

**ADDITIONAL MEMBERSHIP AND SPONSOR LEVELS AVAILABLE:**

**Season (\$10000+)**

Season sponsors will be recognized in the program for each production. All promotional materials for each production will include prominent display of the company logo and/or name. In addition, the sponsor will receive ten (10) season passes. All benefits will be for one (1) year from inception of sponsorship.

**Platinum (\$5000—\$9999)**

Platinum sponsors will be recognized in the program for each production. In addition, the sponsor will receive four (4) season passes as well as a 1/2 page ad in each production program. All benefits will be for one (1) year from inception of sponsorship.

**Gold (\$3500—\$4999)**

Gold sponsors will be recognized in the program for each production. In addition, the sponsor will receive four (4) season passes as well as a business card ad in each production program. All benefits will be for one (1) year from inception of sponsorship.

**Silver (\$2000—\$3499)**

Silver sponsors will be recognized in the program for each production. In addition, the sponsor will receive two (2) season passes or a 1/2 page ad in each production program. All benefits will be for one (1) year from inception of sponsorship.

**Bronze (\$1000—\$1999)**

Bronze sponsors will be recognized in the program for each production. In addition, the sponsor will receive two (2) season passes or a business card ad in each production program. All benefits will be for one (1) year from inception of sponsorship.

**Advocate (\$500—\$999)**

Patron members will be recognized in the program for each production for one (1) year from inception of membership. In addition, member will receive two (2) season passes good for all productions for one (1) year.

**Patron (\$100—\$499)**

Patron members will be recognized in the program for each production for one (1) year from inception of membership. In addition, member will receive four (4) tickets to be used at any production.

**Friend (\$25—\$99)**

Members will be recognized in the program for each production for one (1) year from inception of membership.



**NEW LONDON THEATRE**

2338 Henry Clower Blvd.  
Snellville, GA 30078

770.559.1484

[info@NewLondonTheatre.org](mailto:info@NewLondonTheatre.org)

[www.NewLondonTheatre.org](http://www.NewLondonTheatre.org)

# NEW LONDON THEATRE

Advertising & Sponsorship



# THE NEW LONDON THEATRE

SNELLVILLE, GA

## Thank you for supporting New London Theatre

Your purchase of an advertisement will directly help by offsetting

the cost of printing and other production expenses. Your advertisement will be seen by up to 1100 individuals during the run of a show. It will not only advertise your business, but will also show our patrons your commitment to helping the arts in our community grow and thrive.



## Advertising Rates

There are several levels of advertising sizes to meet your budget and needs.

-  **Show Sponsor \$500**  
(includes a full-page ad, logo on the cover, and 4 tickets)
-  **Back cover/Inside Front Cover \$250**  
(includes 2 free tickets)
-  **Full-page \$150**
-  **Half-page \$80**
-  **Business Card \$35**

Custom levels of sponsorship are available. Contact [sponsorship@NewLondonTheatre.org](mailto:sponsorship@NewLondonTheatre.org) for details

## Sponsorship

To maximize your exposure, we offer a flexible sponsorship plan. This provides additional options to the standard program advertising. Options such as your company logo on all advertising/marketing, signage in the theatre, on our website/Facebook, or others are available. Check out our sponsorship form available on our website.






## Show Programs

Programs are produced for every show during our season and are offered to every audience member and every member of the cast and crew. These keepsakes are repeated read and reviewed for many weeks, months, even years after the production is complete. Additional copies are made available to advertisers, friends, families, and other patrons.

The programs are professionally printed in grayscale on high-quality paper at a size of 5½ x 8½ inches in booklet form (8 ½ x 11 inches folded) \*.

### Ad Requirements:

Ads should be provided in one of the following ways:

-  JPG, GIF, or PNG file - 600dpi preferred, 300dpi accepted (anything lower may result in reduced quality).
-  PDF file (all fonts must be embedded)
-  Business card (if card is textured, final printed quality may be decreased)
-  Typed or printed text (basic typesetting instructions allowed)
-  Any advanced image editing or typesetting can be performed at a cost ranging from \$10 and up depending on complexity (*price to be agreed upon before work started*)

Business Name	<input type="text"/>	Contact	<input type="text"/>
Phone	<input type="text"/>	Email	<input type="text"/>
Address	<input type="text"/>		
Actor/Participant name	<input type="text"/>	Show Name (single-show ad)	<input type="text"/>
Special Instructions	<input type="text"/>		
Advertisement Type	<input type="checkbox"/> Show Sponsor <input type="checkbox"/> Back/Inside Front Cover <input type="checkbox"/> Full Page <input type="checkbox"/> Half-Page <input type="checkbox"/> Business Card (1/10 page)		

\*Programs are designed at 11"x17" and reduced for greater clarity. Please consider this when preparing half or full page ads.

