



# Penn Manor School District

PENN MANOR PRODUCTIONS - Penn Manor HS, P.O. Box 1001, Millersville, PA 17551

Fall Play  
*The Plot, Like Gravy, Thickens*  
November 21-22, 2014

Spring Musical  
*The Sound of Music*  
February 27-28, March 6-7, 2015

Dear Advertising Manager:

Penn Manor Productions is excited to be preparing for another theatrical presentation. Our theater program is one of the most inclusive extracurricular activities at our school, including more than 150 students. From performing to lighting and set design, we will be working together from September to March to prepare our productions.

The program booklet, distributed the nights of our shows, is seen by a large core of Penn Manor high school students, their friends, families, and neighbors. In the past, more than 700 tickets have been sold in the fall and nearly 2500 for our spring musical. **It is an excellent opportunity for your business to advertise to our Penn Manor community!**

**We need your continued support.** Penn Manor Productions is primarily a self-supporting organization. We are contacting local businesses and organizations, hoping that you'll decide to advertise with us this year. Please consider placing an ad in our Penn Manor Production programs. Enclosed is a contract describing the various opportunities for ad sizes and placement.

We appreciate any level of advertisements – opportunities begin at just \$5 as a member of our “Fan Club” – up to over \$250 for the “All Star Club.” If you are able to make a donation of products or services, we will honor that gift-in-kind at the level of sponsorship equal to the value of the donation. In order to meet printing deadlines for our fall production, we need a signed contract, payment, and camera-ready artwork prior to **February 1<sup>st</sup>**.

You can see that our spring musical is the well-known show, *The Sound of Music*, which is sure to be a crowd pleaser! We have also added a matinee performance on February 28<sup>th</sup> – so we'll have five performances where your advertisement will be seen by the community. This is an incredible amount of exposure!

Penn Manor's reputation for theatre is strong – with students qualifying to compete at both the state and national level. In order to attend these events, we rely on the generosity of our sponsors to help defray the cost. We are responsible for the entire production budget including lumber, paint, costumes, lighting and sound equipment, make up, and printing. We are also responsible for a majority of the licensing contract expenses & royalty payments – the district allotment has decreased significantly. We truly appreciate any level of support and every dollar counts.

Also – new this year – in order to maximize the exposure of your ad, we will also create an electronic advertising display showcasing all of our sponsors on the “big screen” for at least 30 minutes before the show as audience members are being seated. Your ad can be included in this display for an additional \$25 contribution. Because we recognize the financial commitment you are making to our production, we also include free tickets for many levels of sponsorships. Ticket order forms are available on our PM Theatre blog: [blogs.pennmanor.net/mmintzer](http://blogs.pennmanor.net/mmintzer) - you can claim your free tickets by sending in this form, or by contacting Melissa Mintzer directly.

Please contact Melissa Mintzer at Penn Manor HS by telephone (872-9520 x1515), fax (872-0934) or e-mail ([melissa.mintzer@pennmanor.net](mailto:melissa.mintzer@pennmanor.net)) with any additional questions. Thank you for your consideration.

Sincerely,

Danielle Shaub  
Student Marketing Director

Melissa Mintzer  
Assistant Director