

# Home Made Theater Corporate Partner Proposal

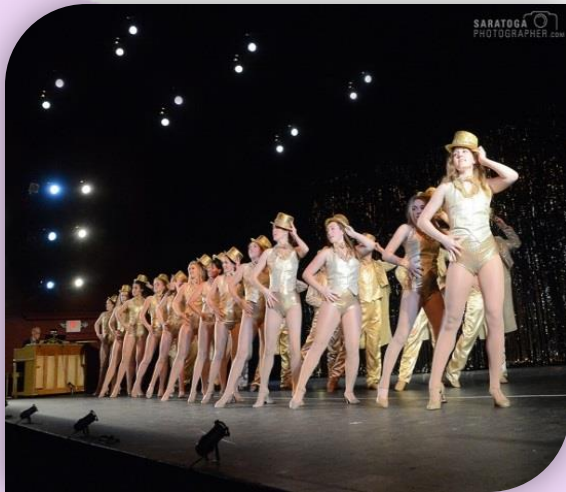


AT THE SPA LITTLE THEATER

## Why We Do What We Do

Home Made Theater is committed to creating affordable quality theater for Saratoga Springs and the greater Capital Region. We wish to foster the advancement and education of artists, actors, designers, and others involved in the theatrical arts. HMT is committed to being a place where people can learn the theater craft while working side by side with professional designers and directors. We are a non-profit Community Theater with a professional edge.

Our history speaks for itself. Founded in 1985 by Jonathan Foster and Susan Miller, we have grown from a 55-seat theater at Caffè Lena, to our current home in residence at the 496 seat Spa Little Theater in Saratoga Spa State Park. Our success can be credited to the thousands of hours of work put in each season, accomplished by the unique joint effort of professional directors, designers, technicians, local actors, hundreds of volunteers in all areas of production, and our many sponsors like you!



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# AT THE SPA LITTLE THEATER

## The Benefits to You

As your partner, Home Made Theater takes our sponsorship agreement very seriously. You make a promise to help bring quality theater to our community, and in return we promise to deliver the best sponsorship benefits out there.

### CONNECT WITH YOUR CUSTOMERS

Customers are getting more and more discerning about which companies they do business with. What better way to communicate your values than by partnering with a non-profit organization that matches theirs?

### UNIQUE MARKETING CHANNELS

Because we have the longstanding trust of our community, we have access to valuable marketing channels. In addition, our own database includes 35 years of patrons, donors, and volunteers who have given their time, treasure, and talent to Home Made Theater, and regularly give their business to our sponsors and supporters.

### TELL YOUR STORY AND WIN NEW CUSTOMERS

Tell a whole new audience how much your company cares about the arts and ensuring our community can benefit from them. When they show up to support HMT, your brand will be front and center expressing your shared values.

### GIVE YOUR STAFF SOMETHING TO SMILE ABOUT

Responsible companies like yours know how important it is to get staff involved in giving back to the community. When you become a corporate sponsor of one of our productions or programs, your customizable acknowledgement options can include opportunities for your staff to engage directly with HMT patrons, or choose one of your complimentary acknowledgement ticket packages to treat your staff to a special night out.



# AT THE SPA LITTLE THEATER

## Added Value

After over three decades of success, Home Made Theater has grown a large network of supporters in Saratoga Springs. As a Sponsor, you'll have access to our extensive list of influential board members and volunteers, as well as our special brand of social marketing. The value we bring to the table includes:

### SOCIAL MEDIA EXPOSURE

Home Made Theater has over 4,000 followers on Facebook, over 700 on Instagram, and more than 300 on other social media platforms. We're highly skilled at engaging with and leveraging those connections for your benefit.

