



2019

Dear Friends,

As you know, the Depot Theatre is a non-profit, professional theatre located in a historic, functioning 1876 train station in Westport, N.Y., and operates under an agreement with Actors' Equity Association, the union of professional actors and stage managers in the United States. In addition to its volunteer board of trustees, the theatre depends on the support and generosity of its loyal donors, volunteers and community members.

To that end, the Depot offers a number of sponsorship opportunities to help us continue to serve as a cultural hub in our rural community, improving the quality of life in the Adirondacks by offering high quality, professional theatre.

Your sponsorship will have a direct impact on our ability to offer educational programs and quality productions in the coming year. It will help us maintain our historic and unique train station performance space and expand our reach.

And it will help your business reach your audience throughout the summer through recognition in our playbill, on signage, on social media, and in all printed materials.

Please review the opportunities on the following pages, and feel free to contact me at krielly@depottheatre.org with any questions or to discuss other creative partnerships.

Thank you for your support!

With gratitude,

Kim Rielly
Executive Director

Depot Theatre



SPONSORSHIP OPPORTUNITIES

MISSION STATEMENT

The mission of the Depot Theatre is to entertain, enrich, and educate through professional theatrical arts and related programs based in a historic train station.

VISION STATEMENT

The Depot Theatre will have a robust, regional, and year-round presence by creating the highest of quality programs, building strong partnerships, and enhancing community engagement while promoting diversity in all that we do.

BACKSTAGE CLUB For Super Depot Fans! \$250

- 1 complementary beer, wine, or soft drink for each ticketed show, with free sippy cup
- 1 complementary bottled water at concessions for each ticketed show.
- Special recognition in Playbill, in lobby, and on website
- Autographed souvenir program for each main stage production
- Backstage tour with Depot staff (to be arranged in advance, subject to availability.)

MAIN STAGE

SEASON SPONSOR \$5,000

- Featured logo on Theatre entrance sign
- Featured Lobby presence - Individual sign in lobby/box office location
- Brochure distribution on site
- Back cover of all main stage season playbills
- Social Media - Mention of company/sponsor on Depot's Facebook, Twitter and Instagram accounts.
- Website - Prominently featured on all site pages, with logo, link, and marketing copy for duration of 2019 calendar year
- Mention in all Depot Theatre seasonal print advertising

TITLE SPONSOR \$2,500 (3 available)

Includes:

- Full-page, black and white ad in playbill (5,000+ impressions)
- Acknowledgement on all show-specific marketing materials
- Acknowledgement at each curtain speech for sponsored show
- Featured on depottheatre.org website sponsor page
- Autographed poster and playbill for sponsored show
- Featured posts on Depot Theatre Facebook, Instagram and Twitter accounts

OPENING NIGHT SPONSOR \$1,500

Includes:

- Promotional presence in Depot Theatre lobby for opening nights (first Saturday performance of productions)
- Verbal acknowledgment at Opening Night curtain speech
- Featured at Opening Night Receptions (following first Saturday performance of production)
- Full-page, black and white ad in playbill (5,000+ impressions)
- Acknowledgement on all show-specific marketing materials
- Featured on depottheatre.org website sponsor page
- Featured posts on Depot Theatre Facebook, Instagram and Twitter accounts

PREVIEW NIGHT SPONSOR \$500

Includes:

- Half page black and white ad in playbill (5,000+ impressions)
- Verbal acknowledgment at Preview Night curtain speech
- Featured on depottheatre.org website sponsor page
- Featured posts on Depot Theatre Facebook, Instagram and Twitter accounts.

BEVERAGE SPONSOR \$250 (4 available)

Includes:

- Promotional sign adjacent to the Depot’s bar window
- 1/4 page black and white advertisement in Depot Theatre Main Stage playbill

WATER CLOSET SPONSOR \$250

Includes:

- Framed poster located on interior walls of the second-most popular rooms in the house!
- 1/4 page black and white advertisement in Main Stage playbill

OUTREACH/EDUCATION

In 2018, the Depot took the long-running Boquet River Theatre Festival under its wing. In 2019, the program will include both a junior and senior production, and will be enhanced with live musical support and direct collaboration with the Depot’s professional theatre cast and crew.

Sponsorships:

BRTF JUNIOR SHOW TITLE SPONSOR..... \$1,500

BRTF SENIOR SHOW TITLE SPONSOR..... \$1,500

Includes:

- Featured on back cover of Boquet River Theatre playbill
- Half page advertisement in Depot Theatre Main Stage playbill
- Acknowledgement in BRTF and Depot main stage curtain speech
- Featured on Sponsorship page and Outreach page on depottheatre.org
- Featured in Depot Theatre and BRTF social media posts

SPONSOR A MUSICIAN or WORKSHOP..... \$250

Includes:

- Listing in Depot Theatre Main Stage playbill
- Half Page advertisement in BRTF playbill
- Featured on Outreach page on depottheatre.org
- Featured in Depot Theatre and BRTF social media posts

BRTF PLAYBILL

Business card advertisement.....\$25

Half Page advertisement.....\$50

Full page advertisement.....\$100

Custom “Break a Leg” message.... \$25

DEPOT THEATRE MAIN STAGE PLAYBILL ADVERTISEMENTS

Full page \$500

Business Card Size (1/8 page) \$100

Inside back cover \$700

½ page \$300

¼ page (horizontal only) \$175

Back Cover, color – (Only available with Season Sponsorship)

SPONSORSHIP/PLAYBILL AD ORDER FORM

Business Name: _____

Contact Person: _____

Contact E-mail/Phone: _____

Mailing Address: _____

Website: _____

YES! I would like to be a Depot Theatre sponsor

Type of sponsorship _____

YES! I would like to buy a Playbill advertisement

Main Stage SIZE _____ Boquet River Theatre Festival SIZE _____

My business will provide artwork by June 1st.

Please design a text-only ad for me using the information provided (no images).

My check payable to "The Depot Theatre," is enclosed.

Please charge my credit card as follows:

Total amount enclosed or to be charged: \$ _____

Name: _____

Number: _____ Exp: _____ CCV: _____

Signature: _____

