

# Become a Theatre Horizon Corporate Sponsor Today!



401 DeKalb Street  
Norristown, PA 19401  
TheatreHorizon.org  
610.283.2230

Theatre Horizon, a leader in the revitalization of Norristown, is an award-winning professional nonprofit theatre located in the heart of Norristown's Arts Hill.

Just two-thirds of the way through our 12th season we have already celebrated many company successes in 2016/17:

- ❖ We produced "a powerhouse production" (*Phinde*) which "absolutely fills the theater space to the brim with song" (*Philadelphia Inquirer*) of *A New Brain*, the autobiographical musical comedy written by Tony Award-winners William Finn and James Lapine.
- ❖ While producing the Regional Premiere of *Grand Concourse* (which *Newsworks* called a "triumph") we launched the community project *Imagine No Hunger*. We engaged hundreds of people in meaningful dialogue about ending hunger in Montgomery County, partnered with three local organizations concerned with food insecurity, hosted 18 local experts in post-show discussions, displayed 75 photos illuminating food insecurity in our region, and created a video featuring State Senator Daylin Leach, which was seen by over 10,000 people.
- ❖ We have served 800 students via 16 after school drama clubs at 12 elementary schools, 19 weeks of summer drama camp in 10 townships, 6 workshops with area High Schools, and 10 in-house classes at Theatre Horizon. Part of Theatre School, our unique, ever-growing Autism Drama Program continues to be one of the only programs of its kind in this region.
- ❖ *A New Brain* and *Grand Concourse* were Barrymore Recommended, which comes on the heels of the 10 nominations and three Barrymore Awards that Theatre Horizon won last season for *Black Nativity*. The Barrymore Awards are a nationally recognized symbol of excellence for professional theatre.

As we continue our commitment to great art and education in Norristown, we invite you to join with other civic-minded companies as a 2017/18 Corporate Sponsor. Your support will help Theatre Horizon continue to deliver quality theatre and great arts education, as well as assist us with our commitment to the Norristown revitalization through our free tickets and Theatre School scholarship program for residents.

Unable to be a Corporate Sponsor at this time, but still wish to support Theatre Horizon and promote your business? Consider purchasing a playbill ad instead. Please see the enclosures for more information.

## Theatre Horizon Corporate Sponsor Benefits

A season-long corporate partnership with Theatre Horizon is a great value for your company. It is an effective way to reach over 6,500 affluent, well-educated patrons in Montgomery County on a regular basis. Sponsorship packages can be customized to help you advance your business interests, build brand awareness, maximize visibility in the community, reach new customers, and enjoy opportunities for client cultivation and employee recognition.

- ❖ Get the benefits of logo-driven, multi-media advertising.
- ❖ Receive free tickets throughout the season.
- ❖ Demonstrate your company's strong community support.
- ❖ Market your business in an affordable and effective way. A portion of your contribution is tax-deductible.

## Did You Know?

- ❖ Over 50% of Theatre Horizon patrons are between the ages of 35 and 64.
- ❖ The great majority of our patrons are college-educated homeowners with disposable income, and at least one child living at home.
- ❖ 70% of our patrons are from Philadelphia and Montgomery Counties with major concentrations in the Greater Norristown, Philadelphia and Main Line communities.

Our 2017/18 Season presents a diverse selection of comic work exploring issues and themes relevant to our community today. We will begin our season in August with the original piece *Hero School*, an immersive theatre experience for kids and their grownups. In October we'll present playwright Lisa Kron's celebrated one-woman show, *2.5 Minute Ride*. In February, our stage will heat up with *The Revolutionists*, Lauren Gunderson's brutal comedy about four very real women and the French Revolution. And we'll close our season in May with the Tony Award-winning *Peter and the Starcatcher*, Rick Elice's musical play that tells the untold story of Peter Pan.

Please see the enclosed Corporate Sponsorship Benefits list for more information. If you have any questions, please contact Lyndsey Piccyk at [Lyndsey@TheatreHorizon.org](mailto:Lyndsey@TheatreHorizon.org) or 610.283.2230 x 705.



## 2017/18 Corporate Sponsorship Benefits

Theatre Horizon invites your business to become a Corporate Sponsor of our 2017/18 Season.

### **\$5,000 Horizon Sponsor** (*\$3,710 tax-deductible*)

- Company logo on all promotional materials for 2017/18 Season including postcards (reach: 40,000+), season brochure (reach: 2,500), subscriber guide (reach: 500)
- Company logo in a banner ad in Theatre Horizon all audience e-blasts (50 per year to list of 8,250+)
- Company logo in a banner ad on all of Theatre Horizon's Education e-blasts for the Theatre School, Autism Drama Program, After School Drama Clubs, and Summer Camps (reach: 1,200+)
- Full-page advertisement in each playbill (4 productions) (reach: 6,500)
- Recognition on prominent lobby screens at each mainstage production (reach: 5,500) and Theatre Horizon website (reach: 19,000+)
- Acknowledgement in curtain speech at each mainstage performance (reach: 5,500)
- Recognition at all special events, including our popular 42nd & Main Concert Series (reach: 150 - 500)
- Opportunity to display promotional material in Theatre Horizon lobby (reach: 6,500+)
- Opportunities to network with key Theatre Horizon individual supporters at 10-12 donor events per season
- Opportunity to host a private party at the theatre, pre- or post-performance
- 6 guest tickets to each mainstage show in 2017/18 Season
- A 20% ticket discount code for all productions that you can pass along to your employees and customers

### **\$3,000 Vista Sponsor** (*\$2,190 tax-deductible*)

- Company logo on all promotional materials for 2017/18 Season including postcards (reach: 40,000+), season brochure (reach: 2,500), subscriber guide (reach: 500)
- Company logo in a banner ad in Theatre Horizon all audience e-blasts (50 per year to list of 8,250+)
- Half-page advertisement in each playbill (4 productions) (reach: 6,500)
- Recognition on prominent lobby screens at each mainstage production (reach: 5,500) and Theatre Horizon website (reach: 19,000+)
- Recognition at all special events, including our popular 42nd & Main Concert Series (reach: 150 - 500)
- Opportunity to display promotional material in Theatre Horizon lobby (reach: 6,500+)
- 4 guest tickets to each mainstage show in 2017/18 season
- A 20% ticket discount code for all productions that you can pass along to your employees and customers

### **\$1,500 Scene Sponsor** (*\$1,020 tax-deductible*)

- Company logo on all promotional materials for 2017/18 Season including postcards (reach: 40,000+), season brochure (reach: 2,500), subscriber guide (reach: 500)
- Quarter-page advertisement in each playbill (4 productions) (reach: 6,500)
- Recognition on prominent lobby screens at each mainstage production (reach: 5,500) and Theatre Horizon website (reach: 19,000+)
- Recognition at all special events, including our popular 42nd & Main Concert Series (reach: 150 - 500)
- Opportunity to display promotional material in Theatre Horizon lobby (reach: 6,500+)
- 2 guest tickets to each mainstage show in the 2017/18 season
- A 20% ticket discount code for all productions that you can pass along to your employees and customers

**Questions? Please contact Lyndsey Piecyk at  
610.283.2230 x 705 or [Lyndsey@TheatreHorizon.org](mailto:Lyndsey@TheatreHorizon.org).**