### A PROVEN TRACK RECORD OF HONESTY AND ACCOUNTABILITY

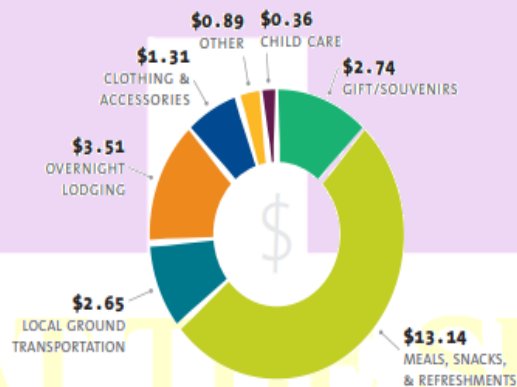
You want to know your sponsorship dollars are working to raise even more funds for Home Made Theater. We will provide detailed statements to all sponsors annually.



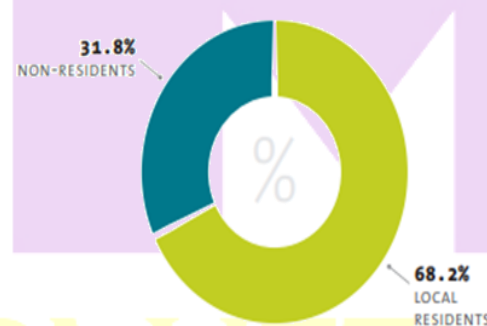
### INCREASED SALES

The arts means business! Attendance at arts events generates income for local businesses - restaurants, hotels, retail stores. An average arts attendee spends \$24.60 per event in addition to the cost of admission. On the national level, these audiences provided \$74.1 billion of valuable revenue for local merchants and their communities. In addition, data shows nonlocal attendees spend twice as much as local attendees (\$39.96 vs. \$17.42), demonstrating that when a community attracts cultural tourists, it harnesses significant economic rewards.

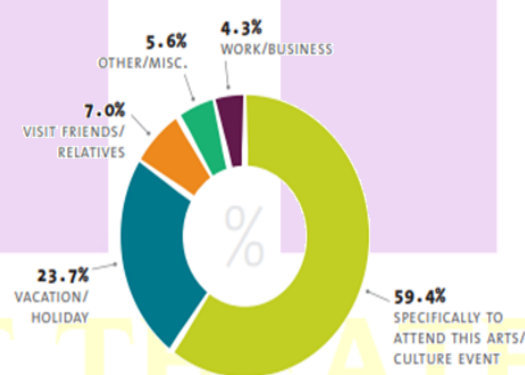
AVERAGE PER PERSON AUDIENCE EXPENDITURES: \$24.60



LOCAL VS. NONLOCAL AUDIENCES



NON-RESIDENT PRIMARY REASON FOR TRIP



Source: Americans for the Arts' fifth study of the non-profit arts and culture industry's impact on the economy.



## HMT Leadership Team



**Kate Starczewski,  
General Manager**

HMT's former office manager, Kate has been involved with HMT since 1999 through acting, instructing, stage managing, promotional videos, running crew, scenic assistant, and lighting assistant. She graduated from SUNY Geneseo where she was very active in theater both on and off stage.



**Erin Nicole Harrington,  
Business Manager**

Erin is a graduate of SUNY Potsdam where she majored in both Theatre and English with a concentration in Dramaturgy. Outside of arts administration, Erin is a playwright. Her produced works include *Transfigured Night*, *Individual Toes*, and most recently *The Rite of Intervention*.



**Dawn Oesch,  
Artistic Coordinator**

Dawn recently directed HMT's extremely popular *Young Frankenstein*. Past favorites at HMT as a director include *Joseph and the Amazing Technicolor Dreamcoat*, *Shrek the Musical*, *The Addams Family* and *The Drowsy Chaperone*. Most recently, she has been on stage at HMT in *9 to 5: The Musical* (Roz) and *The 25th Annual Putnam County Spelling Bee* (Logainne).

