

2022-2023

Sponsorship Opportunities



**Children's Theatre
of Annapolis** 

Why SPONSOR?

Every time the curtain opens, the audience hushes, and the first words are spoken, you know that your support made it happen—not just the production, but the transformation of stories come to life and the journey every young person at CTA makes toward learning who they are and how to express their individuality, making life-long friends along the way and discovering the magic of the performing arts.

CTA sponsors help underwrite all facets of our theatre's programming. Your support may help fund:

- Tuition assistance for in-need students & performers.
- Vital production elements such as sets, costumes, props, lighting equipment and more.
- Field trips for Title I schools to see a CTA show.
- Administrative or maintenance costs to keep CTA's premiere facility up to date and safe.
- Rights to shows for mainstage productions and educational programs.
- And more!



CTA's Mission

Children's Theatre of Annapolis (CTA) is a community-based, 501(c)3 non-profit organization that is dedicated to nurturing the growth and development of the love of theatre in children age 5 to 18, through participation in all aspects of the theatrical experience.

CTA provides a positive circle of influence through friendships that foster self-esteem, creativity, commitment, teamwork, appreciation, and dedication. CTA serves the child and the community.

CTA is a registered 501(c) nonprofit organization.
Tax ID: 23-7003491

SEASON Sponsorships



LEVEL ONE

1 Available **\$5,000**

- 5'x12' outdoor banner with company information displayed on exterior fence from September-June.
- Full-page color ad in show programs with premium back-cover placement.
- + ALL LEVEL TWO & LEVEL THREE SPONSORSHIP BENEFITS

LEVEL TWO

1 Available **\$3,000**

- Full-page color ad in show programs with premium inside front cover placement.
- Company-provided banner displayed on exterior fence from September-June.
- Company logo on sponsor banner in lobby.
- Company logo and link on CTA's newly redesigned website.
- 4 complimentary tickets to season's shows & annual fundraiser.
- + ALL LEVEL THREE SPONSORSHIP BENEFITS

LEVEL THREE

2 Available **\$1,600**

- Recognition in pre-show announcements.
- Full-page black & white ad in show programs.
- Company logo on all printed marketing materials.
- Recognition in CTA newsletter and on social media channels.
- 2 complimentary tickets to season's shows & annual fundraiser

**Due to the current pandemic, CTA cannot guarantee that all shows will open.*

SHOW Sponsorships

\$700 per show or
Sponsor all three shows for **\$1,200!**

- Company logo on all printed marketing materials.
- Company materials displayed in lobby during production run.
- Recognition in CTA newsletter and on social media channels during show's production period.
- 2 complimentary tickets to sponsored production(s).

Sponsor a Performer **\$150**

Cover the cost of CTA's production fee for an in-need performer. Sponsors will be recognized in the show's program.

Production fees go toward the budget for producing the show, including sets, costumes, props and other important theatrical elements.



'Children's theatre' does not do those young people justice. The cast is extremely talented, and the symphony and sets were beautiful.
—Audience Member Laura K.

2022-23 Productions

**Roald Dahl's Matilda
the Musical**

October 21-November 6, 2022

Peter & the Starcatcher
February 3-19, 2023

Once Upon a Mattress
May 12-28, 2023



ANNUAL FUNDRAISER

SPONSORSHIP OPPORTUNITIES

PRESENTING SPONSOR

\$5,000

- Exclusive sponsorship (one available)
- 24x36 sign in lobby during event
- 4 complimentary tickets
- Full-page ad in program
- Logo on all printed marketing materials
- Recognitions on social media channels, in monthly newsletter and on the CTA website homepage
- Verbal recognition at event

PREMIERE SPONSOR (2 AVAILABLE)

\$2,500

- 16x20 sign in lobby during event
- 2 complimentary tickets
- Half-page ad in program
- Logo on all printed marketing materials
- Recognitions on social media channels and Fundraiser webpage
- Verbal recognition at event

FOOD & BEVERAGE SPONSOR

\$1,000

- Two complimentary tickets
- Half-page ad in program
- Logo on all printed marketing materials
- Recognitions on Fundraiser webpage
- Verbal recognition at event



ENTERTAINMENT SPONSOR

\$1,000

- Two complimentary tickets
- Half-page ad in program
- Logo on all printed marketing materials
- Recognitions on Fundraiser webpage
- Verbal recognition at event



