



# Hill Country Arts Foundation Point Theatre

## 2019 Underwriting/Partnership Program

Thank you for your interest in supporting live local theatre while associating your company or group with community, creativity, and education.

In addition to bringing live high-quality amateur theatre to your neighbors and customer base, you receive the following

- ★ **Advertising** – your name, business, and company logo on all visual ads for your show, including posters, playbill covers, website, and print ads.
- ★ **A Party** – “Meet and Greet” reception for you and your guests with the cast and crew of your show.
- ★ **Acknowledgement/Gratitude** - your generosity will be acknowledged during the pre-show curtain speech. In 2019 this is a well-produced live announcement for the audience prior to each show of your partnership with us on your show.
- ★ **Audience Access** – lobby signage, literature, and presentational displays in the HCAF Lobby and West Kerr Visitor’s Center for the full duration of your show.
- ★ **Free Tickets** – Complimentary tickets for you and your guests for your show.
- ★ **Additional Ad Space** - Many businesses that choose to underwrite already have ads in our Playbill. Underwriting gets you additional space.
- ★ **VIP Reserved Seating** - VIP sections reserved and dedicated to you and your group in our Outdoor Theatre.

### Who will see my sponsorship?

- ★ Board, staff, students, volunteers, and artists of the HCAF will see your generosity and see that the public is made aware of it.
- ★ The 2500+ audience members of your outdoor or 600+ for an indoor show will be repeatedly exposed to your company’s sponsorship via playbill and lobby display.
- ★ Your participation in the show will be seen on show posters distributed in high traffic, ad friendly locations approximately 175 including hotels, shops, Mini-Marts, public kiosks, and various businesses.
- ★ The Foundation works hard to get attention for its productions for the purpose of generating ticket sales. A byproduct of this effort is that your sponsorship will be on newspaper ads, press releases online and in print with the Kerrville Daily Times, West Kerr Current, & the Hill Country Community Journal. As a non-profit, HCAF has a working relationship with Texas Public Radio KTXI 90.1, and will announce underwriting sponsorships with every possible engagement on the radio.

### What shows can you underwrite?

**For an Indoor Show Complete Works of William Shakespeare (Abridged), Dearly Departed, These Shining Lives, It’s a Wonderful Life: A Radio Play**

If you want to underwrite for an **ENTIRE INDOOR** production at the Elizabeth Huth Coates Theatre, the total cost of these shows range from \$950 - \$3,500 of which you are welcome to contribute.



- ★ Full underwriting is \$3,500 and includes: **all sponsorship privileges with additional 1/3rd page playbill ad and 10 comp tickets**

If you wish to underwrite a **specific category/partial** for an Indoor production, I have listed below:

- ★ Partial status includes: **¼ page business card size playbill ad and 4 comp tickets**

Royalties/Scripts	\$250 - \$950
Musicians	\$500
Costumes (Fabric/Materials)	\$150 - \$400
Set (Construction/Materials)	\$100 - \$400
Properties (Props)	\$100 - \$300
Advertising/Marketing	\$500
Printing (Programs)	\$100 - \$650
Concession Expenses	\$20 - \$200

### **Outdoor Show (Dreamworks' MADAGASCAR, Mamma Mia!)**

If you would like to underwrite for an **ENTIRE OUTDOOR** production at The Smith-Ritch Outdoor Theatre, the total cost of these shows range from \$10,000 - \$16,000.

- ★ For an Outdoor Summer Musical (Dreamworks' MADAGASCAR, Mamma Mia!)
- ★ Full underwriting is \$16,000 and includes: **all sponsorship privileges with an additional full page playbill ad and 20 comp tickets**
- ★ Partial status is \$5,500 and includes: **1/2 page playbill ad and 12 comp tickets**
- ★ Additional partial status is \$3,000 and includes: **1/3rd page banner playbill ad and 6 comp tickets**

If you want to underwrite a **specific category** for an Outdoor production at The Smith-Ritch Outdoor Theatre, I have listed below the area and range of each:

Royalties/Scripts	\$1,600 - \$3,200
Musicians	\$4,500
Musical Director	\$1,000
Costumes (Fabric/Materials)	\$1,500 - \$2,000
Set (Construction/Materials)	\$1,500 - \$2,000
Properties (Props)	\$500
Advertising/Marketing	\$500
Printing (Programs)	\$1,500 - \$1,800
Concession Expenses	\$450 - \$550