

SPONSORSHIP

One way to raise money is to offer something in return, i.e. advertising space or recognition in your program, on posters or on ticket backs. You'll want to determine levels for each according to the amount of advertising they'll receive in return.

As always, each residency varies in audience and fundraising goal. You could offer exclusive rights to one organization or you can divvy it up between many. For example:

Exclusive Sponsorship—Find someone to sponsor your entire program and include their logo in programs, on posters and on ticket backs. Give them tickets to the show and a sponsor ad.

Co-Sponsor—Same as above but find 2 or 3 sponsors

Program Advertiser—Add some pages to your program and sell advertising space—the more pages you have, the more ads you can sell.

Sample Prices

Full page ad	\$400
½ page ad	\$225
¼ page ad	\$125

Ticket back Sponsor—If you print tickets, consider selling ad space on the back. Sometimes restaurants will offer a discount on a meal to draw customers—i.e. buy one get one free ice cream after the show.

Poster Sponsor—If you hang up fliers or posters around town, offer to list organizations for a fee. Also, try to find a printer to donate the cost of printing.

Be sure to provide ad space size ahead of time and request that logos and ads are given to you in plenty of time to print.