SPONSORSHIP OPPORTUNITIES
2019

Seacoast Repertory Theater is a professional non-profit theater with a mission to enrich the culture of the Seacoast through the shared experience of live theater. With the help of our community, we’ve been pursuing that mission for nearly 31 years now. While ticket sales and tuition helps keep that mission going, we can not do what we do without our community sponsors.

We understand that your charitable dollars are valuable. We hope you’ll find that Seacoast Rep offers great value, impact, and visibility for your dollar. We also have a variety of ways to sponsor at all levels:

Seacoast Repertory Theatre
125 Bow St.
Portsmouth, NH 03801
www.seacoastrep.org
SPONSORSHIP OPPORTUNITIES AT THE SEA COAST REP

Sponsor a Season
You get your name all over everything - all year long. We're planning eight mainstage productions, four Red Light Mainstage productions, two Teen Mainstage productions, a Home Grown show, one-off events, and more. All of shows will be seen by 30,000 ticket holders across more than two hundred and fifty performances. You'll be in every program, thanked at every speech, put on every poster, and more. Plus you'll get some free tickets to pass out as gifts.

Red Light Season
Want to get your business in on the cutting edge of entertainment on the Seacoast? Red light is for you. We have at least thirty shows going on, and they're all going to #KeepPortsmouthWeird. You get everything listed under the sponsorship, plus whatever the Mad Men of Oopsy Daisy, Inc. can come up with as a bonus.

PAPA Season
We have 200+ students in our PAPA program every year, making us the largest youth theatre program on the Seacoast. Their shows are well attended by friends, family, and parents. If your business benefits from getting in front of families, this is your sponsorship. Our PAPA kids range in age from 4 - 18. Between day camps, overnight camps, Teen Mainstage, workshop productions, and more, we have something happening all year round. A sponsorship of our PAPA Season allows us to provide more than $15,000 each year to students in need of financial assistance.

Senior Repertory Theatre
Our Senior Rep members meet weekly all year round. We offer four sessions each year and each session offers something different. Whether it be writing original pieces, performing skits, singing in cabarets, or taking theater classes, our seniors continue to learn new skills while giving back to our community. A sponsorship of Senior Rep allows us to keep fees low and offer tickets to Senior Rep productions free to other seniors.

Homegrown Series
If you're a fan of local, this is your sponsorship. Homegrown gives a voice to local playwrights and is entirely cast and staffed with local actors and production teams. We give these shows the full professional treatment, and our sponsors get the same.
TEN COOL FACTS YOU PROBABLY DIDN’T KNOW ABOUT THE SEACOAST REPERTORY THEATRE

1. **Scholarships**
   We never turn a child away from Portsmouth Academy of Performing Arts due to their inability to pay. Because of this, we issue over $15,000 in financial aid every year.

2. **Community Outreach**
   We give away open tickets every week to volunteers, staff members, and constituents of local non-profits at no cost to us or them.

3. **Donations**
   We believe in giving back to the community that gives so much to us. We issue over $40,000 in donations every year to local nonprofits to help them serve their constituents or raise funds.

4. **Productions**
   Our theater produces year-round. We have around 230-250 performances every year, making us the most oft-performing theater on the Seacoast.

5. **Ticket Holders**
   Bucking national trends, we have grown our average audiences by more than 10% since 2015. We will serve 30,000 this year alone.

6. **Community Impact**
   A recent AFTA study shows that for every $1 we receive from patrons, $3 gets added to the local economy from dining, parking, and other economic activity.

7. **Senior Rep**
   We have 30 members in our Senior Repertory Theatre troupe who perform on our stage all year long.

8. **Subscribers**
   Our patrons are loyal, where other theaters see their subscriptions shrinking, ours have grown by 15% in the last year alone.

9. **Members & Donors**
   We have over 500 annual members & donors who provide support to our theatre. We certainly can’t do what we do without them!

10. **Employment**
    We employ approximately 150 local artists, designers, actors, and technicians annually.
# Seacoast Repertory Theatre Marketing Benefits

We reach tens of thousands of people every year.

