OUR SPONSORS, ADVERTISERS, AND BUSINESS PARTNERS FOR THE 2014-2015 SEASON

PRESENTING:

Birch Studio
Elizabeth & Joe LeVaca
Susan Jacobson & Norm Oliver
Howard & Karen Pape
ThreePenny Cafe

SPONSORS & ADVERTISERS:

Alley Light
Angelo Jewelers
BJM Renovation & Repair
Blue Ridge Internet Works
Charlottesville Area Community Foundation
Charlottesville Skin & Laser Center
Chase Investment Counsel Corporation
Circa
Daedalus Used Books
Devils Backbone Brewing Company
Downtown Grille
DuCard Vineyards
Early Mountain Vineyards
EFS
Eppie’s
Hamiltons’ at First & Main
Hedge Fine Blooms
The Jeweler’s Eye
Jack Kayton, DDS
Jay & Barbara Kessler
Lochlyn Hill
The Mens and Boys Shop
Merrill Lynch Advisors
Mudhouse
Nest Realty
Alexander Nicholson
Oratorio Society
Piedmont Virginia Community College
Robinson, Farmer and Cox
St. Anne’s-Belfield School
Strauss Construction
Rebecca & David Swett, DDS
Tandem Friends School
Shannon Thomas, Loring Woodruff Real Estate
The Thomas Jefferson Center for the Protection of Free Expression
Thrive Healthcare

THE SUGAR
Photo credit: Martyn Kyle/ Pernmoot
When you invest in Live Arts through sponsorship or advertising, the Live Arts community comes out strong in support of your business. Just ask our friends at Mens & Boys Shop, or Charlottesville Skin and Laser Center, or EFS financial and accounting, or even The C&O Restaurant. These businesses proudly support our mission of “forging theater and community”. And they know that their investment will put them in direct contact with over twelve thousand loyal patrons from all around Central Virginia.

This packet will give you an introduction to the many ways your business can connect with the Live Arts community. We welcome the opportunity to build a bespoke package that’s just right for your budget and your advertising goals.

May we count on your support for the 2015-2016 season? More than 10,000 ticket buyers, 1,000 company members, and 1,700 students are eager to show their appreciation for your support.

What role will YOU play this season?

Matt Joslyn, Executive Director
434-977-4177 ext. 102
matt@livearts.org

Julie Hamberg, Artistic Director
434-977-4177 ext. 105
julie@livearts.org

For twenty-five years Live Arts has been the creative home for thousands of people in Central Virginia. Live Arts offers unparalleled opportunities to collaborate and connect in rehearsals & classes, build meaningful and lasting friendships through our ever-growing company, and stretch the limits of our imaginations in all that we do. Thank you for being apart of our first 25 years. Here’s to 25 more!
SPONSORSHIP OPPORTUNITIES & BENEFITS

**PRESENTER**

Designation as a Presenter of a single Live Arts production (for example: The Montfermeil Inn presents *LES MISÈRABLES*)
Your name or logo on all marketing materials
Complimentary use of the third floor lobby for a pre-show reception
Two "Producers’ Club" subscriptions to the season, including parking and a concessions gift card (a $650 value)
Invitation to opening night VIP champagne reception
Live, on-stage acknowledgement and thank you before each performance by the Executive Director, Artistic Director, or member of the staff
Space in the Live Arts Lobby to display information about your business, products, services, or marketing materials
Framed poster from the show signed by the cast and crew
Exclusive! Only one presenter per show
Benefits, marketing, and exposure value of over $7,500

**SPONSOR**

Designation as a Sponsor of a single Live Arts production (for example: *THE SUGAR* is sponsored by C-ville Candy Company)
Your name or logo on all marketing materials
Two "Directors’ Club" subscriptions to the season, including parking and a concessions gift card (a $400 value)
Invitation to opening night VIP champagne reception
Live, on-stage acknowledgement and thank you before each performance by the Executive Director, Artistic Director, or member of the staff
Space in the Live Arts Lobby to display information about your business, products, services, or marketing materials
Poster from the show signed by the cast and crew
Benefits, marketing, and exposure value of over $4,000

*VANYA AND SONIA AND MASHA AND SPIKE*
2014-2015 Season
Photo credit: Ron Rammelkamp
PAY-WHAT-YOU-CAN SPONSORSHIP

Support live performance for everybody by sponsoring Wednesday Pay-What-You-Can performances of every production in the Live Arts Season. Live Arts defers more than $35,000 in potential income by inviting everyone to experience our productions, regardless of their ability to pay. Tickets are available on a first-come, first-served basis at the box office every Wednesday night during the run of our shows for anyone with at least a penny in their pocket. Nearly 70% of our Pay-What-You-Can Audience are regular and consistent audience members, and over half of the overall audience pays less than $5.00 a seat. The community is enriched… as it should be.

