

The Musical Theater Center's

GALA 2008

Sponsorship Opportunities

⚡ Receive recognition as a community supporter of arts education

Support character building programs for young people ⚡

⚡ Help build a strong community and develop future leaders

Keep your name in front of 10,000+ potential customers ⚡

Join these other community businesses and organizations in supporting The Musical Theater Center's Educational, Scholarships and Outreach Programs

jetBlue
AIRWAYS

Marriott


Rolyn Companies, Inc.


Potomac
Wealth
Advisors


THE CAPITAL FINANCIAL GROUP
... the independent's choice


Sategourmet

The Washington Post

Comcast.

GALA 2008 will be held Thursday, November 6, 2008
at the Hilton Hotel in Rockville.

Sponsorship of The Musical Theater Center's GALA 2008 is a smart business decision! Not only will your sponsorship help children in our community grow and develop through the performing arts, it is an excellent way of marketing your company to thousands of potential customers.

All sponsors of GALA 2008 receive the following benefits:

Recognition at GALA 2008 before hundreds of Washington area community and business leaders:

- Company name and logo on invitation (sent to 3,000 households)
- Advertisement in GALA 2008 printed program
- Company name and logo on gifts given to all attendees at GALA 2008
- Recognition in audio-visual presentation occurring continuously throughout the evening at GALA 2008
- On-stage recognition during GALA 2008
- Company name and logo on signage at GALA 2008

Exposure throughout the year — 2008 - 2009

- Advertisements in MTC "playbills" for 2009 Performance Season (estimated audience attendance: 10,000)
- Recognition in MTC's **Inner Circle** in all printed "playbills"
- Company name and logo on MTC's online auction webpage during Fall 2008 (potential viewers: 20,000)
- Recognition in a special "thank you" advertisement placed in The Gazette Newspapers
- Company name and logo on "banner" on the homepage of MTC's website at www.musicaltheatercenter.org
- Advertisement in printed programs for MTC's Special Events during 2009
- Preferred seating tickets to MTC performances during the 2009 Performance Season

Sponsorship Levels

Event Sponsor - \$10,000

Dinner Sponsor - \$5,000

Auction Sponsor - \$3,500

Invitations Sponsors - \$3,000

Decorations Sponsor - \$2,000

Audio-Visual Presentation Sponsor - \$1,500

Scholarship Sponsor - \$1,500

Printed Program Sponsor - \$1,000

Business Sponsor - \$500

Event Sponsor \$10,000

The individual or company that is the **Event Sponsor** for GALA 2008 provides funding for all aspects of GALA 2008. There will only be one **Event Sponsor** and that individual or company will be prominently recognized as the **Event Sponsor** on all GALA 2008 promotional information, including the GALA Invitation.

Event Sponsor Benefits:

- Full-page advertisement in all MTC printed "playbills" for 2009 Performance Season
- Two-time "advertisement" of your business or service through MTC's e-mail contacts list (approximately 3,000 contacts)
- Recognition as the **Event Sponsor** on GALA 2008 invitation (if received by September 1, 2008)
- Recognition as the **Event Sponsor** on all signage and promotional material for GALA 2008
- Recognition as the **Event Sponsor** in a special "thank you" advertisement in The Gazette
- Recognition as the **Event Sponsor** of GALA 2008 on MTC's online auction homepage
- Recognition on MTC's website homepage as the **Event Sponsor** of GALA 2008
- Recognition in MTC's Inner Circle at the "Benefactor" level in all printed "playbills" for 2009 Performance Season
- Full-page advertisement in GALA 2008 printed program (in full-color on back page)
- Full-page advertisement in printed programs for MTC's Special Events during 2009
- Six preferred seating tickets to all MTC performances during the 2009 Performance Season
- Eight tickets (a table) to GALA 2008
- Performance at your company event in the Washington area by one of MTC's performing ensembles, **Singular Sensations** or **Upbeat Unlimited** (date subject to availability)

Dinner Sponsor \$5,000

The individuals or companies that are the **Dinner Sponsor** for GALA 2008 provide funding for the GALA 2008 dinner. The individuals or companies will be prominently recognized as a **Dinner Sponsor** on all GALA promotional information, including the GALA Invitation.

Dinner Sponsor Benefits:

- Full-page advertisement in all MTC printed “playbills” for 2009 Performance Season
- “Advertisement” of your business or service to MTC’s e-mail contacts list (approximately 3,000 contacts)
- Recognition as a **Dinner Sponsor** on invitation (if received by September 1, 2008)
- Recognition in MTC’s Inner Circle at the “Sustainer” level in all printed “playbills”
- Full-page advertisement in GALA 2008 printed program
- Full-page advertisement in printed programs for MTC’s Special Events during 2009
- Six preferred seating tickets to all MTC performances during the 2009 Performance Season
- Eight tickets (a table) to GALA 2008
- Performance at your company event in the Washington area by one of MTC’s performing ensembles, **Singular Sensations** or **Upbeat Unlimited** (date subject to availability)

Auction Sponsor \$3,500

The individuals or companies that underwrite the Auction for GALA 200 are responsible for providing funding for the Auctioneer and team, including auction “check out” personnel.

