

# SPONSOR & ADVERTISING OPPORTUNITIES



## 2025 Season

Although much has changed at VTC over the last 26 years, one thing remains the same: Theatre inspires creativity, compassion, and connection with the broader community. VTC has been a vibrant, vital organization because of the support of local businesses in our community like yours.

VTC aspires to provide positive experiences for Ellensburg families - from our "Rising Stars" productions that provide a creative outlet specifically for middle school students and teens, to our Summer mainstage and Winter shows that provide opportunities for both adults and children. We also publish a quarterly newsletter Voices of the Valley, with a distribution average of 2500+, that brings additional advertising opportunities for local businesses.

You can help us continue to keep the arts alive and thriving in Kittitas County by becoming a VTC sponsor and making our audience, your audience! In an average season, VTC utilizes the talents of hundreds of local children, adults and families to bring quality theatre productions to audiences that exceed 5,000 people.

We offer several sponsorship levels and advertising opportunities, and our commitment to you, as a valued sponsor, ensures that you will receive the attention, recognition and publicity you deserve in exchange for your generous contribution.

### Examples of Sponsor Benefits

- Complimentary ad in the show program and in our quarter e-newsletter reaching 2500+ (Production Element Sponsor and above)
- Your business listed as a sponsor on our website, social media and/or show poster
- Ticket vouchers good for a performance of sponsored production (Production Element Sponsor and above)
- Sponsor recognition on signage
- Sponsor acknowledgement during pre-show announcements at each performance (Performance Night Sponsor and above)

Full list of benefits on our website at <https://www.valleytheatreco.org/category/show-sponsorships>



**Peter and the Starcatcher**  
Feb. 7 - 15, 2025  
Oddfellows Ballroom



**Frozen Jr.**  
Apr. 25 - May 3, 2025  
Morgan PAC



**The Sound of Music**  
July 3 - 12, 2025  
Morgan PAC



**Cabernet Cabaret:**  
Oct. 2025  
3 performances and Gala Dinner Theatre/Silent Auction



# SPONSOR & ADVERTISING OPPORTUNITIES

## Show Program Advertising

Ad spots available in individual show programs, or get our yearly rate (pay for ad in 3 productions, get the 4th production free)

Options for advertising:

- Winter Play: Peter and the Starcatcher (Feb. 7-15, 2025) - average 600-900 attendees over two weekends. (ads cost \$125 - \$200)
- Spring Rising Stars Production: Frozen Jr (April 25-26, May 1-3, 2025) - average 700-900 attendees over two weekends. (ads cost \$150-\$250)
- Summer Mainstage Production : The Sound of Music (July 3-12, 2025) - average of 1800-2200 attendees over 2-3 weekends. (ads cost \$150-\$250)
- Fall fundraiser & show: Cabernet Cabaret (October 2025) - Dinner theatre and limited run Cabaret Performance 200-300 attendees. (ads cost \$125-\$200)



### Community Sponsor

Winter/Spring - \$300 - \$500 | Summer - \$500 - \$900

Company/Individual Name listed as sponsor on show website page and in show programs.

### Production Elements Sponsor

Winter/Spring - \$600 | Summer - \$1000

Sponsor a specific element - Costumes, Sets, Props, Choreography, Music. 4 or 5 per production available.

### Performance Night Sponsor

Winter/Spring - \$1200 | Summer - \$2000

7 or 8 available depending upon show

### Premier Sponsor

Winter/Spring - \$2500 | Summer - \$5000

1 per show

### VTC Benefactor

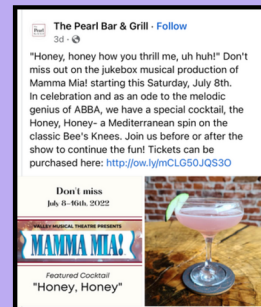
\$10,000 and above

An unparalleled opportunity to support VTC and community theatre. Details and creative acknowledgement to be discussed with the VTC Board of Directors.

## THEATRE EXPERIENCE PARTNERS

We are seeking Theatre Experience Partners for our 2025 season. When patrons attend our performances, they also look for ways to expand their experience. Many invite friends and family in from out of town, many pick up a meal at a local restaurant before or after a show to make it a date night. They visit local shops, check out the galleries, stay overnight in hotels, and buy essentials from our community. VTC likes to provide cross-links and promotions to other local businesses for our patrons to make our productions even more appealing to tourists.

Reach out to Jessica Solberg Black, VTC Executive Director at 509-972-6633 or [info@valleytheatreco.org](mailto:info@valleytheatreco.org) to start the discussion.



