

2016-17 - Sponsorship Levels & Benefits

\$3,500 - \$6,500 Level

COMPANY BENEFITS INCLUDE:

FRANKLIN SQUARE SOCIETY MEMBERSHIP, EMPLOYEE BENEFITS:

NEW BENEFIT: Recognize a key employee (must be age 22-40) with a Young Professional Membership to the Franklin Square Society (\$750 value)

- ◆ 4 Membership cards
- ◆ 2 complimentary Friend Level Membership gift certificates for clients or employees
- ◆ 20% discount on rental of Salon and Mezzanine
- ◆ 10% discount on co-marketing and advertising
- ◆ Complimentary admission to Access Hanover Lyceum Series Events
- ◆ Discounts at participating restaurants in the theatre's Gourmet Program
- ◆ Bi-Annual Membership Newsletter

TICKETS:

- ◆ 30+ complimentary tickets to sponsored show (for show sponsors only)
- ◆ 4 complimentary tickets to special recognition night and reception
- ◆ 2 tickets to A Christmas Carol dress rehearsal
- ◆ 8 Silent Movie Vouchers
- ◆ Private hot line and first opportunity to purchase tickets
- ◆ Complimentary ticket exchange
- ◆ Participation in the Employee Discount Program - monthly email specials and promos that employees can purchase on line; universal 10% discount for most shows
- ◆ Email notification of new shows, last minute ticket offers & discounts

PARKING, BAR SERVICE, ACCESS & GUEST BENEFITS

- ◆ Private entrance and access to the Salon before and during performances
- ◆ Free, convenient parking adjacent to the theatre
- ◆ Complimentary bar service before the show and during intermission
- ◆ 12 guest passes for complimentary bar service and parking

PRINT, WEBSITE, EMAIL AND SOCIAL MEDIA BENEFITS:

NEW BENEFIT: Company logo in Broadway Programs and displayed and linked to your company on the theatre's Corporate Sponsorship website page

- ◆ Company name printed on theatre tickets as presenting sponsor
- ◆ Company name & logo on appropriate print, television and online advertisements
- ◆ Company name included on show sheets
- ◆ Company logo included with the sponsored show in the annual Season Guide (100,000 distribution)
- ◆ Recognition of sponsorships in press releases to major media outlets
- ◆ Company logo linked on show page of the theatre's website
- ◆ Recognition of sponsorship via social media channels and online calendars
- ◆ Opportunity for a pre-recorded radio interview to air on the theatre's "Behind the Scenes" on the theatre's blog with a link to your company
- ◆ Company name linked from numerous weekly e-mails (85,000 distribution)
- ◆ Recognition in annual report
- ◆ Announcement of sponsorship prior to show
- ◆ Opportunity for company sign to be displayed in theatre lobby during performance
- ◆ Use of the Mary C. DeFeudis bridge on show night

\$7,500 - \$14,000 Level

All above plus:

- ◆ Full page advertisement in Broadway programs (where applicable)
- ◆ 20 complimentary tickets to Hanover Theatre Promoted Shows (i.e. A Christmas Carol)
- ◆ Free memberships for four (4 total) rising stars in your company
- ◆ Co-marketing opportunities (i.e. statement stuffers, in-house flyers, lobby presences or staff a table in our lobby)
- ◆ Company logo on lobby posters with exposure to thousands of patrons
- ◆ 30-40 complimentary tickets (total) to the sponsored show
- ◆ Recognition as FSS Salon Appetizer or Dessert sponsor (Value \$250 - \$500)

\$15,000 - \$20,000 Level

All above plus:

- ◆ One pair of subscription tickets to the Broadway Series
- ◆ Free memberships for six (6 total) rising stars in your company
- ◆ Company logo will be displayed on the cover of Broadway program
- ◆ Theatre marketing budget of \$50,000 on advertising, promotion and PR for sponsored show
- ◆ 40 complimentary tickets (total) to the sponsored show
- ◆ Signed poster from the Broadway Cast
- ◆ Load in and lunch event
- ◆ Enjoy a private loge box for six with champagne for a Broadway performance or concert