AT THE SPA LITTLE THEATER

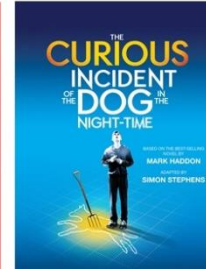
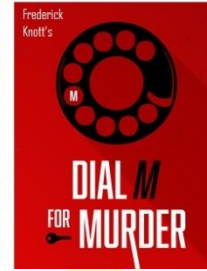
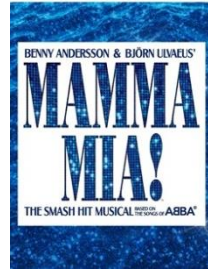
## About Our 35<sup>th</sup> Season

### MAMMA MIA!

October 2019

ABBA's hits tell the hilarious story of a young woman's search for her birth father. This sunny and funny tale unfolds on a Greek island paradise. On the eve of her wedding, a daughter's quest to discover the identity of her father brings three men from her mother's past back to the island they last visited 20 years ago.

A mother, a daughter, three possible dads, and a trip down the aisle you'll never forget!



### DIAL M FOR MURDER

February 2020

Ex-tennis pro Tony Wendice wants to have his wealthy wife, Margot, murdered so he can get his hands on her inheritance. When he discovers her affair with Mark Halliday, he comes up with the perfect plan to kill her. He blackmails an old acquaintance into carrying out the murder, but the carefully-orchestrated set-up goes awry, and Margot stays alive. Now Wendice must frantically scheme to outwit the police and avoid having his plot detected.

### IT'S A WONDERFUL LIFE

December 2019 (Theater for Families)

The story of George Bailey, the Everyman from the small town of Bedford Falls, whose dreams of escape and adventure have been quashed by family obligation and civic duty. His guardian angel has to descend on Christmas Eve to save him from despair and to remind him - by showing him what the world would have been like had he never been born - that his has been, after all, a wonderful life.

In our American culture, *It's a Wonderful Life* has become almost as familiar as Dickens' *A Christmas Carol*.

### NEW! HMT TO GO

August 2019

To fulfil our mission to bring outstanding theater to the Saratoga community, we are expanding our normal season with a special production at Caffè Lena, where HMT first started in 1985, with a production of the Tony Award winning play *The Beauty Queen of Leenane*, by Martin McDonagh.

This dark comedy is set in the provincial Irish town of Leenane. 40-year-old Maureen Folan lives with her manipulative aging mother Mag, stuck in a caretaking relationship that has them both seething with resentment. When a romantic encounter finally sparks Maureen's hopes for an escape from her dreary existence, Mag's interference sets in motion a chain of events that is as tragically funny as it is terrifying.

### THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME

April/May 2020 Winner of the 2015 Tony Award for Best Play.

15-year-old Christopher has an extraordinary brain: He is exceptional at mathematics but ill-equipped to interpret everyday life. He has never ventured alone beyond the end of his road, he detests being touched, and he distrusts strangers. Now it is seven minutes after midnight, and Christopher stands beside his neighbor's dead dog, Wellington, who has been speared with a garden fork. Finding himself under suspicion, Christopher is determined to solve the mystery of who murdered Wellington, and he carefully records each fact of the crime. But his detective work, forbidden by his father, takes him on a thrilling journey that upturns his world.

## Corporate Partnership Opportunities

### HOW WOULD YOU LIKE TO HELP HMT?

As always, you have the option to become an HMT member or to renew your membership. But **NEW** this season, you have the chance to sponsor a specific production or program at HMT. All Corporate partnerships are tax-deductible to the fullest extent possible.

#### SEASON SPONSOR

\$7,500 *An Exclusive offer*

- Name and/or logo on all season-related marketing materials, including our season brochure sent to our full database.
  - Thank you at every curtain speech throughout the season.
- Your choice of up to \$4,000 worth of acknowledgment opportunities.

#### DIAL M FOR MURDER PRODUCTION SPONSOR

\$2,000 *An Exclusive offer*

- Name and/or logo on all *Dial M for Murder*-related marketing materials, including our production postcard sent to our full database.
- Thank you at every curtain speech through the run of *Dial M for Murder*.
- Your choice of up to \$1,000 worth of acknowledgment opportunities.

#### MAMMA MIA! PRODUCTION SPONSOR

\$2,500 *An Exclusive offer*

- Name and/or logo on all *Mamma Mia!*-related marketing materials, including our production postcard sent to our full database.
- Thank you at every curtain speech through the run of *Mamma Mia!*
- Your choice of up to \$1,000 worth of acknowledgment opportunities.