<table>
<thead>
<tr>
<th><strong>11,000</strong> patrons within 50 miles</th>
<th><strong>22,450</strong> on our email list and growing</th>
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</thead>
<tbody>
<tr>
<td><strong>28,700</strong> average weekly Facebook reach</td>
<td><strong>30K - 60K</strong> views on our top-notch video promotions</td>
</tr>
<tr>
<td><strong>30,000</strong> annual Ticketholders across all programs</td>
<td><strong>13,000+</strong> playbills taken home every year</td>
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<tr>
<td><strong>27%</strong> open rate on our eblasts</td>
<td><strong>233</strong> year-round performances. More than any other venue on the Seacoast</td>
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# Sponsorship Levels & Perks

<table>
<thead>
<tr>
<th></th>
<th>Season Sponsor</th>
<th>PAPA Season</th>
<th>Senior Rep</th>
<th>Mainstage Show Entire Run</th>
<th>Mainstage 5-Show Bundle</th>
<th>Mainstage Show One-Night</th>
<th>Mad Haus</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Tickets to Sponsored Show</strong></td>
<td>10 tickets to every show at the Rep</td>
<td>4 tickets to every PAPA show</td>
<td>20 tickets to any show at the Rep</td>
<td>Number of weekends x 4 (i.e. five weekend run = 20 tickets)</td>
<td>10</td>
<td>2</td>
<td>2 to every Mad Haus</td>
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<tr>
<td><strong>Thank you during curtain speech</strong></td>
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<tr>
<td><strong>Ad in season playbill</strong></td>
<td>Full Page - color</td>
<td>Full Page - b&amp;w</td>
<td>Half Page - b&amp;w</td>
<td>Full Page - b&amp;w</td>
<td>Half Page - b&amp;w</td>
<td>Half Page - b&amp;w</td>
<td>✔</td>
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<tr>
<td><strong>Your logo on playbill cover</strong></td>
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<td><strong>Your logo w/link in Sponsor section of our website</strong></td>
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<td><strong>Representation in sponsored show marketing</strong></td>
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<td><strong>Your logo w/link in sponsored show eblasts</strong></td>
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<td><strong>Custom stage light pre-show display with your logo</strong></td>
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<td><strong>Your logo on the step-and-repeat</strong></td>
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<td><strong>Social Media Shout Outs</strong></td>
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<td><strong>Table in our lobby for merch or info</strong></td>
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# 2019 Mainstage Sponsorship Order Form

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<thead>
<tr>
<th>Show</th>
<th>Dates</th>
<th>Shows</th>
<th>Sponsorship Options</th>
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</thead>
</table>
| **Billy Elliot**                         | February 7th - March 9th | 25    | One Night: $300 (25 available)  
 Five Night Bundle: $1500 (5 available)  
 Entire Run: $5000 (2 available) |
| **The Wedding Singer**                   | March 21st - April 13th | 20    | One Night: $300 (20 available)  
 Five Night Bundle: $1500 (4 available)  
 Entire Run: $4000 (2 available) |
| **Steel Magnolias**                      | May 9th - June 1st     | 20    | One Night: $300 (20 available)  
 Five Night Bundle: $1500 (4 available)  
 Entire Run: $4000 (2 available) |
| **West Side Story**                      | June 13th - July 20th  | 30    | One Night: $300 (30 available)  
 Five Night Bundle: $1500 (6 available)  
 Entire Run: $6000 (2 available) |
| **Evita**                                | July 25th - August 24th | 25    | One Night: $300 (25 available)  
 Five Night Bundle: $1500 (5 available)  
 Entire Run: $5000 (2 available) |
| **Surprise Tony Award Winning Show**     | September 12th - October 12th | 25 | One Night: $300 (25 available)  
 Five Night Bundle: $1500 (5 available)  
 Entire Run: $5000 (2 available) |

Winners of 10 Tony awards including Best Musical, **Billy Elliot** is a heartwarming story about a boy in a depressed British mining town who goes from the boxing ring to ballet, uniting his family and inspiring a community.

**The Wedding Singer**, a musical adaptation of the hit film, was nominated for 5 Tony awards.

**Steel Magnolias** is a play suffused with humor and tinged with tragedy about a gaggle of very sociable women in a Louisiana salon. If you're a fan of humorous banter and well-realized characters, you’ll love this production.

Written by three giants of Broadway, **West Side Story** is a true American classic.

Winning the Tony Award for Best Musical, **Evita** follows the real-life rags-to-riches story of Eva Peron, the first lady of Argentina as she journeys from poverty to the stage to the halls of power.

We can't announce this show until April of 2019. It is a newer Tony Award Winning Show with one of the award-winningest scores in Broadway history and we are very excited to have it on our stage this fall!
### Assassins || November 7th - 16th || 10 shows

Our nation's most notorious assassins gather on stage to violently pursue a twisted American Dream. Join us for this Tony-winning musical tour-de-force from Stephen Sondheim and John Weidman.

- One Night: $300 (10 available)
- Five Night Bundle: $1500 (2 available)
- Entire Run: $2000 (2 available)

### A Christmas Carol the Musical || November 29th - December 22nd || 22 shows

For the holidays, we thought we would try a classic - a musical interpretation of Charles Dickens' timeless story about redemption through kindness.

