

The page features a minimalist design with three large yellow circles of varying sizes and two thin yellow lines crossing the page diagonally. The circles are positioned in the top right, middle right, and bottom right areas. The lines run from the top left towards the bottom right.

FOOTLIGHT THEATRE COMPANY

“...encouraging, promoting and supporting musical theatre within the city of Burnaby and throughout the Lower Mainland.”

Footlight Theatre Company, Constitution and By-Laws

Sponsorship Prospectus
July 2010



Footlight Theatre Company's fall show, **The Sound of Music**, has just started production in Burnaby! The curtain will draw on Saturday, November 6th, 2010 with its Opening Night Gala at Michael J. Fox Theatre. The show will entertain an enthusiastic audience of over 7,200 patrons during its 12-day run.

Since 1965, *Footlight* has been a cornerstone in Burnaby's cultural community. Throughout *Footlight's* presentations – Vaudeville Varieties and Christmas shows at the Burnaby Village and our Mainstage shows at the majestic Michael J. Fox Theatre, our non-profit Society has been professionally operated and fiscally responsible to our community – earning us a passionate and loyal audience.

Footlight is now looking to partner with corporate sponsors who wish to be leaders in their artistic community. Our audiences are your customers - affluent, appreciative, enthusiastic and loyal. They understand the commitment to bringing professional-calibre productions to stage, and they eagerly support community businesses that become involved.

Perhaps you've dreamed of being able to play an instrument, dance a step or sing a favourite melody (in tune!). This is your chance to share your dreams with your community and your customers. Your involvement will bring live theatre to the stage and drive business to your doors. You will increase sales, attract new customers and be recognized as a leader in your community.

This is a prime opportunity for your business to share and prosper by our rich history. Theatre programs induce laughter, stir up genuine emotions, release self-expression and build confidence to all those involved. Participation in the Arts in any form brings a cultural insight that is captivating and invigorating and comes with a passionate and loyal following. Become a sponsoring partner today and begin to grow your business in our loyal community.



Footlight Theatre Company proposes the following for your consideration:

We invite you to sponsor our 2010 Fall Production of, ***The Sound of Music***, as a means of demonstrating Burnaby community support and to augment sales and marketing efforts. *Footlight Theatre Company* is pleased to submit this one-year proposal to you for your choice of Sponsorship level, as follows:

PRESENTING SPONSOR (\$5,000+)

- *Exclusivity – “Our Major Sponsor of the Year”;* your company/corporation will be linked to the title of our show as our Presenting Sponsor
- *Full-Page Ad in The Sound of Music Program*
- Footlight Theatre Company will assist in promoting our partnership among your employees by providing brochures for the sole purpose of internal distribution.
- Media Releases pertaining to performance dates of The Sound of Music will acknowledge your sponsorship to a comprehensive media contact list
- The opportunity to display your company’s services and/or products within the lobby of the Michael J. Fox Theatre on the day(s) of your sponsored performance
- Recognition in our Print Ads, Program and as a hotlink on *Footlight’s* Website
- Signage which acknowledges your sponsorship will be displayed at our Fall performances at Michael J. Fox Theatre
- An announcement made by the Producers of the Show acknowledging your sponsorship will be made to the audience at the Fall show prior to all performances
- Full Tax Receipt

DIRECTOR’S CIRCLE (\$2500+)

- *Half-Page Ad in The Sound of Music Program*
- *Footlight Theatre Company* will assist in promoting our partnership among your employees by providing brochures for the sole purpose of internal distribution.
- Media Releases pertaining to performance dates of The Sound of Music will acknowledge your sponsorship to a comprehensive media contact list
- The opportunity to display your company’s services and/or products within the lobby of the Michael J. Fox Theatre on the day(s) of your sponsored performance
- Recognition in our Print Ads, Program and as a hotlink on *Footlight’s* Website
- Signage which acknowledges your sponsorship will be displayed at our Fall performances at Michael J. Fox Theatre
- An announcement made by the Producers of the Show acknowledging your sponsorship will be made to the audience at the Fall show prior to all performances
- Full Tax Receipt

Sponsorship Packages continued on following page



CAST (\$1000 - \$2,499)

- *Quarter-Page Ad in The Sound of Music Program*
- *Media Releases pertaining to performance dates of The Sound of Music will acknowledge your sponsorship to a comprehensive media contact list*
- *The opportunity to display your company's services and/or products within the lobby of the Michael J. Fox Theatre on the day(s) of your sponsored performance*
- *Recognition in our Print Ads, Program and as a hotlink on Footlight's Website*
- *Signage which acknowledges your sponsorship will be displayed at our Fall performances at Michael J. Fox Theatre*
- *An announcement made by the Producers of the Show acknowledging your sponsorship will be made to the audience at the Fall show prior to all performances*
- *Full Tax Receipt*

ENSEMBLE (\$500 - \$999)

- *Business Card-Size Ad in The Sound of Music Program*
- *Signage which acknowledges your sponsorship will be displayed at our Fall performances at Michael J. Fox Theatre*
- *An announcement made by the Producers of the Show acknowledging your sponsorship will be made to the audience at the Fall show prior to all performances*
- *Recognition in our Print Ads and as a hotlink on Footlight's Website*
- *Full Tax Receipt*

AUDITIONS (\$25 - \$499)

- *Recognition in The Sound of Music Program*
- *Full Tax Receipt*



Sponsorship Form

Please select the range of your contribution by placing a check mark within the appropriate diamond:

- ◇ PRESENTING SPONSOR (\$5000+)
- ◇ DIRECTOR'S CIRCLE (\$2500 - \$4999)
- ◇ CAST (\$1000 - \$2499)
- ◇ ENSEMBLE (\$500 - \$999)
- ◇ AUDITIONS (\$25 - \$499)

My total contribution is \$ _____

Please complete the following information in full:

PRIMARY CONTACT

COMPANY NAME TO BE USED FOR SPONSORSHIP ACKNOWLEDGEMENT

ADDRESS

CITY

PROVINCE

POSTAL CODE

TELEPHONE NUMBER

EMAIL ADDRESS

SIGNATURE

Please make cheques payable to *Footlight Theatre Company*. Thank you for your support.

For *Footlight Theatre Company* Use Only

Cheque # _____ Dated: _____

Received on _____

Acknowledgement by Footlight Theatre Representative _____



Footlight Theatre Company is thrilled and honoured to be working with you towards building a significant partnership.

Should you require any further information, we welcome the opportunity to provide you with the needed details. Please feel free to contact either of the undersigned at any time.

Sponsorship Committee Members

Jim Stewart Phone: 778.788.0374
Producer Email: jim.alison@shaw.ca

Alison Stewart Phone: 604.888.5598
Assistant Producer Email: jim.alison@shaw.ca

Testimonials and photos from some of our shows...

“...two hours of sheer joy”
F. David, South Surrey

“Brilliant”
Adam S., Burnaby

“...absolutely first rate and entirely stunning”
Fiona D., Surrey

“mesmerizing...”
S. Reis, Vancouver

“Perfect family entertainment...”
Janet J., White Rock

“Excellent performances and Production”
M. Tarampi, Richmond



Annie, 2007



Joseph and the Amazing Technicolor Dreamcoat, 2009



A Christmas Carol, 2008