HOLIDAY Event

HOLIDAY EVENT

Presenting sponsor (Exclusive)

\$2,500

- 16x20 sign in lobby during event
- Four complimentary tickets
- Logo and/or ad in program, if applicable
- Logo on all printed marketing materials
- Recognitions on social media channels, in monthly newsletter and on website
- Verbal recognition at event

Premiere sponsor (2 available)

\$1,000

- Two complimentary tickets
- Logo and/or ad in program, if applicable
- Logo on all printed marketing materials
- Recognitions on social media channels, in monthly newsletter and on website
- Verbal recognition at event



When I started doing CTA, I finally felt like I had a place. I felt like I found people who actually cared about me, people I could relate to. I always felt kind of like an outsider wherever I went, so when I finally came here, I finally found [friends] who welcomed me with open arms and brought me into this wonderful place.

—CTA Alumna Gabby Dean, Class of 2021

EDUCATION

Sponsorships

CTA provides educational programming in all facets of theatre arts, including acting, music, dance and technical theatre, serving hundreds of students per year. Your sponsorship goes toward:

- Keep tuition rates low, allowing more people access to CTA's programs
- Providing scholarship to in-need students
- Specialty workshops that can be offered for free to the public
- Supplies for education programs

Season Education Sponsor **\$3,000**

- Acknowledgement on CTA's social media channels, in monthly newsletter and on website.
- Verbal recognition at final performances, when applicable
- Logo on lobby and classroom displays

Sponsor a Student **\$350**

Cover the cost of an in-need student's tuition for workshops or summer camps. Sponsors will be recognized on CTA's website.



From an educational perspective, [CTA is] great. ... My boys have participated in numerous workshops. They have enjoyed and learned a lot from each session. I am very grateful CTA exists here in Annapolis.

—Parent Jerome M.

Become a Sponsor

Payment Method

I have enclosed a check made payable to Children's Theatre of Annapolis

I will submit payment online

Sponsorship

- Level 1 Season Sponsor | \$5,000
- Level 2 Season Sponsor | \$3,000
- Level 3 Season Sponsor | \$1,600

- Season Education Sponsor | \$3,000
- Sponsor a Student | \$300

- Show Sponsor: 1 Show | \$700
- Show Sponsor: 3 Shows | \$1,200

- Event Sponsor: Annual Fundraiser | \$2,000
- Event Sponsor: Holiday Event | \$2,000

Sponsor a Performer | \$150

In-Kind Sponsor | Category:

Contact Information

NAME _____

COMPANY _____

ADDRESS _____

E-MAIL _____

PHONE _____

Ad Information

Complete only if applicable

- I will submit a camera-ready, high-resolution PDF, JPG or PNG
- I will submit a logo and/or images and text for CTA's graphic designer to design my ad | +\$25 (per ad)

Questions?

Contact Executive Director April Forrer at aprilforrer@childrenstheatreofannapolis.org or 410-757-2281

ADVERTISE

with CTA

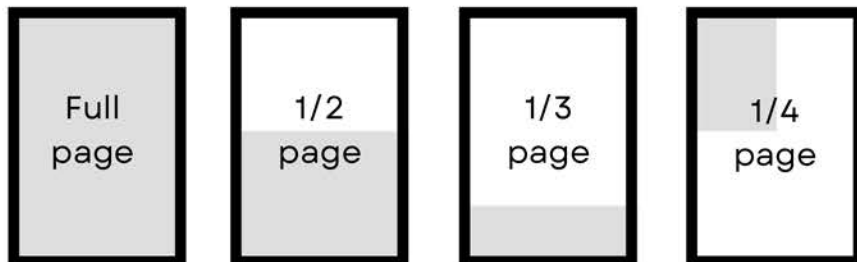
Reach up to 10,000 audience members annually by placing an ad in one of CTA's show or event programs or by advertising in CTA's monthly newsletter, sent to nearly 2,500 subscribers (and growing!)

PROGRAM ADS

All program ads are in black and white. Interested in a full-color program ad? See Season Sponsorship options. Must submit camera-ready, high-resolution PDF, JPG or EPS file.