#### IT'S A WONDERFUL LIFE PRODUCTION SPONSOR

\$1,500 *An Exclusive offer*

- Name and/or logo on all *It's a Wonderful Life*-related marketing materials, including our production postcard sent to our full database.
- Thank you at every curtain speech through the run of *It's a Wonderful Life*.
- Your choice of up to \$750 worth of acknowledgment opportunities.

#### THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME PRODUCTION SPONSOR

\$2,000 *An Exclusive offer*

- Name and/or logo on all *Curious Incident*-related marketing materials, including our production postcard sent to our full database.
- Thank you at every curtain speech through the run of *Curious Incident*.
- Your choice of up to \$1,000 worth of acknowledgment opportunities.

## BLACK BOX PRODUCTION SPONSOR

\$750 *An Exclusive offer*

- Name and/or logo on all Black Box-related marketing materials.
- Thank you at every curtain speech in the Black Box.
- Your choice of up to \$350 worth of acknowledgment opportunities.

## HMT TO GO SPONSOR

\$750 *An Exclusive offer*

- Name and/or logo on all HMT To Go-related marketing materials.
- Thank you at every HMT To Go curtain speech.
- Your choice of up to \$350 worth of acknowledgment opportunities.

## YOUTH CLASSES UNDERWRITER

\$750 *Two available*

- Name and/or logo on your choice of all fall or winter class marketing materials.
- Your choice of up to \$500 worth of acknowledgment opportunities.

## CONSERVATORY UNDERWRITER

\$1,000 *Two available*

- Name and/or logo on your choice of all spring or summer conservatory marketing materials.
- Your choice of up to \$500 worth of acknowledgment opportunities.

## STUDENT MATINEE UNDERWRITER

\$1,000 *Three available*

- Name and/or logo on all *It's a Wonderful Life* student matinee-related marketing materials.
- Your choice of up to \$500 worth of acknowledgment opportunities.

## STAY AND A SHOW PARTNER

\$750 *Four available*

- HMT will actively recommend your establishment to patrons traveling from out of town for the production of your choice. You may opt to provide a code that can be given by HMT to our patrons who may wish to book a stay at your establishment.
- Your establishment's name and ability to make a reservation with HMT will appear on all marketing materials for the production you choose.
- Your choice of up to \$500 worth of acknowledgment opportunities.

## DINNER AND A SHOW PARTNERSHIP

\$750 *Four available*

- HMT will collect reservations for pre-evening show/pre or post-matinee dinner/brunch at your establishment for the production of your choice. You may opt for a pre-fix menu and set maximum reservation limits at your discretion.
- Your establishment's name and ability to make a reservation with HMT will appear on all marketing materials for the production you choose.
- Your choice of up to \$500 worth of acknowledgment opportunities.

## DRINKS AND A SHOW PARTNERSHIP

\$750 *Three available*

- Your name and/or logo will be printed on HMT adult sippy cups (opposite our logo) that patrons purchase to bring drinks into the theater.
- Three options are available: a 10oz tumbler (used for wine or small drinks), a 16oz tumbler (used for beer or larger drinks), and a hot liquids tumbler (used for coffee and hot drinks).
- Your choice of up to \$500 worth of acknowledgment opportunities.



## CORPORATE LEVEL MEMBERSHIPS

### \$3500 ★ EXECUTIVE PRODUCER

- 20 Tickets for season
- Corporate placard in lobby for season
- Full page advertisement 4.75" x 7.75"
- Web Link from HMT's Website

### \$2000 ★ PRODUCER

- 16 Tickets for season
- Corporate placard in lobby for season
- Full page advertisement 4.75" x 7.75"
- Web Link from HMT's Website

### \$1000 ★ STAGE MANAGER

- 12 Tickets for season
- Full page advertisement 4.75" x 7.75"
- Corporate placard in lobby for season
- Web Link from HMT's Website

