

MAC's Commitment

Merrill Arts Center is the parent company of WCT, SOS for Youth, and Educational Programming. Together, we work to fulfill the mission to *champion the arts*.

Thank you for considering a sponsorship!

For more info, visit: merrillartscenter.org/sponsorship

Sponsorship Options

1 SEASON SPONSOR

Help to support the entire season. These sponsorships receive the most visibility in pre-publicity, on-site visibility, on the website, and in donor recognition communications.

2 SHOW SPONSOR

Help to support one show on the Loft Stage or Black Box Theater. These sponsorships receive a lot of visibility, both connected to the show's pre-publicity and on-site visibility, as well as on the website and in other donor recognition communications.

3 SOS FOR YOUTH PROGRAM SPONSOR

This special sponsorship supports the SOS For Youth program, a hard-hitting teen peer-to-peer program where teen actors share messages and hope to help manage the challenges of becoming an adult. Topics covered: bullying, depression, stress, racism, domestic violence, date rape, teen pregnancy, drug and alcohol abuse, distracted driving and more. Youth performers benefit from enhanced acting and leadership skills.

4 PLAYBILL ADVERTISING

An affordable way to support the arts while also receiving visibility among local audiences, who appreciate businesses that invest in quality arts programming in our neighborhoods! 15,000 people read playbills each year.

BENEFITS	SEASON SPONSOR	SHOW SPONSOR (Loft Stage)	SHOW SPONSOR (Black Box)	Education or SOS for Youth Program Sponsor	PLAYBILL AD
Investment of sponsorship per show/program	\$20,000 exclusive, \$15,000 shared	\$2,500 exclusive, \$1,500 shared	\$1,500 exclusive, \$1,000 shared	\$10,000 exclusive \$5,000 shared \$1,000 show	\$100 - \$750
Logo on show posters displayed at local businesses	★	★	★	★	
Business name on postcards sent to 7,500+ supporters per mailing; 4-6 mailings per year	★	★	★	★	
Logo on emails sent to list of 5,000+ addressed publicizing shows	★	★	★		
Playbill Ad	Full page color ad	Full page ad	Full page ad	Exclusive - Full, Shared - Half, Show - Logo	
Complimentary tickets to your sponsored show	Exclusive 50 Loft, 30 BB Shared 20 Loft, 10 BB	Exclusive 24, Shared 12	Exclusive 12, Shared 8	Seating dependent on availability	
Listing on MAC website for you season, with logo link to your landing site	★	★	★	★	
Ad in show playbills for full season	Full page color ad	Half page color ad	Half page color ad	Half page color ad	
Special insider invitations to events	★	★	★	★	★
Sponsor logo on cast and crew t-shirts (if received by deadline)	★ (All season)	★	★	★	
Tax-deduction for your donation to support arts in our community!	★	★	★	★	

ARTWORK REQUIREMENTS

Contact barbe@merrillartscenter.org
for more info



MERRILL ARTS CENTER

SOS
FOR YOUTH

WCT

EDUCATIONAL
PROGRAMMING

THANK YOU for advertising in a show playbill. More than 15,000 people attend our shows annually and your support for Merrill Arts Center will be visible and appreciated! To purchase an ad, *please email Barbe@merrillartscenter.org* with your ad interests.

FORMAT – EPS, JPEG, or PDF at 300 dpi with all fonts embedded or outlined. We are unable to accept ads in other formats. Graphics pulled from the internet are low-resolution files designed for screen viewing, and are not suitable for print advertising.

LOGO REQUIREMENTS – Please supply us with a high-resolution EPS, JPEG, or PDF measuring at least 4 inches or 1200 pixels (on the longest edge).

SIZES – Ads must be sized correctly for our grid. Prepare ad to the exact dimensions provided without bleeds, extra white space, crop marks, or other printer's marks. Borders are acceptable as long as they fall *inside* the provided dimensions.

COLOR – Submit ads in CMYK or Grayscale format (if black & white). Ads with graphics in RGB, Pantone/spot colors, or other formats will be converted to CMYK, which may cause unpredictable color results.

SUBMISSION – Send completed ad as an email attachment to your ad sales contact.

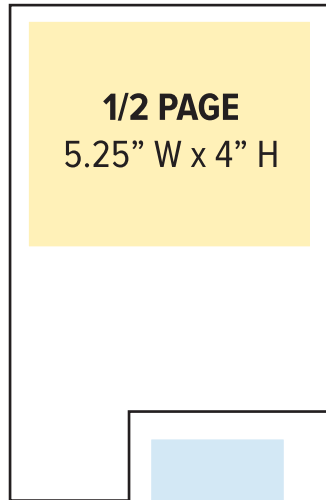
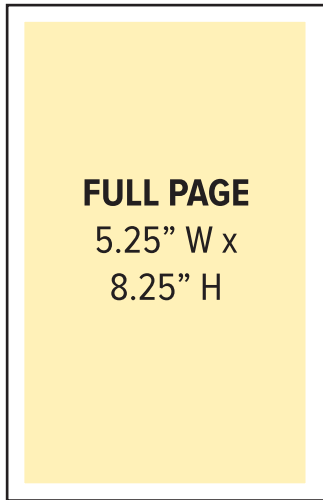
AD PREPARATION SERVICES – If you don't have an ad, you may utilize our ad preparation service. For a one-time fee of \$65, you may submit content, contact information and a high-resolution logo, and we'll lay out an ad for you. You will receive **one proof** and get a chance to make any edits you want, and then that version will go in the program. If you require a more in-depth ad design process, contact us for a custom quote.

DISCLAIMER – Files not created according to these mechanical requirements will be returned for resubmission, at the discretion of the graphic designer, and he/she is not responsible for deadlines missed because of incorrectly submitted ad files. If the Graphic Designer needs to edit further, you may be responsible to compensate for their time at \$40 an hour.

PAYMENT – Payment in full is due by the published artwork deadline for inclusion in the show program. Please make checks payable to: *Merrill Arts Center*

For more information on how to reserve your ad, visit: merrillartscenter.org

Ad Rates and Mechanical Requirements



Full Page Ad: \$500
1/2 Page Ad: \$300

1/4 Page Ad: \$200
Logo Ad: \$100

