



Penn Manor School District

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

Spring Musical - The Addams Family - March 10-12, 2022

Dear Advertising Manager:

Penn Manor Productions is very excited for our 50th year of theatrical presentations, going back to 1972! From our primary season of September to March, we have over 150 hard-working students involved in our program. Students work in all theatre aspects including performing, technical theatre such as sound and lighting, marketing, pit orchestra, costumes, makeup, props, marketing and much more.

Penn Manor's theatre reputation is strong, with students qualifying to compete at state and national levels. We are also proud recipients of several National Youth Arts awards in recent years. Our tradition is strong – and our audience base is always growing.

Our program is responsible for a majority of the production budget including lumber, paint, costumes, lighting and sound equipment, make-up and printing. We are also responsible for a portion of the licensing contract expenses and royalty payments which adds several thousand dollars to our operating budget.

Our program booklet is available to our audiences the nights of shows, and is seen by a substantial core of the Penn Manor – and surrounding – communities. In the past, there have been more than 800 tickets sold in the fall, and well over 3000 for our spring shows. This year, as we return to in-person performances in our brand-new auditorium, we hope to sell even more tickets, making it **an excellent opportunity to promote your business!**

We need your continued support. Penn Manor Productions is primarily a self-supporting program, and we are contacting local businesses and organizations in hopes that you will support us. Enclosed is a contract describing various options for ads and sponsorships. All levels of support are appreciated, beginning with \$5 as a member of our "Fan Club" up to over \$250 for our "All Star Club" listing. If you are able to make a donation of products or services, we will honor that gift-in-kind at the level equal to the value of the donation. In order to meet our printing deadlines, we need a signed contract, payment and camera-ready artwork by February 11th (spring program) or November 1 (fall program).

We will also continue our electronic advertising display on the large screen in our auditorium. At least thirty minutes before each show, we will be showcasing sponsors on the "big screen" as our audience members find their seats. We appreciate and recognize the financial commitment you are making to our program, and with that we also include free tickets with many levels of sponsorships. Your tickets can be requested through the form that will be available on the PM Theatre blog (blogs.pennmanor.net/mmintzer) or by contacting me directly.

Thank you for your consideration and support of our theatre program.

Sincerely,

Melissa Mintzer, Assistant Director

Email: Melissa.mintzer@pennmanor.net.

Phone: 717-872-9520 x1515

Penn Manor Productions Sponsorship Information

Thank you for your interest in helping Penn Manor Theatre!
 We expect over 3,000 audience members throughout our upcoming 2022 production.
SPRING MUSICAL - "The Addams Family" - March 10, 11, 12, 2022

All Star Club (\$250 & up)	Producer's Club (\$200 - \$249)	Director's Club (\$150- \$199)	Stage Manager's Club (\$100 - \$149)	Leading Role (\$50 - \$99)	Chorus Line (\$25 - \$49)	Fan Club (\$5 - \$24)
½ page ad	¼ page ad	1/8 page ad	1/8 page ad			
Electronic Ad Display	Electronic Ad Display	Electronic Ad Display	Electronic Ad Display			
Social Media Shoutout	Social Media Shoutout					
8 show tickets	6 show tickets	6 show tickets	4 show tickets	4 show tickets	2 show tickets	
Name in program	Name in program	Name in program	Name in program	Name in program	Name in program	Name in program

*All of these advertisements will be printed in black & white, on interior pages of the program booklet.

We are seeking three **"Tony Award" sponsors** –whose ads would be placed on the inside front/back or outside back covers. These would be full page ads, printed in color. Cost: \$350 – for The Addams Family. These will be reserved on a first-come basis.

Name of Organization, Individuals or message as it should appear in our program (approx. 30 characters):

Contact Name: _____ Contact Phone: _____

Contact Email Address: _____

*Name of PM Student/Adult who recruited Sponsor (if applicable): _____

Sponsorship Level: _____ Amount Enclosed: \$ _____

Please send all ads, contracts and payments to: **Penn Manor Productions**, Attention: Melissa Mintzer,
 100 E. Cottage Ave., Millersville, PA 17551 Email: Melissa.mintzer@pennmanor.net

Deadline for all contracts/ payments/ ad copy	Standard Ad Dimensions
November 1 st – for fall play printing February 11th – for spring musical printing	"Tony Award" covers: 5.5" (w) x 8.5" (h) Half page: 5.5" (w) x 4.25" (h) Vertical Quarter page: 2.75" (w) x 4.25 (h) Horizontal Quarter page: 5.5" (w) x 2" (h) Eighth page: 2.75" (w) x 2" (h)

We hope to hold a raffle of baskets/products/donated items to raise additional funds to benefit our theatre students.

YES – You can count on me to donate an item for a raffle during the spring musical!
 MAYBE - Contact me in mid-February for more details.

*Students receive credit for sponsorship sales to reduce out-of-pocket costs.