### \$250 ★ ANGEL

- Membership card admits two to all dress rehearsals

### \$150 ★ PATRON

- Membership card admits two to all dress rehearsals

### \$750 ★ STAR

- 10 Tickets for season
- ¾ page advertisement 4.75" x 5.75"
- Web Link from HMT's Website

### \$500 ★ GOLDEN FOOTLIGHTS

- 8 Tickets for season
- Half page ad 4.75" x 3.75" (H) or 2.25" x 7.75" (V)
- Web Link from HMT's Website

### \$350 ★ FOOTLIGHTS

- 6 Tickets for season
- Quarter page ad 4.75" x 1.75" (H) or 2.25" x 3.75" (V)

## INDIVIDUAL LEVEL MEMBERSHIPS

### \$100 ★ SPONSOR

- Membership card admits two to all dress rehearsals

### \$50 ★ FRIEND

- Membership card admits two to all dress rehearsals



AT THE SPANISH LITTLE THEATER

## How Your Corporate Partnership Will Look and Feel

As always, when you become or renew a corporate membership, you are entitled to the benefits listed after each membership level. But when you take advantage of one of our **new** corporate partnership opportunities, you can customize how you would like to be acknowledged for your support.

### RECOMMENDED ACKNOWLEDGEMENT PACKAGES

#### **Restaurants and Bars (\$500)**

- Inclusion in our “Stay, Play, Dine” website menu (\$350 value)
- ¼ page ad in HMT’s playbill (\$150 value)

#### **Lodging/Hospitality (\$500)**

- Inclusion in our “Stay, Play, Dine” website menu (\$350 value)
- 6 complimentary tickets (\$150 value)

#### **Real Estate (\$750)**

- ½ page ad in HMT’s playbill (\$200 value)
- Brand ambassador pre-show audience engagement (\$350 value)
- 8 complimentary tickets (\$200 value)

#### **Financial Services (\$600)**

- Volunteer Newsletter promotional offer (\$250 value)
- Brand ambassador pre-show audience engagement (\$350 value)

#### **Health Care Providers (\$400)**

- ¼ page ad in HMT’s playbill (\$150 value)
- 10 complimentary tickets (\$250)

#### **Local Retailers (\$500)**

- Inclusion in our “Stay, Play, Dine” website menu (\$350 value)
- Brand ambassador curtain speech (\$150 value)

#### **Construction and Home Services (\$500)**

- Hyperlink logo on HomeMadeTheater.org/sponsors (\$350 value)
- ¼ page ad in HMT’s playbill (\$150 value)

#### **Automobile Dealers and Services (\$750)**

- Brand ambassador pre-show audience engagement (\$350 value)
- Brand ambassador curtain speech (\$150 value)
- Volunteer Newsletter promotional offer (\$250 value)

# AT THE SPA LITTLE THEATER

## À LA CART ACKNOWLEDGMENT OPPORTUNITIES

### Traditional Playbill Marketing

- Playbill listing by level of support (included for all levels of support)
- 1/8 page ad in HMT's playbill (**\$125**)
- 1/4 page ad in HMT's playbill (**\$150**)
- 1/2 page ad in HMT's playbill (**\$200**)
- Full page ad in HMT's playbill (**\$350**)

### HMT Website

- Hyperlink text on HomeMadeTheater.org/sponsors (included for all levels of support)
- Hyperlink logo on HomeMadeTheater.org/sponsors (**\$350**)
- Inclusion in our "Stay, Play, Dine" website menu (**\$350**)

### Email Marketing

- Volunteer Newsletter promotional offer  
-A special offer or advertisement of your choosing to be placed in our Volunteer Newsletter for one month of your choosing. (**\$250**; 12 available)
  - Newsletter is distributed via Constant Contact.
  - Sent monthly to a list of ~300.
  - This email has a much higher than average open rate of 56%, and a click-through rate of 15.6%.

