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| <b>POLICY NUMBER:</b> 3.5                | <b>DATE ADOPTED:</b> Nov 21, 2018 |
| <b>POLICY TYPE:</b> Finance              | <b>DATE AMENDED:</b>              |
| <b>POLICY TITLE:</b> Sponsorship Program |                                   |

## Sponsorship Program

Shuswap Theatre relies on businesses to contribute an important part of our revenue through our sponsorship program. Different levels of contribution are offered along with different benefits for each level. The prices and benefits are decided by the board and updated from time to time.

It is desirable to have one person or one team of people responsible for finding sponsors for the entire year. This helps to avoid the problem of potential sponsors being annoyed by too many requests.

### Sponsorship Representative

The Sponsorship Representative (or team) is responsible for soliciting sponsorships for each production and for other special events, such as the OZone Festival when we host it. Here is a recommended process for handling sponsorships:

1. From the general sponsorship information sheet, which is kept on the website, arrange to have one created for the current production, including the specific dates, deadlines and other information for that show. To determine these deadlines contact the person in charge of posters and programmes.
2. Maintain a master list of who has sponsored in the past and which specific productions they sponsored.
3. Identify who has sponsored this specific show (i.e. fall, winter, spring) in past seasons.
4. Look for potential new sponsors based on the theme of the show or who is in it (e.g. a chimney sweep business for *Mary Poppins*, the employer of an actor).
5. Send an email thanking them for their past support (if applicable) and inviting them to sponsor again. Emphasize the benefits the business will receive.
6. Follow up with a personal visit.
7. Complete a Sponsorship Agreement form for each sponsor. Make sure that the name of the business which appears in our publicity is exactly what they wish it to be.
8. For Bronze Sponsors find out which performance they wish to sponsor. It is best to have only one Bronze sponsor per performance.
9. When the cheque arrives, send an invoice marked "Paid" with the cheque number.
10. Inform the Ticketing Administrator who handles the coupons for complimentary tickets, of the business names, contact names and email addresses of all current

sponsors, and arrange for that person to send out the coupons, again with a thank you note in the email.

11. Provide the sponsor list to
  - a. the Producer and the Head of Publicity for mention on social media
  - b. the Webmaster to publish on our website
  - c. the Poster/Programme Designer for inclusion in those publications.
  - d. the Sound Designer or other person responsible for recording the pre-show announcements (including the chosen dates of Bronze Sponsors)
  - e. the head of Front of House for the chosen dates of Bronze Sponsors.
12. Ensure that new Gold and Silver sponsors provide a high quality electronic logo and send it to the Poster/Programme Designer, the Publicity Head and to the Webmaster by the deadline.
13. Link up with the person doing programmes to produce a banner of all sponsors for the Green Room wall.
14. Collect business cards from each sponsor for display in the Green Room.
15. Send thank you letters to all sponsors.
16. Add current sponsors to the master list.

## Levels of Sponsorships

As of this writing the sponsorship levels costs and benefits are as follows:

### Gold – \$500

- 8 complimentary tickets to any performance
- logo on poster and programme
- signage with logo in the lobby for the entire run
- on stage mention at each performance
- display business cards/brochures in the lobby

### Silver – \$300

- 4 complimentary tickets to any performance
- business name typeset on poster, logo in programme
- signage with logo in the lobby for the entire run
- on stage mention at each performance
- display business cards/brochures in the lobby

**Bronze – \$150 (for one performance)**

- 2 complimentary tickets to the sponsored performance
- signage with logo in the lobby for the entire run
- mention in the programme
- on stage mention before the sponsored performance
- display business cards/brochures in the lobby