- One Night: $300 (22 available)
- Five Night Bundle: $1500 (4 available)
- Entire Run: $4400 (2 available)

### 2019 Red Light Mainstage Sponsorship Opportunities

#### School House Rock Live || January 24th - 27th || 6 shows

A pop culture phenomenon comes to the musical stage in *Schoolhouse Rock Live!* The Emmy Award-winning 1970s Saturday morning cartoon series that taught history, grammar, math and more.

- One Night: $200 (6 available)
- Entire Run: $1200 (2 available)

#### The Rocky Horror Show || July 12th - 20th & August 16th - 24th & Dec. 25th & 31st || 10 shows

We're Time Warping again. The cult hit returns for all your Rocky Horror needs. Summer shows first, then midnight performances on Christmas and New Years.

- One Night: $200 (10 available)
- Five Night Bundle: $1000 (2 available)
- Entire Run: $2000 (2 available)

#### Dog Sees God || December 5th - 20th || 6 shows

An unauthorized parody. Things are not going well with the much-loved comic gang as they head into adulthood. When C.B.’s dog dies of rabies, he begins to question the existence of an afterlife.

- One Night: $200 (6 available)
- Entire Run: $1200 (2 available)

#### Songs For A New World || December 27th - 30th || 6 shows

This contemporary song cycle by Jason Robert Brown weaves characters and history together, illuminating the timelessness of self-discovery.

- One Night: $200 (6 available)
- Entire Run: $1200 (2 available)

#### Mad Haus || 9 shows

*Mad Haus* is a variety show at the end of the world with a live band and a mad tribe filled with multidisciplinary artists allowed to run amok.

- Entire Season: $1800 (4 available)
### 2019 Teen Mainstage

**Newsies** || January 10th - 19th || 9 shows  
Our teens stop the presses. Stop the presses! This Disney film turned Tony-winning Broadway hit inspires everyone to fight for what’s right and seize the day.  

- One Night: $200 (9 available)  
- Five Night Bundle: $1000 (1 available)  
- Entire Run: $1800 (2 available)

**Legally Blonde** || October 24th - November 2nd || 8 shows  
Oh my God you guys! A fabulously fun award-winning musical based on the adored movie, *Legally Blonde* The Musical, follows the transformation of Elle Woods as she tackles stereotypes and scandal in pursuit of her dreams.  

- One Night: $200 (8 available)  
- Five Night Bundle: $1000 (1 available)  
- Entire Run: $1600 (2 available)

### 2019 Home Grown

**Where’s Waldo? by G. Matthew Gaskell** || April 18th - 27th || 9 shows  
A small investment firm is facing an audit. They’re misplaced millions of dollars. And Waldo is nowhere to be found. A new world-premier from award-winning local writer G. Matthew Gaskell.  

- One Night: $200 (9 available)  
- Five Night Bundle: $1000 (1 available)  
- Entire Run: $1800 (2 available)

### 2019 Senior Repertory Theatre

**Senior Repertory Theatre** || 4 Sessions  
Whether they’re writing original pieces, performing skits, or singing in cabarets, our seniors continue to learn new skills while giving back to our community all year round.  

- Entire Season: $2500 (4 available)

### 2019 PAPA Season

**Portsmouth Academy of Performing Arts** || Year-Round  
Between day camps, overnight camps, Teen Mainstage, workshop productions, and more, we have something happening all year round.  

- Entire Season: $5000 (2 available)
# 2018 Sponsorship Order Form

<table>
<thead>
<tr>
<th>Business Name:</th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Contact Name:</td>
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<tr>
<td>Mailing Address:</td>
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<tr>
<td>Contact Email:</td>
<td></td>
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<tr>
<td>Contact Phone:</td>
<td></td>
</tr>
</tbody>
</table>

## Method of Payment

- [ ] Check enclosed
- [ ] Credit Card
- [ ] Please email invoice

<table>
<thead>
<tr>
<th>Credit Card Number:</th>
<th></th>
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<tbody>
<tr>
<td>Exp. Date:</td>
<td>CVC:</td>
</tr>
<tr>
<td>Total amount to be charged:</td>
<td>$</td>
</tr>
</tbody>
</table>

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Signature  

Date

Please email form to [Kathleen@seacoastrep.org](mailto:Kathleen@seacoastrep.org) or mail to the Seacoast Repertory Theatre.

Seacoast Repertory Theatre  
125 Bow St.  
Portsmouth NH 03801  
[www.seacoastrep.org](http://www.seacoastrep.org)