Auction Sponsor Benefits:

- Full-page advertisement in all MTC printed “playbills” for 2009 Performance Season (estimated audience attendance: 10,000)
- Recognition in MTC’s Inner Circle at the “Patron” level in all printed “playbills”
- Full-page advertisement in GALA 2008 printed program
- Full-page advertisement in printed programs for MTC’s Special Events during 2009
- Four preferred seating tickets to all MTC performances during the 2009 Performance Season
- Company name and logo imprinted on auction paddles as **Auction Sponsor**
- Eight tickets (a table) to GALA 2008
- Performance at your company event in the Washington area by one of MTC’s performing ensembles, **Singular Sensations** or **Upbeat Unlimited** (date subject to availability)

Invitation Sponsor \$3,000

The individuals or companies that underwrite the Invitations for GALA 2008 are responsible for providing funding for the Invitations and “Save the Date” Cards, including paper, printing, and postage. Underwriter’s name and logo will be printed on the invitations as **Invitation Sponsor**.

Invitation Sponsor Benefits:

- Full-page advertisement in all MTC printed “playbills” for 2009 Performance Season (estimated audience attendance: 10,000)
- Recognition in MTC’s Inner Circle at the “Patron” level in all printed “playbills”
- Full-page advertisement in GALA 2008 program
- Full-page advertisement in printed programs for MTC’s Special Events during 2009
- Four preferred seating tickets to all MTC performances during the 2009 Performance Season
- Six tickets to GALA 2008
- Recognition on invitation as **Invitation Sponsor**
- Performance at your company event in the Washington area by one of MTC’s performing ensembles, **Singular Sensations** or **Upbeat Unlimited** (date subject to availability)

Decorations Sponsor \$2,000

The individuals or companies that underwrite the Decorations for GALA 2008 are responsible for providing funding for the decorations for the room, tables and auction area, including place cards and favors.

Decorations Sponsor Benefits:

- Three-quarter page advertisement in all MTC printed “playbills” for 2009 Performance Season
- Recognition in MTC’s Inner Circle at the “Contributor” level in all printed “playbills”
- Full-page advertisement in GALA 2008 printed program
- Three-quarter page advertisement in printed programs for MTC’s Special Events during 2009
- Four preferred seating tickets to all MTC performances during the 2009 Performance Season
- Underwriter’s name and logo will be recognized as the **Decorations Sponsor** on tables and displays throughout the room
- Four tickets to GALA 2008

Audio-Visual Presentation Sponsor \$1,500

The individuals or companies that underwrite the Audio-Visual Presentation for GALA 2008 are responsible for providing funding for the development of and equipment for a Power Point presentation that will be shown continuously throughout the evening.

Audio-Visual Presentation Sponsor Benefits:

- Half-page advertisement in all MTC printed "playbills" for 2009 Performance Season
- Recognition in MTC's Inner Circle at the "Contributor" level in all printed "playbills"
- Half-page advertisement in GALA 2008 printed program
- Half-page advertisement in printed programs for MTC's Special Events during 2009
- Two preferred seating tickets to all MTC performances during the 2009 Performance Season
- Four tickets to GALA 2008
- Recognition during audio-visual presentation of underwriter's role as **Audio-Visual Sponsor**

Scholarship Sponsor \$1,500

The individuals or companies that underwrite the Scholarship Appeal for GALA 2008 are responsible for providing the foundation for the Scholarship Appeal that will be held that evening. The scholarships will enable children, who might not otherwise have the opportunity, to participate in MTC classes and productions.

Scholarship Sponsor Benefits:

- Half-page advertisement in all MTC printed "playbills" for 2009 Performance Season
- Recognition in MTC's Inner Circle at the "Contributor" level in all printed "playbills"
- Half-page advertisement in GALA 2008 printed program
- Half-page advertisement in printed programs for MTC's Special Events during 2009
- Two preferred seating tickets to all MTC performances during the 2009 Performance Season
- Four tickets to GALA 2008

Printed Program Sponsor - \$1,000

The individuals or companies that underwrite the **Printed Program** for GALA 2008 are responsible for providing funding for the printed program that is distributed to all attendees at GALA 2008. The name of the sponsor will be prominently displayed on the printed program.

Printed Program Sponsor Benefits:

- Quarter-page advertisement in all MTC printed "playbills" for 2009 Performance Season
- Recognition in MTC's Inner Circle at the "Producer" level in all printed "playbills"
- Half-page advertisement in GALA 2008 printed program
- Quarter-page advertisement in printed program for MTC's Special Events during 2009
- Two preferred seating tickets to three MTC performances during the 2009 Performance Season
- Two tickets to GALA 2008
- Company name prominently displayed as **Printed Program Sponsor** on the printed program

Business Sponsor - \$500

Businesses that become a **Business Sponsor** provide significant visibility for their company during the evening and throughout the year.

- Quarter-page advertisement in all MTC printed "playbills" for two shows during 2009 Performance Season
- Recognition in MTC's Inner Circle at the "Producer" level in all printed "playbills"
- Quarter-page advertisement in GALA 2008 printed program
- Quarter-page advertisement in printed program for MTC's Special Events during 2009
- Two preferred seating tickets to one MTC performance during the 2009 Performance Season

