

August & September, 2017

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 upgrade the sound system in the auditorium at Sanderson High School, which seats 800 people when full to capacity.
- The students produce both a Fall Play and a Musical in the Spring. These high quality productions are open to the public and run four nights each. Ads would be in the hands of patrons for 8 performances altogether. The Fall Play (*Leaving Iowa*) will be in performance from October 18 – 21, 2017, while the Spring Musical (*Once Upon a Mattress*) is scheduled from April 18 – 21, 2018.
- Last year, approximately 500 tickets were sold for the Fall Play in November, and 1025 for the Spring Musical in April.
- 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.
- The deadline for camera-ready artwork submission via email to the address below is October 1st, though artwork may be submitted any time before then.
- Please visit the website for more information about the SHS Theatre Ensemble:
<http://shstheatreensemble.weebly.com>
- If you have any questions, please contact Tamara Santana, 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 2017/2018 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:

Tamara Santana,
Booster Representative
SHSTheatreEnsemble@gmail.com



**Sanderson High School Theatre Ensemble
2017-2018 Full-Season Mainstage PLAYBILL
Corporate Ad Order Form**

Business Name _____

Contact Person _____

Street 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 * _____

¼ Page Black & White: \$100 _____

Inside Back Cover Color: \$ 700 * _____

*Limited Availability – Orders for Back Cover, Inside Front & Inside Back Cover will need to be confirmed as still available before the order is finalized.

A completed digital file of the ad, OR text & photos to create your ad, PLUS a check for full payment MUST be submitted by Monday, October 2, 2017.

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.

Scanned order form and Ad images/artwork may also be submitted via e-mail to:

shstheatreensemble@gmail.com

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

Sanderson Theatre Ensemble
2017-2018 Mainstage Productions 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 - \$700 (\$350/show)