



Performing Arts, Cultural & Economic Enrichment for Placer County

An award-winning educational & charitable 501(c)3 nonprofit organization

When you support Placer Rep, YOU make a difference.
TOGETHER, we build a LEGACY of professional performing arts & culture!

Sponsoring Placer Repertory Theater provides you the unique opportunity to **connect with the greater Placer County community and surrounding areas**, build and maintain **brand awareness & market share** as you show your support for a vital cause: *economy-driving professional performing arts & culture!*

- Facebook posts in targeted groups yield up to 30K views per 28 days
- Each e-mail blast reaches 2K+ affluent, educated patrons & enjoys open rates as high as 83%.
- Event campaigns may include 50K+ impressions and print media advertising with your name & logo

SEE OUR SPONSORSHIP CATEGORIES & REACH

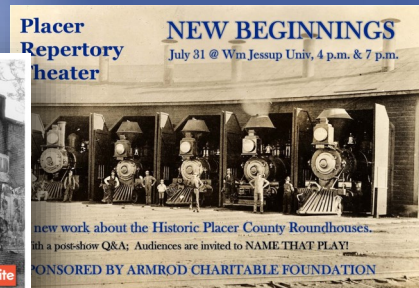


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SPONSORS/MAJOR DONORS OPPORTUNITIES & BENEFITS

As a sponsor/donor, you help to build a legacy of professional performing arts & culture, while you make a profound impression on community members.

Sponsors/Major Donors Opportunities:

There are three opportunities for 2023-2024

- SCHOOL TOURS program (\$5K to \$200K)
- SEASON SPONSORSHIP (\$5K to 150K)
- LEGACY HOME VENUE (need: \$60K / year)



SCHOOL TOURS PROGRAM

- **Budget: \$200K per academic year** (\$50k min to support basic program. More \$ = greater reach)
- **Seeking: \$50 to 150K** in total sponsorship (one exclusive or multiple co-sponsors/donors)

Since 2021, Placer Rep has provided Education Outreach programming at schools and offsite for K-12 to adult students. Currently, Placer Rep runs the VAPA Academy of Colfax (K-8) (budget: \$130K/ academic year).

We seek to expand our **School Tours Program** to consistently provide productions, and Storyteller Theater for classrooms, throughout the academic year. This program's primary expenditure is employment of actors, directors, stage mgmt., writers and designers, which boosts the local economy. This program will reach 1000s of students, school staff, parents and the public (through weekend performances in public venues), annually.

SEASON SPONSORSHIP

- **Budget (2023-2024) \$150K per season**
- **Seeking \$100K** in total sponsorship (one exclusive or multiple co-sponsors/donors)

Placer Rep began operations in 2019 and was preparing a preview of an original play for March 2020 when the pandemic hit. We immediately pivoted to social media virtual programs, livestream and pre-recorded digital performances, and digital projects, like our YouTube series, *Sherlock Holmes: Domestic Mysteries*. Our first live theater performance was a new work based upon local history from 1905-1908, which played before socially-distanced audiences in July 2021 to standing ovations.

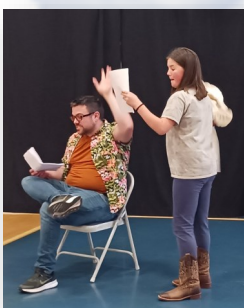
From inception to present, Placer Rep has enjoyed tremendous success with its programs, has won local, regional and national awards and acclaim, while attracting and growing regional audiences, and maintaining a policy of local procurement and locals first hiring to grow the local economy.

LEGACY HOME BLACK BOX VENUE

- **Seeking \$60K / year** (provide a multi-year commitment and enjoy venue naming rights).

Build a LEGACY in Placer County. Placer Rep needs a home black box venue (approx. 2K+ sq ft) to continue its growth and drive daily revenue. An exclusive sponsor receives NAMING RIGHTS of the venue. Two co-sponsors share venue naming rights. Three or more co-sponsors/donors: customize your benefits package. Sample benefits are listed below.

Customized Benefits May Include: (dependent upon giving level)



- **Exclusive Sponsor: Naming Rights / Name on Marquee**
- Curtain speeches &/or Handouts on seats
- Featured in or exclusive Press Releases
- Free or discount seating for employees, vendors, customers, investors
- Special Receptions, events
- Playbill cover, Playbill Advertising
- FB/Social Media Posts & Advertising
- Print & Electronic Advertising
- E-newsletters: Feature Articles
- E-Blast Advertisements with third parties
- Web site: promoted with URL & Logo
- Other custom benefits, designed by you.

MEDIA REACH

**Put your company in front of thousands of sophisticated patrons.
Every Placer Rep communication with the public reaches key audience segments.**

Marketing Consideration reach is directly related to the value of the sponsorship/donation.

MEDIA REACH As of Jan 2023	SAMPLE MARKETING CONSIDERATION BENEFITS <i>(Customize your package—Development@placerrep.org)</i>
EMAIL BLASTS— Reach: 1K to 5K+ Our DB (1.3K) + Partner/Friend DBs	Average 1 email blast / week
PRINT AD Subscription base—110K to 335K Gold Country Media (GCM), Sac Bee	1 AD campaign per production/event for 12 months (5 to 8 annually)
Online Ads campaigns— 100 to 350K+ Potential reach includes GCM online ADs, Facebook ADs, BWW ADs	1 AD campaign per production/event for 12 months (5 to 8 annually)
Radio Ads	N/A
Posters & Flyers	Approx. 1000 per season. Name/Logo prominence based upon value of sponsorship/donation.
Production/Event Presence— Patrons: 25 to 1000 per showing (50 -200 standard) From black boxes to school assemblies, presence Includes signage, curtain speeches, playbill, etc.	Every event/production date for the 2023-2024 season
Social Media Posts reach—10k to 30K views each 28-day period Includes FB page posts, shared across FB groups, Twitter, Instagram, LinkedIn, etc.	1x per week or more. Potential reach: over 300K footprint via FB groups, up to 30K views each 28 days
PlacerRep.org website Over 5K new, unique per month	Prominent or featured for 12 months

We GUARANTEE a sponsorship package’s reach. Contact us to find out HOW!



CONTACT US to define your CUSTOM sponsorship package

Email: Development@PlacerRep.org

Web: PlacerRep.org

Social Media: PlacerRep