SPONSOR BENEFITS:

20 tickets to performances of your choice in the Live Arts Season
Acknowledgement as a PWYC Night Sponsor on the Live Arts website, marketing materials, press releases, email campaigns, and on-stage announcements before PWYC performances

PAY-WHAT-YOU-CAN PRESENTER: $5,000
PAY-WHAT-YOU-CAN SPONSOR: $2,500

BUY A HOUSE AT LIVE ARTS

The perfect outing for your company, clients, huge group of friends, or your extended family reunion. Buy out the house for an entire performance of any of the productions in our season—and have the whole place to yourself! The Buy-A-House program includes complimentary use of the third floor lobby with bar and lounge for a pre- and post-show reception.

SPONSOR BENEFITS:

At least 140 seats for all Gibson Theater shows, with at least 100 seats on the main floor, reserved or general admission
At least 65 seats for all Founders Theater shows
Complimentary use of the newly renovated third floor lobby for a pre- or post-show reception
Personal welcome from any member of your group on stage before the show with the Executive Director

BUY THE HOUSE FOR CITY OF ANGELS: $3,000
BUY THE HOUSE FOR THE GIBSON: $2,500
BUY THE HOUSE FOR THE FOUNDERS: $1,000

RAVE REVIEW
Photo credit: Ron Rammelkamp
PLAYBILL ADVERTISING IN TWO CATEGORIES:
PRINT ADS & BUSINESS LISTINGS

PRINT ADS

Print advertising space in the Live Arts playbill is limited to just **FIVE** full-page and **EIGHT** quarter-page, vertical format ads – and we’ll take care of the design for you!

Send us your high-resolution logo along with the content of your ad and our professional designers will make you look great.

Full-page ad (only five will be sold) 5” x 8”
**EARLY BIRD PRICING:** $2,500 for all six shows in the 2015-2016 season PLUS the summer musical!  Price after June 1st:  $3,000

Quarter-page ads (only eight will be sold) 2.375” x 3.875”
**EARLY BIRD PRICING:** $1,000 for all six shows in the 2015-2016 season PLUS the summer musical!  Price after June 1st:  $1,250

The playbill is printed in black & white.  All ads should be sent 300dpi with grayscale formatting.

LOCAL BUSINESS LOVE LIVE ARTS, AND LIVE ARTS LOVES LOCAL BUSINESS

Covering a two-page spread in the playbill, these listings will be directory style, allowing your business to be called out as a supporter of Live Arts within a specific category. Limited to just sixteen listings in the following categories:

**EARLY BIRD PRICING:** $400 per listing showing your business name, your name, phone number, and sentence of up to twenty-five words.  
Price after June 1st:  $450

EXAMPLE:

**EFS**
Supporting Live Arts for over six years, providing business owners with an integrated approach to payroll, record keeping, tax preparation, retirement planning, and advisory services.  
Call Paden Waldruff at 466-9271.

**STRAUSS CONSTRUCTION**
Proud supporter of Live Arts and locally owned and operated since 2003.  This residential and commercial construction company is sure to earn your applause.  
Call Eli Strauss at 434.977.1131.
THE 2015-2016 SEASON

DIRTY BLONDE
Founders Theater
Presenter: $2,000
Sponsor: $1,000
October 9th - November 7th
by Claudia Shear
Directed by Phil Horst

CITY OF ANGELS
Gibson Theater
Presenter: $10,000 - SOLD
Sponsor: $5,000
December 4- January 9
Music by Cy Coleman, Lyrics by David Zippel
Book by Larry Gelbart
Directed by Matt Joslyn
Musical Direction by Kristin Baltes
Choreographed by Heather Powell

The Other Place
Founders Theater
Presenter: $2,000 - SOLD
Sponsor: $1,000 - SOLD
February 5- February 21
by Sharr White
Directed by Betsy Rudelich Tucker

