January 2020

Dear Local Business Owner:

The Sanderson High School Theatre Ensemble is launching their annual campaign to raise funds through the sale of Playbill Ads, and we hope you will participate this year! Through this annual fundraiser, students and families work hard to fill the mainstage production programs with ads from local businesses in an effort to raise money to cover expenses not provided for by the school district budget.

Here are key points of information:

- Money raised through this campaign supports many aspects of the program, including materials for sets and costumes, and supplemental support staff in dance, music, set design and construction, costuming, and technical instruction.
- This year's capital campaign focus is to acquire professional grade head microphones and LED lighting.
- The students produce both a Fall Play and a Spring Musical. Ads would be in the hands of approximately 1,500 patrons who attend the 7 performances in the course of a year. The Spring Musical *(The Drowsy Chaperone: A Muscial Within A Comedy)* is scheduled for April 22-25, 2020. Our 2020 Fall Play, which will be announced in May 2020) will run for 3 nights in October, 2020
- Ads may be purchased for the calendar year (Spring '20-Fall '20).
- Ad purchases are considered a charitable tax-deduction, and a receipt will be provided for your records. Tax ID#: 26-1339165. Please confirm this possibility with your tax advisor.
- Attached here is a copy of the Playbill Ad Order Form and the Price List with samples of the ad sizes for your perusal; you may also use the online submission form on our website.
- The spring deadline for camera-ready artwork submission via email to the address below is Friday, March 27, 2020, though artwork may be submitted any time before then.
- Please visit the website for more information or to access the online order form: http://shstheatreensemble.weebly.com/corporate-ads.html
- If you have any questions, please contact Amy Moreau, Booster Representative, through the email address listed below.

A representative from the SHS Theatre Boosters will soon be in touch to follow up with you. We look forward to a partnership in advertising that will benefit local businesses and the SHS Theatre Ensemble through the Playbill for the calendar year 2020 Mainstage Production Season at Sanderson High School!

Thank you for your time and consideration!

-Sanderson High School Theatre Ensemble and Boosters

Contact Information for questions and ad artwork submission:

Amy Moreau,
Booster Representative
SHSTheatreEnsemble@gmail.com

Sanderson Theatre Ensemble
Calendar Year 2020 Mainstage PLAYBILL
Corporate Ad Order Form

Business Name _____

Contact Person _____

Address, City, Zip _____

_____

Email _____

Phone _____

Full Page Black & White:	**$400** _____	**Back Cover Color:**	**$1,000 SOLD**
½ Page Black & White:	**$200** _____	**Inside Front Cover Color:**	**$ 700 SOLD**
¼ Page Black& White:	**$100** _____	**Inside Back Cover Color:**	**$ 500 *** _____

*Limited Availability – you will be notified ASAP if the Back Cover, Inside Front Cover or Inside Back Cover are sold out

A completed digital file of the ad, OR text & photos to create your ad, PLUS a check for the full payment MUST be submitted by Friday, March 27, 2020.

Please **MAKE CHECKS PAYABLE TO**: Sanderson Theatre Boosters

Mail Checks and Order Form to:
SHS Theatre Boosters
PO Box 98611
Raleigh, NC 27624

Contributions to SHS Theatre Boosters are tax deductible.
Tax ID: 26-1339165

If you are submitting your Ad image/artwork via CD/DVD please mail the disc along with your check and order form.

Order Form/Ad images/artwork may also be submitted via e-mail to:

SHS Theatre Boosters is exempt from Federal income tax under section 501(c)(3).

Sanderson Theatre Ensemble

Mainstage Playbill

CORPORATE ADS - Size & Price List

Full Page Ad (8h x 5w)
Black & White
$400 ($200/show)

Half Page Ad (4h x 5w)
Black & White
$200 ($100/show)

Quarter Page Ad (2.25h x 5w)
Black & White
$100 ($50/show)

PREMIERE ADS!
(limited availability)

Back Cover: Full Color/Full Page - $1000 ($500/show)

Inside Front Cover: Full Color/Full Page - $700 ($350/show)

Inside Back Cover: Full Color/Full Page - $500 ($250/show)