



Smith-Ritch | Elizabeth Huth Coates

The POINT

Outdoor/Indoor Theatre

2020 Partnership Opportunities

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. This is a well-produced live announcement for the audience prior to each show of your partnership.
- ★ **Free Tickets** – Complementary 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.
- ★ **Skybox Access** - VIP seating area on a raised platform for up to 6 patrons, and comes with your choice of alcohol, sodas or waters in the Smith-Ritch Outdoor Theatre.
- ★ **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.

Who will see your 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 an outdoor show 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 locations 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, on social media, 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 Jam Broadcasting stations, and will announce sponsorship upon every engagement.



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What shows can you sponsor?

INDOOR SHOWS:

Almost, Maine, No Body Like Jimmy, Trying, I Ought To Be In Pictures, Inspecting Carol

If wish to sponsor an **ENTIRE INDOOR** production at the Elizabeth Huth Coates Indoor Theatre, the total for these shows range from \$1,000 - \$4,000.

- ★ Full sponsorship of \$4,000 includes: **ALL sponsorship privileges (minus Skybox), 1/3rd page playbill ad & 8 complimentary tickets**

If you wish to make a *partial* contribution for an Indoor production, options are listed below.

- ★ Partial sponsorship of \$500 - \$1,000 includes: **SOME sponsorship privileges (minus Skybox), 1/4th page playbill ad & 4 complimentary tickets**

Royalties/Scripts	\$250 - \$1000
Costumes (Fabric/Materials)	\$150 - \$500
Set (Construction/Materials)	\$100 - \$400
Properties (Props)	\$100 - \$300
Advertising/Marketing	\$500 - \$700
Printing (Programs)	\$100 - \$650
Concession Expenses	\$100 - \$250



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OUTDOOR SHOWS:

Unnecessary Farce, Matilda: The Musical, Steel Magnolias, Count Dracula

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

- ★ Full sponsorship includes: **all sponsorship privileges including Skybox, full page playbill ad & 20 comp tickets**

If you wish to make a *partial* contribution for an Indoor production, options are listed below.

- ★ Partial sponsorship of \$6,000 includes: **All sponsorship privileges, 1/2 page playbill ad & 10 comp tickets**
- ★ Additional partial sponsorship of \$3,000 includes: **SOME sponsorship privileges, 1/3rd page playbill ad and 6 complimentary tickets**

Royalties/Scripts	\$1,000 - \$3,700
Musicians	\$7,500
Musical Director	\$1,500
Costumes (Fabric/Materials)	\$1,500 - \$2,000
Set (Construction/Materials)	\$1,500 - \$2,000
Properties (Props)	\$500
Advertising/Marketing	\$500-\$700
Printing (Programs)	\$1,500 - \$1,800
Concession Expenses	\$450 - \$600

Contact Information:

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