### Direct Marketing to Ticket Purchasers

- Print-at-home ticket template ad placement  
-A special offer or advertisement of your choosing to be placed below HMT tickets when patrons choose the print-at-home option when ordering tickets, for one production of your choosing. (**\$750** for a mainstage production/**\$500** for December Theater for Families production)
  - Ad space of 4 3/4" x 1 3/4" is available on the print-at-home template.
  - Approximately 1,000 unique orders per show with 50% being print-at-home.
- Printed insert for mailed tickets and box office pick ups  
- A special offer or advertisement of your choosing to be placed in the ticket envelope for all in person, by phone, or mailed ticket orders, for one production of your choosing. (**\$1,000** for a mainstage production/**\$750** for December Theater for Families production).
  - Patrons ordering through any method may request to have tickets picked up at the box office.
  - Patrons who purchase online or over the phone may request to have tickets sent via USPS up to nine days before a performance.
  - For the last show that complete data is available, of 1,020 unique orders, 332 were sent via USPS, 172 were picked up at the box office.

# AT THE SPA LITTLE THEATER

### Brand Ambassador Access

(Limited to one sponsor per performance)

- Pre-show audience engagement  
-Your brand ambassador(s) may set up a table or product display in the lobby (or out front of the theater in the case of larger products i.e. automobiles) and engage patrons and pass printed collateral to them. (**\$350** per performance)
- Usher and Insert  
-Your brand ambassador(s) may serve as ushers handing out programs containing an insert you print to be placed inside. (**\$250** per performance)
- Curtain Speech  
-Your brand ambassador(s) may give the pre-show curtain speech including mention of your company or a specific product. (**\$150** per performance)



### Non-Acknowledgment Perks

- Opening night champagne toast with the cast and crew (included for all levels of support)
- Admission for two to all preview performances for the 2019-2020 season (included for all levels of support)
- Commemorative HMT annual gift (included for all season/production/program sponsors)
- Early access to single tickets before sale to general public (**\$150**)
- Private pre-show reception for up to 40 people at the theater for one production (**\$350**)
- Ticket packages:
  - 2 complimentary tickets (**\$50**)
  - 6 complimentary tickets (**\$150**)
  - 8 complimentary tickets (**\$200**)
  - 10 complimentary tickets (**\$250**)

15% discount and processing fee waived on single ticket purchases (included for all season/production sponsors).

Access to House Seats for ticket purchases and exchanges (included for all season/production sponsors).





## Corporate Partnership Form

## Corporate Partnerships

TO SECURE YOUR SPONSORSHIP PLEASE FILL OUT AND RETURN THIS FORM

2019-2020 season

BUSINESS NAME: \_\_\_\_\_ CONTACT NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

### Corporate Partnerships

#### Sponsorships and Underwriting:

☐ SEASON SPONSOR (\$7,500)

**MAMMA MIA!:** ☐ PRODUCTION SPONSOR (\$2,500) ☐ STAY AND A SHOW PARTNER (\$750) ☐ DINNER AND A SHOW PARTNERSHIP (\$750)

**IT'S A WONDERFUL LIFE:** ☐ PRODUCTION SPONSOR (\$1,500) ☐ STAY AND A SHOW PARTNER (\$750) ☐ DINNER AND A SHOW PARTNERSHIP (\$750)

**DIAL M FOR MURDER:** ☐ PRODUCTION SPONSOR (\$2,000) ☐ STAY AND A SHOW PARTNER (\$750) ☐ DINNER AND A SHOW PARTNERSHIP (\$750)

**CURIOUS INCIDENT:** ☐ PRODUCTION SPONSOR (\$2,000) ☐ STAY AND A SHOW PARTNER (\$750) ☐ DINNER AND A SHOW PARTNERSHIP (\$750)

☐ BLACK BOX PRODUCTION SPONSOR (\$750) ☐ HMT TO GO SPONSOR (\$750) ☐ STUDENT MATINEE UNDERWRITER (\$1,000)

☐ YOUTH FALL CLASSES UNDERWRITER (\$750) ☐ YOUTH WINTER CLASSES UNDERWRITER (\$750)

☐ SPRING CONSERVATORY UNDERWRITER (\$1,000) ☐ SUMMER CONSERVATORY UNDERWRITER (\$1,000)

