



2022

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 and youth outreach programs.

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.

MAIN STAGE

SEASON SPONSOR \$7,500

- Featured logo on Theatre entrance sign
- Featured Lobby/building exterior presence - Individual sign in lobby/box office location
- Brochure distribution on site
- Back cover of all main stage season playbills (7,900+ impressions printed, more digitally!)
- 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 calendar year
- Mention in all Depot Theatre seasonal print advertising
- Mention in curtain speech prior to every performance for 2022 season.
- 2 tickets to each opening night performance

TITLE/SHOW SPONSOR \$3,000 (3 available) **SOLD**

Includes:

- Full-page, black and white ad in playbill (7,900+ impressions)
- Acknowledgement on all show-specific marketing materials, including roadside banner
- 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
- 2 tickets to opening night performance

OPENING NIGHT SPONSOR \$1,500

Includes:

- Promotional presence at Depot Theatre for opening nights
- Acknowledgment at Opening Night curtain speech
- Featured at Opening Night Receptions, with opportunity to address attendees (following opening night performance of each production)
- Full-page, black and white ad in playbill (7,900+ impressions)
- Featured on 2020 sponsor sign located in lobby for entire season
- Featured on depottheatre.org website sponsor page
- Featured posts on Depot Theatre Facebook, Instagram and Twitter accounts

PREVIEW NIGHT SPONSOR \$1,000

Includes:

- Half page black and white ad in playbill (7,900+ impressions)
- Acknowledgement at Preview Night curtain speech for each main stage show
- Featured on depottheatre.org website sponsor page
- Featured on 2020 sponsor sign located in lobby for entire season
- Featured posts on Depot Theatre Facebook, Instagram and Twitter accounts.



CONCESSIONS SPONSOR \$500

Includes:

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

OUTREACH/EDUCATION

In 2022, the Depot's Theatre Academy program will feature the Junior (ages 8-12) and Senior (ages 13+) programs, comprising rehearsals with professional workshops in voice, dance and other disciplines, and enhanced with live musical support and direct collaboration with the Depot's professional theatre cast and crew. Both programs culminate in public performances.

Sponsorships:



- YOUNG ARTISTS JUNIOR SHOW SPONSOR..... \$1,500 **SOLD**
- YOUNG ARTISTS SENIOR SHOW SPONSOR..... \$1,500 **SOLD**

Includes:

- Featured on back cover of Young Artists shows playbill
- Half page advertisement in Depot Theatre Main Stage playbill (7,900+ impressions)
- Acknowledgement in Young Artists shows and Depot main stage curtain speeches
- Featured on Sponsorship page and Outreach page on depottheatre.org
- Featured in Depot Theatre social media posts

YOUNG ARTISTS SHOW PLAYBILL

- Business card advertisement.....\$25
- Half Page advertisement.....\$50
- Full page advertisement.....\$100
- Custom "Break a Leg" message.... \$25

Water Closet Sponsor?

Contact Kim Rielly at krielly@depottheatre.org to discuss other creative options!



DEPOT THEATRE MAIN STAGE PLAYBILL ADVERTISEMENTS

- | | |
|---|---|
| Full page.....\$750 | Half page:.....\$500 |
| Business Card Size (1/8 page).....\$150 | Quarter page: (horizontal only)...\$250 |

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 _____ Young Artists Shows 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.

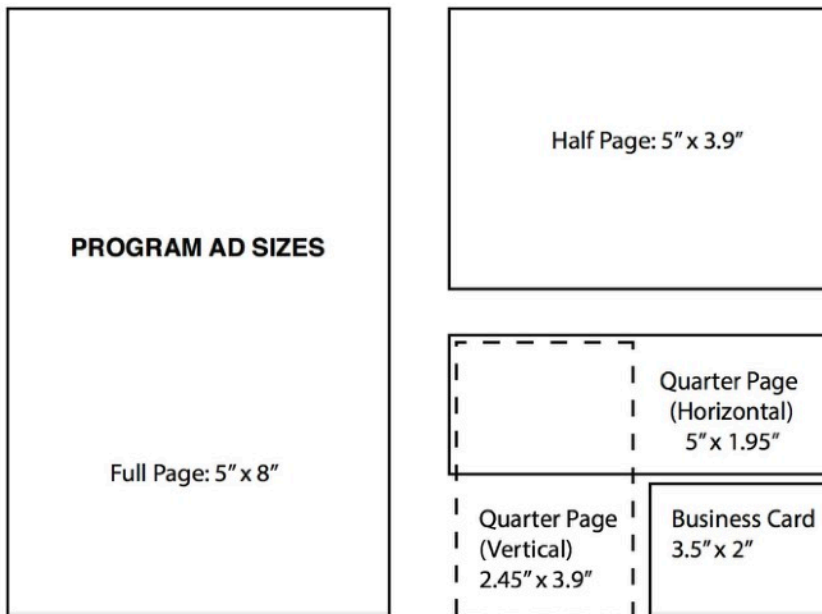
Please charge my credit card as follows:

Total amount enclosed or to be charged: \$ _____

Name: _____

Number: _____ Exp: _____ CCV: _____

Signature: _____



SEND TO: Depot Theatre, PO BOX 414, Westport, NY 12993