

The Joe Jefferson Players

Alabama's Oldest Continually-Running Community Theater

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📮 www.joejeffersonplayers.com 📮 www.facebook.com/JoeJeffersonPlayers 📮

Dear Fan,

The Joe Jefferson Players are excited to present our 2015-2016 Season and we hope you will consider joining us with your support. Not everyone realizes that ticket and membership sales cover only a small percentage of our operating expenses. In addition to purchasing 2015-2016 season memberships, we ask that you consider investing in the longevity of your playhouse with a contribution. No amount is too small or too large and all levels of giving are recognized and greatly appreciated.

Seasonal Contribution Levels:

Impresario - \$5,000 +	Star - \$250 - \$499
Director - \$2,500 - \$4,999	Patron - \$100 - \$249
Saint - \$1,000 - \$2,499	Friend - Up to \$100
Player - \$500 - \$999	

We have several needs for our theater. The playhouse's current location was built in 1961 and is always in need of repairs, updates and enhancements. Our operating budget goes to produce our 5 shows per season, leaving little for these desperately needed improvements. Sponsorship of shows will help offset the costs of show production and allow us to set up funds for specific improvements. Some of the needed improvements include the following:

Short Term Needs (in no particular order):

- An updated, functional website
- Plumbing Repairs
- An exterior sign
- Replacement of historic light post stolen after 2012 tornado
- Landscaping
- Promotional logo items such as t-shirts for volunteers and to sell

Long Term Needs (in no particular order):

- New seats in the house
- Chairs for handicap seating area
- Resealing the outside of the building
- Redecorating the lobby and refreshment areas
- New exterior storage shed
- Lighted marquee on building

The Joe Jefferson Players operate as a 501(C)(3) non-profit organization and contributions may qualify as tax deductible, charitable gifts. Also, our donors are recognized in our production playbills and any other way we can thank them. Thank you for your continued support of Alabama's oldest continually-running theater. We love our fans!

Sincerely,

The Joe Jefferson Players

Are you or your business interested in sponsoring a show, buying an ad for the season or a show? Take a look at the **Sponsor Page** and the **Season Advertiser Page** and the **Show Advertiser Page** in this packet!

SPONSOR PAGE

Are you interested in becoming a Show Sponsor? This season we are offering the following benefits for sponsors. Sponsor levels are listed below followed by the benefits. Sponsorships will come on a first come, first served basis. If you are interested in sponsoring a show, please contact us soon to discuss prices.

Sponsorship Levels:

Musicals (3 per season, 9 performances of each)

- Title Sponsor: (only 1 sponsor)
- Friendly Show Sponsors: (At least 3 sponsors)

Non-Musicals (2 per season, 9 performances of each)

- Title Sponsor: (Only 1 sponsor)
- Friendly Show Sponsors: (At least 3 sponsors)

Title Sponsor Benefits:

- 20 tickets to the production you sponsor
- Sponsor name above the title on sign outside playhouse (and on marquee once we have one)
- Sponsor name/logo above the title on production posters “The Joe Jefferson Players and _____ present”
- Sponsor name/logo above the title on title page of playbill
- Sponsor name/logo listed with production on web site (“Presented by_____”)
- Sponsor name/logo above title in display advertising, posters, post cards, emails, social media, radio commercial spots, television appearances, other print media, and any other marketing specific for each sponsored show
- “Presented by” billing in press released and feature stories
- Sponsor name printed on tickets
- Exclusive sponsorship (no other sponsors for that production)
- Full page ad in playbill
- Framed show poster signed by cast
- Meet-and-greet and photos with cast at reception
- Lobby card with sponsor name “This production proudly sponsored by _____”
- “Thank you” to sponsor during pre-show curtain speech for each performance
- A private “corporate” performance that is not open to the general public. This includes a hosted reception before the show
- A Star on the wall of the lobby with your company name and the name of the sponsored show

Friendly Show Sponsors Share:

- 6 tickets to the production you sponsor
- Sponsor names above the title on sign outside playhouse (& on marquee once we have one)
- Sponsor names/logos above the title on production posters “The Joe Jefferson Players and _____ present”
- Sponsor names/logos above the title on title page of playbill
- Sponsor names/logos listed with production on web site (“Presented by_____”).
- Sponsor names/logos above title in display advertising, posters, post cards, emails, social media, radio commercial spots, television appearances, other print media, and any other marketing specific for each sponsored show
- “Presented by” billing in press released and feature stories
- Sponsor names printed on tickets
- Quarter page ad in playbill
- Lobby card with sponsor names “This production proudly sponsored by _____”
- “Thank you” to sponsors during pre-show curtain speech for each performance

Please contact Jason (251-459-3333 or mckenziejjp@hotmail.com)
or Ryan (251-895-1603 or northrup.ryan@gmail.com) for prices, questions or concerns.

