



DEWDNEY PLAYERS GROUP THEATRE

Box 41

Aldersyde, AB TOL OAO

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www.dewdneyplayers.com

dewdneyplayers@gmail.com

Thank you for considering sponsoring Dewdney Players' production. This open letter explains how your sponsorship would help us.

Staging a good quality production, even at the community theatre level, costs a significant amount of money. Cost items include:

- Rental of rehearsal space (three nights a week for eight to ten weeks) and performance space
- Set construction and decoration materials
- Costumes and props, makeup, hair and other materials
- Purchase of scripts, payment of royalty fees
- Creation of tickets and programs
- Advertising

Ticket sales help defer those costs, and various grants help us with purchasing capital items. But without sponsorship, we run the risk of a deficit.

Dewdney Players prides itself on being community minded and involved. We stage two major productions per year and also represent Okotoks in a regional one-act play festival. Some of our members run their own local businesses. We donate some or all of one evening's box office take to a (usually local) charity. And most importantly, we provide an important link in the chain that helps young actors and actresses realize their goals. We sponsor two high school scholarships, and involve many high school students in our productions.

Sponsorship has the following benefits:

- An advert in our program, which is seen by hundreds of people
- Recognition on Dewdney Players' Website for approximately one year. If you provide your business' Website address, we publish a link to it, which helps raise it higher in search engine rankings.
- The feel-good factor of having contributed to a community organization.

If you would like to sponsor our show, please provide the following:

- Advertising copy. Sizes and prices are shown on the next page. We can create a ¼ page ad from your business card if you wish. (We can create very acceptable larger adverts, but we don't have professional training!)
- An indication of whether you want to see a proof of your advert before the program is printed.
- A cheque for the appropriate amount made out to "Dewdney Players"

If you have any questions, please do not hesitate to contact Jane Platt (403-995-5778) or Ed Sands (403-938-2065) or email dewdneyplayers@gmail.com

Once again, thank you for your consideration. Dewdney Players looks forward to your support.

Sincerely,

Edward Sands, President

ADVERTISEMENT SIZES AND COSTS

		ORIENTATION	WIDTH (INS)	HEIGHT (INS)	COST
BRONZE	Quarter	Portrait	2.9	3.65	\$50.00
		Landscape	6.0	1.75	\$50.00
SILVER	Half	Portrait	2.9	7.5	\$100.00
		Landscape	6.0	3.65	\$100.00
GOLD	Full	Portrait	6.0	7.5	\$200.00
		Landscape	7.5	6	\$200.00

We have (and have had) arrangements with some sponsors where they provide goods or services to the value of a sponsorship. For example, one local eatery currently provides food for our dress rehearsal, and a couple of businesses provide door prizes.

The following text precedes our list of sponsors on our Website.

“Dewdney Players is grateful to the many local businesses and local branches of chains that contribute to our production expenses by advertising in our programs. We extend our thanks to them, and encourage you to patronise their businesses, remembering to thank them for sponsoring Dewdney Players Group Theatre.”

SPONSORSHIP SIGN-UP

My business is pleased to offer to sponsor Dewdney Players' next production, as follows:

Name of business				
Contact name				
Phone no.				
Email address (to send proof to and resolve questions)				
Business website (if any)				
Sponsorship level	Bronze	Silver	Gold	
Invoice required? (Yes/No) (If yes, please provide address)				
Advertising copy (circle one)	Use previous* ¹	Attached	To be emailed* ²	To follow
Proof required before programs printed? (Yes/No)				
May we approach you for sponsorship of future productions? (Yes/No)				

*¹ If you sponsored one of our previous productions, and are happy for us to re-use the most recent advert we have on file for you, please circle "Use previous"

*² Email advertising copy to dewdneyplayers@gmail.com

Signature _____

Date _____