TO KILL A MOCKINGBIRD
Gibson Theater
Presenter: $5,000
Sponsor: $2,500
March 11- April 3
by Christopher Sergel
based on the novel by Harper Lee
Directed by Fran Smith

HUNTER GATHERERS
Founders Theater
Presenter: $5,000
Sponsor: $2,500
April 15- May 7
by Peter Sinn Nachtrieb
Directed by Bree Luck

DREAMGIRLS
Gibson Theater
Presenter: $7,500
Sponsor: $2,500
May 15- June 6
Music by Henry Krieger
Lyrics & Book by Tom Eyen
Directed by Julie Hamberg
Associate Directed/Choreographed by Ike Anderson
Musical Direction by Kristin Baltes

SUMMER MUSICAL
Gibson Theater
Presenter: $4,000
Sponsor: $2,000
July 15- August 6
PLAYBILL ADVERTISING AGREEMENT
LIVE ARTS 2015-2016 SEASON

NAME/COMPANY: ________________________________________________________________

CONTACT/BUSINESS OWNER: ______________________________________________________

ADDRESS: _______________________________________________________________________

PHONE: ____________________ EMAIL: _____________________________________________

YOUR AD (CIRCLE ONE):

FULL PAGE (vertical 5"x8" ad)早鸟价格：$2,500
Early Bird pricing: $2,500
after June 1st: $3,000

QUARTER PAGE (vertical 2.375"x3.875" ad)早鸟价格：$1,000
Early bird: $1,000
after June 1st: $1,250

BUSINESS LISTING早鸟价格：$400
early bird: $400
after June 1st: $450

TOTAL DUE: __________________________

PAYMENT IN FULL MUST BE RECEIVED BY AUGUST 1, 2015
DEADLINE FOR SUBMITTING YOUR HIGH RES LOGO AND AD COPY IS SEPTEMBER 1, 2015

Logos must be high resolution (300 dpi or above) in eps OR pdf format only and grayscale
(the Live Arts Playbill is not a color publication). Please see the last page in the booklet for details.
We design your ad for you!

SIGNATURE: __________________________ DATE: __________________________

SIGNATURE (LIVE ARTS): __________________________ DATE: __________________________

Sarah Morris, Development Manager
PO Box 1231  Charlottesville, VA 22902
434-977-4177 ext.101  sarah@livearts.org
SPONSORSHIP AGREEMENT
LIVE ARTS 2015-2016 SEASON

NAME/COMPANY: ____________________________________________________________

CONTACT/BUSINESS OWNER: ______________________________________________________

ADDRESS: ___________________________________________________________________

PHONE: ______________________ EMAIL: ____________________________________________

SPONSORSHIP LEVEL (CIRCLE ONE):

- Presenter
- Sponsor
- PWYC Sponsor
- Buy A House

PRODUCTION: ___________________________________________________________________

TOTAL INVESTMENT: ______________________________________________________________

LIVE ARTS AGREES TO PROVIDE:

- Appropriate sponsorship designation on all marketing materials, print and radio campaigns, and live, on-stage announcements for your selected production or event
- Complimentary tickets to the production

ADDITIONAL BENEFITS: _______________________________________________________________________________________

TOTAL VALUE: ______________________

SIGNATURE: ______________________

DATE: ______________________

SIGNATURE (LIVE ARTS): ______________________

DATE: ______________________
GRAPHIC DESIGN SERVICES

Want to advertise with us but don’t have a graphic designer? We are able to design your ad for you! Our design services are $100/hr and we’ll take your text and high-resolution logo and create either a full page or quarter page ad to your specs.

FULL PAGE AD SPECS (5”x8”)
Our full page ads are 5 inches by 8 inches (1500 pixels x 2400 pixels) at 300dpi in grayscale formatting. If you are sending a print ready ad, please meet the spec requirements.

QUARTER PAGE AD (2.375”x3.875”)
Our quarter page ads are 2.375 inches by 3.875 inches (713 pixels x 1163 pixels) at 300dpi in grayscale formatting. If you are sending a print ready ad, please meet the spec requirements.

HAVE QUESTIONS?

CONTACT:
Kisha Jarrett, Marketing & Communications Manager
PO Box 1231   Charlottesville, VA 22902
434-977-4177 ext.103  kisha@livearts.org

DEADLINE FOR AD COPY & LOGOS:
SEPTEMBER 1, 2015

LIVE ARTS
Photo credit: Stephen Bickers