



Friends Of Greece Athena Middle School Theatre

We are excited to announce our 2010 theatre performance in the Athena Performing Arts Center ... *Oliver! The Musical*. Under the inspiring direction of Mr. Carl Wager, this year's production will include a cast of over 200 performing students as well as another 50 students in other roles such as designing, building and managing our set. Six shows are scheduled over two weekends on February 26th and 27th and March 5th and 6th, 2010.

Greece Athena Middle School Theatre has raised over \$250,000 since 1996. In the past, we have supported many wonderful organizations including: - **Camp Open Arms** of Cancer Action Inc., a day camp for children with cancer and their siblings, - **The Spirit Fund**, - **Pirate Toy Fund**, and other children's charities.

We would like to offer you the opportunity to benefit these worthwhile organizations while at the same time reach thousands of local consumers by advertising in our production program. We are seeking both corporate and personal sponsors to help us bring this show to our community. Being a sponsor not only shows your support for the children involved in the play, but also enables you to directly help the families involved in the many children's charities we support. Please take this opportunity to sign up for one of the sponsor levels described in this package so that your company name will appear before over 8,000 Rochester residents who attend the performances!

UNDERWRITING LEVEL \$5,000 and above

- Will discuss personally with anyone interested all advantages of this level
- Includes company name on all items associated with the musical (posters, front program cover, merchandise, etc.)
- Premier seats for the 7:30 PM evening performance on February 27, 2010, and invitations to Sponsor's Reception

OLIVER LEVEL \$1,000 and above

- Full page **color** advertisement in the program
- Your company name will be announced twice at each show
- You will receive 10 premier seats to the 7:30 PM evening performance on February 27, 2010
- You will receive 10 invitations to a Sponsor's Reception on February 27, 2010

ARTFUL DODGER LEVEL \$600-\$999

- Full page black and white advertisement in the program
- Your company name will be announced twice at each show
- You will receive 6 premier seats to the 7:30 PM evening performance on February 27, 2010
- You will receive 6 invitations to a Sponsor's Reception on February 27, 2010

LONDON BRIDGE LEVEL \$300-\$599

- Three-quarter page black and white advertisement in the program
- You will receive 2 premier seats to the 7:30 PM evening performance on February 27, 2010
- You will receive 2 invitations to a Sponsor's Reception on February 27, 2010

PROGRAM ADVERTISEMENT LEVELS:

- Full Page Black and White: \$250
- Three Quarter Page Black and White: \$200
- One Half Page Black and White: \$150
- One Quarter Page Black and White: \$100
- One Eighth Page Black and White: \$50

COUPON LEVEL:

This year we are also offering the opportunity to place coupons for your business in the program. Think about it, where else can you reach 8000 targeted potential customers for \$100. That's real bang for your buck!! To place a coupon in the program the minimum level is \$100. That's right \$100 to reach 8000 customers. Of course if you want a larger ad we won't say no. You can have a full page of coupons for your business for just \$250!! It's a real steal of a deal. Don't let it slip away.

For all advertisements please submit a low resolution pdf, 300 dpi is preferred.

A Sponsor Advertising Order Form is attached along with samples of previous program advertisements for you to consider. Please think about this great opportunity. I really do not think you'll find a better way to reach your potential customers and support a great cause at the same time. We hope to see you not only at the Musical, but in the Musical Program also!

To take advantage of this opportunity and become a sponsor, at any level, please contact:
Dale Larkin at 293-1623 or by E-mail: dslarkin@rochester.rr.com