



# **THE THEATRE IN THE PARK SEASON 2010 SPONSORSHIP OPPORTUNITIES**



JOHNSON COUNTY  
PARK & RECREATION  
DISTRICT

The Theatre in the Park in Shawnee Mission Park  
7710 Renner Road, Shawnee, KS  
[www.theatreinthepark.org](http://www.theatreinthepark.org)

# ***THE THEATRE IN THE PARK SEASON 2010***



JESUS CHRIST  
**SUPERSTAR**

**June 11, 12, 13, 17, 18, 19, 20**



**June 25, 26, 27, July 1, 2, 3**



*(featuring Elvis Presley music)*

**July 9, 10, 11, 15, 16, 17, 18**



**July 23, 24, 25, 29, 30, 31, Aug. 1**



## **Mission Statement**

To enhance the quality of life in our community by providing a variety of entertainment programs through public and private partnerships.

## **Vision Statement**

The Theatre in the Park will be the leader in providing our audiences with quality, affordable entertainment, and our participants with rewarding artistic opportunities.

## **A Brief History**

The idea of presenting live theatre performances in a Johnson County park was launched in 1969 on a makeshift stage in Antioch Park. The early patrons were enthusiastic and supportive, and so hungry for the arts that the park could not accommodate the crowds. After only two seasons, the stage was moved to a larger area in Shawnee Mission Park where the program thrived and audiences continued to grow. Recognizing the program's obvious appeal and growth potential, the Shawnee Mission Sertoma Club raised funds and a permanent stage was dedicated on June 20, 1980. Many additions and improvements have been made over the years, and today there are dressing rooms, two public restrooms, a set construction shop, technical buildings, a concession stand and a permanent box office.

Celebrating our 40<sup>th</sup> anniversary in 2009, we have continued a summer theatre tradition that has entertained audiences across the generations. With annual attendance averaging nearly 50,000, the Theatre shares the magic of live theatre with young and old alike and draws patrons from throughout the Greater Kansas City area and beyond. We provide creative challenges for hundreds of performers, musicians, technicians and other volunteers as well as employment opportunities for area residents.

## **Volunteers**

The Theatre in the Park is truly a community program. All of the performers and orchestra members in our summer shows are volunteers who generously show their support of our program by donating their time and talent. The Theatre in the Park could not exist without additional volunteers serving on committees, helping behind the scenes, and assisting with special events. Annually, over 450 volunteers contribute over 44,000 hours to our program.

## **Community and Business Partnerships**

The Theatre in the Park's reputation for presenting shows of the highest quality is a result of literally hundreds of people and organizations working together. Corporate sponsorship is an essential component of our success with numerous area corporations and foundations supporting the Theatre with financial, material and service contributions. We are very proud that foundations such as the Muriel McBrien Kauffman Foundation have endorsed and supported our Theatre over the years. Corporate sponsors such as Sprint, Panera Bread, John Deere, and Coca-Cola have recognized what an asset The Theatre in the Park is to the metropolitan area and have generously lent their support. The Theatre is proud to be a program of the Johnson County Park and Recreation District.

## **Theatre Council**

The Theatre Council is an advisory group of individuals from the community who provide guidance and input to Theatre staff. The volunteer council brings a diverse wealth of knowledge, experience and insight to all aspects of the program. Current members include Pam Blackburn (Chair), Chris Halford (Vice-Chair), Doug Allen (Past Chair), Jill Geller, Tom O'Rourke, Jim Royer, Andy Sears, Betsy Sears and Nancy Wallerstein.

# Sponsorship Opportunities and Benefits

<b>Sponsor Benefits</b>	<b>Presenting Sponsor</b>	<b>Show Sponsor</b>	<b>Nightly Sponsor</b>
Company banners displayed	Five for the entire season	Four during show sponsored	One on night sponsored
Program advertising	Full page in all programs	Half page in all programs	Quarter page in one show's run
Company name listed in all show programs	Yes	Yes	Yes
Complimentary admission passes	150	100	10
Reserved seating area	28 nights	7 nights	No
Acknowledgement in recorded pre-show announcements	28 nights	7 nights	None
Onstage presence during nightly welcome speech as desired	28 nights	7 nights	None
Acknowledgment of company during nightly welcome speech	28 nights	7 nights	1 night
Recognition in all Theatre marketing materials	Yes	No	No
Recognition on the Theatre's information line	Yes	No	No
Recognition at the "Celebration of the Stars" event	Yes	No	No
Acknowledgement on the Theatre's website	Yes, with a link to your website	Yes	Yes
Use of the event pavilion at the Theatre on one night	Yes	Yes	No
Recognition in news releases relating to the sponsored show	All shows	One show	None
Onsite sampling opportunity	28 nights	7 nights	1 night
<b>Sponsorship Cost (per year)</b>	<b>\$15,000</b>	<b>\$6,000</b>	<b>\$1,000 per night</b>