# ADVERTISING & SPONSORSHIP FORM

## (TEAR ME OUT)

SEE DEADLINES FOR SUBMISSION/AD COPY ON PAGE ONE. JPG or PNG files preferred. 300 DPI recommended. Send completed form to [info@valleytheatreco.org](mailto:info@valleytheatreco.org). Payment may be mailed to VTC, PO Box 1551, Ellensburg, WA 98926. For any questions please contact Jessica Solberg Black, VTC Executive Director via email ([info@valleytheatreco.org](mailto:info@valleytheatreco.org)) or by phone at 509-972-6633.

### CONTACT INFORMATION

Business Name:			
Contact Name:			
Billing Address:			
City, State Zip:			
Phone:		Email:	

### SHOW PROGRAM ONLY ADVERTISING

Select Shows:

- Winter 2025: Peter and the Starcatcher (use 5.5"x8.5" sizing & pricing)
- Spring Rising Stars 2025: Frozen Jr. (use 8.5"x11" sizing & pricing)
- Summer Mainstage 2025: The Sound of Music (use 8.5"x11" sizing & pricing)
- Fall 2025: Cabernet Cabaret (use 5.5"x8.5" sizing & pricing)

PROGRAM SIZE	AD SIZE	# OF SHOWS	PER SHOW	TOTAL
5.5"X8.5"	1/8 page - 2.25"w x 2" h		\$125	
	¼ page - 4.5"w x 2" h		\$200	
8.5"X11"	1/8 page-3.4"w x 2.3" h		\$150	
	¼ page - 3.4"w x 4.6" h		\$250	
			Subtotal Programs	

### VOICE OF THE VALLEY NEWSLETTER ADVERTISING

SIZE	PER ISSUE	SELECT ISSUE(S)	YEARLY (4 ISSUES)	TOTAL
1/8 page - 3.4"w x 2.2"h or 2.2" w x 3.4" h	\$125	<input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter	\$450	
¼ page - 3.75"w x 5"h or 2.2"w x 7.5"h	\$200	<input type="checkbox"/> Spring <input type="checkbox"/> Summer <input type="checkbox"/> Fall <input type="checkbox"/> Winter	\$550	
			Subtotal VOTV	

Show Sponsorships and payment information on next page. >>

# ADVERTISING & SPONSORSHIP FORM

## (TEAR ME OUT)

### SHOW SPONSORSHIP (Select your show)

Select Shows:

- Winter 2025: Peter and the Starcatcher (Feb. 7, 8, 9, 13, 14, 15)
- Spring Rising Stars 2025: Frozen Jr. (April 25, 26, and May 1, 2, 3)
- Summer Mainstage 2025: The Sound of Music (July 3, 4, 5, 10, 11, 12)
- Fall 2025: Cabernet Cabaret (October, dates TBD - 3-4 performances)

SPONSOR LEVEL	SELECT OPTIONS	SPONSOR FEE (Winter, Spring or Fall)	SPONSOR FEE (Summer)	TOTAL
Community Sponsor		\$300	\$500	
Production Elements Sponsor	<input type="checkbox"/> Costumes <input type="checkbox"/> Sets <input type="checkbox"/> Props <input type="checkbox"/> Choreography <input type="checkbox"/> Music	\$600	\$1,000	
Performance Night Sponsor	Indicate preferred performance date, staff will confirm availability. Preferred dates: _____	\$1,200	\$2,000	
Premier Sponsor		\$2,500	\$5,000	
Benefactor	VTC will reach out to discuss options.	\$10,000 or above		
			Subtotal Sponsorship	

SUBTOTAL VOICE OF THE VALLEY ADS	
SUBTOTAL SHOW PROGRAM ADS	
SUBTOTAL SHOW SPONSORSHIP	
GRAND TOTAL	

### PAYMENT INFORMATION

If you prefer to be invoiced and pay electronically, please email your completed form with request for invoice to [info@valleytheatreco.org](mailto:info@valleytheatreco.org). Registration is not considered complete until payment has processed.

Payment Method	<input type="checkbox"/> Check # _____	<input type="checkbox"/> Credit Card	CC Type:	<input type="checkbox"/> Visa <input type="checkbox"/> M/C <input type="checkbox"/> Discover
Credit Card #		Exp Date		CVC Code
Name on Card (print legibly):				
Date:	Signature:			
Laughing Horse Arts Foundation dba Valley Theatre Company is a 501(c)(3) organization (EIN 91-121173).				