SEASON ADVERTISER PAGE

Ads will appear in playbills for Five (5) Productions/Shows (9 performances of each)

Advertiser Information

COMPANY NAME

STREET ADDRESS OR P.O. BOX

CITY

STATE

ZIP

PHONE

E-MAIL

Artwork / Copy Specs

- SAME AD AS LAST YEAR
- SAME AD AS LAST YEAR W/CHANGES
PLEASE INDICATE CHANGES ON REVERSE
- NEW AD (COMPLETE ART/ COPY PROVIDED)
- NEW AD (TO BE BUILT)
PLEASE DESCRIBE ON BLANK LAYOUT SHEET. BUILT ADS ARE SUBJECT TO AN ADDITIONAL \$25 FEE.

All art, copy and specifications must be provided by:

JULY 31, 2015 to make it into programs for all 5 shows.

Artwork can be accepted in the following formats: TIFF, EPS, PDF, High Resolution (300 dpi) JPG, or Illustrator. Hard copy images are not recommended.

Ad Size / Rate

Ads will appear in playbills for five (5) productions

- BACK COVER \$775
- INSIDE COVER \$750
- FULL PAGE \$700
- 1/2 PAGE \$450
- 1/4 PAGE \$250
- BUILT AD \$25
- CHECK ENCLOSED (Preferred)
- PAY BY CREDIT CARD

CARD NUMBER

EXPIRATION

Type

CVV

ZIP

TOTAL \$

Representative (please print):

Title:

Signature:

Date:

Please contact Jason (251-459-3333 or mckenziejpp@hotmail.com) or Ryan (251-895-1603 or northrup.ryan@gmail.com) with questions.

SHOW ADVERTISER PAGE

Ad will appear in playbill for One (1) Production/Show (9 performances of each)

Advertiser Information

COMPANY NAME

STREET ADDRESS OR P.O. BOX

CITY

STATE

ZIP

PHONE

E-MAIL

Artwork / Copy Specs

- SAME AD AS LAST YEAR
 SAME AD AS LAST YEAR W/CHANGES
PLEASE INDICATE CHANGES ON REVERSE
- NEW AD (COMPLETE ART/ COPY PROVIDED)
 NEW AD (TO BE BUILT)
PLEASE DESCRIBE ON BLANK LAYOUT SHEET. BUILT ADS ARE SUBJECT TO AN ADDITIONAL \$25 FEE.

All art, copy, and specifications must be provided by:

The Friday prior to opening night of the show for which you are placing an ad.

Artwork can be accepted in the following formats: TIFF, EPS, PDF, High Resolution (300 dpi) JPG, or Illustrator.

Hard copy images are not recommended.

Ad Size / Rate

Ad will appear in playbill for one (1) production

- BACK COVER \$300
 INSIDE COVER \$250
 FULL PAGE \$200
 1/2 PAGE \$150
 1/4 PAGE \$100
 BUILT AD \$25
- CHECK ENCLOSED (Preferred)
 PAY BY CREDIT CARD

CARD NUMBER

EXPIRATION

Type

CVV

ZIP

TOTAL \$

Select the 2015-2016 season show program for which you want to purchase your ad (please complete one for each show or if you want ads in all five (5) shows, please complete the Season Advertiser Page instead):

- Avenue Q Vanya & Sonia & Masha & Spike Tartuffe
 Little Shop of Horrors A Funny Thing Happened on the Way to the Forum

Representative (please print):

Title:

Phone:

Signature:

Date:

Please contact Jason (251-459-3333 or mckenziejpp@hotmail.com) or Ryan (251-895-1603 or northrup.ryan@gmail.com) with questions.