**DRINKS AND A SHOW PARTNERSHIP:** ☐ 10oz TUMBLER (\$750) ☐ 16oz TUMBLER (\$750) ☐ HOT LIQUIDS TUMBLER (\$750)

#### Corporate Level Memberships:

☐ EXECUTIVE PRODUCER (\$3,500) ☐ PRODUCER (\$2,000) ☐ STAGE MANAGER (\$1,000)

☐ STAR (\$750) ☐ GOLDEN FOOTLIGHTS (\$500) ☐ FOOTLIGHTS (\$350)

#### Individual Level Memberships:

☐ ANGEL (\$250) ☐ PATRON (\$150) ☐ SPONSOR (\$100) ☐ FRIEND (\$50)

AT THE SPA LITTLE THEATER

## Aknowledgments & Perks

### Recommended Acknowledgement Packages:

- ☐ RESTAURANTS AND BARS (\$500)      ☐ LODGING/HOSPITALITY (\$500)      ☐ REAL ESTATE (\$750)  
☐ FINANCIAL SERVICES (\$600)      ☐ HEALTH CARE PROVIDERS (\$400)      ☐ LOCAL RETAILERS (\$500)  
☐ CONSTRUCTION AND HOME SERVICES (\$500)      ☐ AUTOMOBILE DEALERS AND SERVICES (\$750)

### À La Cart Acknowledgment Opportunities:

- ☐ 1/8 PAGE AD IN HMT'S PLAYBILL (\$125)      ☐ 1/4 PAGE AD IN HMT'S PLAYBILL (\$150)      ☐ 1/2 PAGE AD IN HMT'S PLAYBILL (\$200)  
☐ FULL PAGE AD IN HMT'S PLAYBILL (\$350)      ☐ HYPERLINK LOGO ON HOMEMADETHEATER.ORG/SPONSORS (\$350)  
☐ INCLUSION IN OUR "STAY, PLAY, DINE" WEBSITE MENU (\$350)  
☐ VOLUNTEER NEWSLETTER PROMOTIONAL OFFER (\$250)      ☐ PRINT-AT-HOME TICKET TEMPLATE AD PLACEMENT- MAINSTAGE PRODUCTIONS (\$750)  
☐ PRINT-AT-HOME TICKET TEMPLATE AD PLACEMENT- THEATER FOR FAMILIES PRODUCTION (\$500)  
☐ PRINTED INSERT FOR MAILED TICKETS AND BOX OFFICE PICK UP-MAINSTAGE PRODUCTIONS (\$1000)  
☐ PRINTED INSERT FOR MAILED TICKETS AND BOX OFFICE PICK UP- THEATER FOR FAMILIES PRODUCTION (\$750)  
☐ BRAND AMBASSADOR PRE-SHOW AUDIENCE ENGAGEMENT (\$350)      ☐ BRAND AMBASSADOR USHER AND INSERT (\$250)  
☐ BRAND AMBASSADOR CURTAIN SPEECH (\$150)      ☐ EARLY ACCESS TO SINGLE TICKETS BEFORE SALE TO GENERAL PUBLIC (\$150)  
☐ PRIVATE PRE-SHOW RECEPTION FOR UP TO 40 PEOPLE AT THE THEATER (\$350)      ☐ 2 COMPLIMENTARY TICKETS (\$50)  
☐ 6 COMPLIMENTARY TICKETS (\$150)      ☐ 8 COMPLIMENTARY TICKETS (\$200)      ☐ 10 COMPLIMENTARY TICKETS (\$250)

**Customized acknowledgement packages and à la cart opportunities are only available with sponsorships and underwriting**

Total (from Corporate Partnerships section): \$\_\_\_\_\_

☐ Enclosed is a check payable to HMT

☐ Please charge my: MC\_\_\_ Visa \_\_\_ Dis\_\_\_ AmEx\_\_\_

☐ Please Invoice Me

Card # \_\_\_\_\_

Exp Date \_\_\_\_\_

Signature: \_\_\_\_\_

CVV \_\_\_\_\_

Thank You!