Size	Specs	Per Show	Full season
Full page	5.5x8.5"	\$250	\$550
1/2 page	5.5x4.25"	\$150	\$350
1/3 page	5.5x2.85"	\$100	\$250
1/4 page	2.75"x4.25"	\$75	\$175

Have your ad designed by CTA's professional graphic designer +\$25 per ad



NEWSLETTER ADS

All newsletter ads are full color and include a link to your site. Must submit as JPG, PNG or EPS file.

Commitment	Premium*	Mid-level*
One Month	\$65	\$55
Three Months	\$55**	\$45**
Six Months	\$45**	\$35**
12 Months	\$35**	\$25**

Have your ad designed by CTA's professional graphic designer +\$25 per ad

*Specs > 600x100 px **Per Month



Become an Advertiser

Payment Method

I have enclosed a check made payable to Children's Theatre of Annapolis

I will submit payment online

Program Ads

One Show

- Full-page | \$250
- 1/2-Page | \$150
- 1/3-Page | \$100
- 1/4-Page | \$75

Full Season

- Full-page | \$550
- 1/2-Page | \$350
- 1/3-Page | \$250
- 1/4-Page | \$175

Newsletter Ads

Premium Banner

- One Month | \$65
- Three Months | \$55*
- Six Months | \$45*
- 12 Months | \$35*

Mid-Level Vertical

- One Month | \$55
- Three Months | \$45*
- Six Months | \$35*
- 12 Months | \$25*

*Per Month

Contact Information

NAME _____

COMPANY _____

ADDRESS _____

E-MAIL _____

PHONE _____

Ad Submission

I will submit a camera-ready, high-resolution PDF, JPG or PNG

I will submit a logo/images and text for CTA's graphic designer to design my ad | \$25 (per ad)

Questions?

Contact Executive Director April Forrer at
aprilforrer@childrenstheatreofannapolis.org
or 410-757-2281

Other Ways TO GIVE

There are so many ways your organization can support CTA! Benefits of sponsorships and donations listed on this page may include:

- Acknowledge in CTA show or event programs
- Recognition on CTA's social media channels, in monthly newsletter or on website
- Company materials in lobby during specified show or event.

To discuss other ways to give, contact Executive Director April Forrer at aprilforrer@childrenstheatreofannapolis.org or 410-757-2281.

Don't See What You Want?

CTA is happy to create a custom sponsorship package for your company. Reach out to Executive Director April Forrer at aprilforrer@childrenstheatreofannapolis.org or 410-757-2881 to discuss crafting your own sponsorship package.



These children are amazing. I have yet to leave a performance without crying!
—Audience Member Christina H.

IN-KIND SPONSORSHIPS

- **Catering.** Provide food and beverages for a CTA event.
- **Media.** Promote CTA shows, events and education through your publication and/or website.
- **Paint & Building Supplies.** Provide materials for set construction and decoration.
- **Technical Equipment & Service.** Provide lights, sound and other technical equipment, service and training.
- **Office Supplies.** Provide supplies such as paper, print ink, mailing supplies, etc.
- **Storage Supplies.** Provide items such as clothes hangers, storage bins and other organization supplies.

ITEM DONATION

Donate an item, giftcard or experience to raffle/auction off during a CTA fundraiser or show.

SERVICE DONATION

Donate your time and professional expertise in the fields of technical theatre, law, administration, grants/grant writing, marketing & publicity or other.

ONE-TIME OR SUSTAINING DONATION

Make a one-time donation to CTA or becoming a CTA Star by setting up a monthly donation of any amount.

Lock in Your **SPONSORSHIP**

By sponsoring CTA, you're making a commitment to the local arts community and the creativity, education and growth of our children.

Make it official by contacting Executive Director April Forrer at aprilforrer@childrenstheatreofannapolis.org or calling 410-757-2281.

Payments are processed securely through Square, or sponsors can make checks payable to Children's Theatre of Annapolis, 1661 Bay Head Road, Annapolis, MD 21409.

CTA is an IRS-recognized 501(c)3 nonprofit organization (Tax ID: 23-700491). Contributions are fully tax-deductible, less the fair market value for tickets and advertisements provided.



'The Lion, The Witch and The Wardrobe' brought me to CTA, where everyone is so talented, the staff is so devoted and this family we built is so strong.

—CTA Alum Seth McLaughlin, Class of 2019