## **PRESENTING SPONSORSHIP**

### **\$15,000**

#### Benefits:

- Five banners displayed for the entire season and viewed by over 50,000 patrons
- Full page advertisement in all show programs
- 150 admission passes for Season 2010
- Onsite sampling opportunities
- Reserved seating area for the entire season
- Acknowledgement in the pre-show announcements for the entire season
- Onstage presence for the nightly welcome speech at each performance
- Mention of your sponsorship in all marketing correspondence
- Recognition at the annual “Celebration of the Stars” event
- Acknowledgement on The Theatre in the Park’s website with a link to your website
- Sponsorship mention on the Theatre’s 24 hour Info Line – 913.312.8841
- Use of the event pavilion at the Theatre on one night
- Possible discount with multi-year commitment

#### For information please contact:

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## ***SHOW SPONSORSHIP*** ***\$6,000***

### Benefits:

- Four banners displayed for the run of your sponsored show and one banner displayed for entire season to be viewed by more than 50,000 patrons
- Half page advertisement in all show programs
- 100 admission passes for Season 2010
- Onsite sampling opportunities
- Reserved seating area for the run of the sponsored show at your request
- Acknowledgement in the pre-show announcements for the run of your sponsored show
- On-stage presence for nightly welcome speech during the sponsored show
- Mention of your sponsorship in all news releases relating to the sponsored show
- Recognition at the annual “Celebration of the Stars” event
- Acknowledgement on The Theatre in the Park’s website with a link to your website
- Use of the event pavilion at the Theatre on one night during the sponsored show

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## ***NIGHTLY SPONSORSHIP*** ***\$1,000 per night***

### Benefits:

- Company banner displayed on the night sponsored
- Quarter page advertisement in the sponsored show program
- Company name listed in all show programs
- Acknowledgement on The Theatre in the Park's website
- Onsite sampling opportunity on the night(s) sponsored
- 10 admission passes for Season 2010
- Company name announced from stage on the night(s) sponsored
- Opportunity to book multiple nights

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## Top Five Advantages of Sponsoring The Theatre in the Park during the exciting 2010 Season:

- High visibility among **Johnson County and Kansas City Metro consumers** through popular productions that will reach over 50,000 patrons! (Theatre in the Park had more than 50,500 patrons in 2009!)
- Excellent **opportunity to distribute samples or coupons** during your sponsored event!
- Unique and useful marketing tool to **drive customers to your business!**
- Tickets make **great perks for your customers and employees!**
- Tangible **community involvement** that comes from providing The Theatre in the Park audiences with quality, affordable entertainment and the participants with rewarding artistic opportunities!

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# THE THEATRE IN THE PARK SPONSORSHIP AGREEMENT

## PRESENTING SPONSORSHIP

Yes, my company would like to be a Presenting Sponsor for Season 2010!

\$15,000       \$14,000 (2-year agreement)       \$13,000 (3-year agreement)

## SHOW SPONSORSHIP

Yes, my company would like to be a Show Sponsor for Season 2010!

\$6,000 per show

*Jesus Christ Superstar*

*Annie*

*All Shook Up*

*Cinderella*

## NIGHTLY SPONSORSHIP

Yes, my company would like to be a Nightly Sponsor for Season 2010!

\$1,000 per night

Show \_\_\_\_\_ Date \_\_\_\_\_ Show \_\_\_\_\_ Date \_\_\_\_\_

Show \_\_\_\_\_ Date \_\_\_\_\_ Show \_\_\_\_\_ Date \_\_\_\_\_

Company Name \_\_\_\_\_  
(As you would like it to appear on The Theatre in the Park marketing materials)

Contact Name \_\_\_\_\_

Mailing Address \_\_\_\_\_  
Street City State Zip

Telephone \_\_\_\_\_  
Work Cell

Email \_\_\_\_\_

Signature \_\_\_\_\_ Title \_\_\_\_\_ Date \_\_\_\_\_

Sponsor will provide to The Theatre in the Park:  
Full payment by May 3, 2010  
Program ad artwork by May 3, 2010  
Company banner(s) by May 17, 2010

The Theatre in the Park will provide to Sponsor:  
All benefits associated with sponsorship level  
Continued communication with Theatre staff  
Admission passes by May 17, 2010