovative new Theatre.

Please complete the form below and fax to Robert Touchstone at (704) 342-1229 or mail to:

Actor's Theatre of Charlotte
Attn: Robert Touchstone
650 East Stonewall Street
Charlotte, NC 28202

Company Name: _____

Address: _____

City: _____ **State:** _____ **Zip Code:** _____

Contact Person: _____ **Title:** _____

Phone: _____ **Email:** _____

Please indicate your Corporate Sponsorship preference below:

- Season Sponsor (\$10,000 investment)
- Title Sponsor (\$5,000 investment)
(Please indicate show preference below)
- Presenting Sponsor (\$3,000 investment)
(Please indicate show preference below)

Please rank your show preference:

(1 - most interested, 6 - least interested)

- _____ Big Boys
- _____ Yankee Tavern
- _____ The Santaland Diaries
- _____ Black Pearl Sings!
- _____ End Days
- _____ Five Course Love

Note: Shows are reserved on a first-come, first-served basis.

If only interested in Playbill Advertising, please indicate your preference below:

- Full Page - Premium (\$849)
- Full Page - General (\$699)
- Half Page - Premium (\$599)
- Half Page - General (\$529)
- Quarter Page - Premium (\$499)
- Quarter Page - General (\$479)

Positions are only guaranteed for Premium ad placements. Premium placements receive either front or back inside cover positions, depending on client preference.