



Penn Manor School District

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

Fall Play: The Crucible November 18-19

Spring Musical: March, 2023

Dear Advertising Manager and/or Community members:

Penn Manor Productions is proud to present another year of theatrical productions in our new auditorium! 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, scenic design, costumes, makeup, props, marketing and much more.

Penn Manor's theatre reputation is strong, with students qualifying to compete at state and national levels. 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, props, furniture, 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 over 1400 for our spring shows. This year, our beloved fall play director, Carole Shellenberger, has announced her intention to retire from directing - and we expect many PM theatre alumni to attend to honor her - making this 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 friends, 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 equivalent to the value of the donation. We will recognize sponsors in both fall and spring program booklets if plans are in place; in order to meet our printing deadlines, we need a signed contract, payment and camera-ready artwork by November 1 (fall program).

We will also continue our electronic advertising display on the large screen in our auditorium and throughout our lobby as guests arrive. 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 online 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

Facebook: Penn Manor Theatre

blogs.pennmanor.net/mmintzer

Penn Manor Productions Sponsorship Information

Thank you for your interest in helping Penn Manor Theatre!

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: \$500 – for both fall & spring program booklets.

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.