

# BUSINESS SPONSORSHIP BENEFITS

SPONSORSHIP LEVEL	Cost	Business logo with click-through link on website homepage	Business logo with click-through link on website shows & tickets page	Business logo with click-through link on website individual show page	Business logo on Facebook event post	Business logo on electronic lobby display and pre-show slide show	One 1/2 page color ad p. 2 of playbill	One 1/4 page color ad inside back cover of playbill	Black and white ad inside playbill
<b>WEBSITE SPONSOR</b>									
Website Sponsor Annual	\$3,600	X				X			
Website Sponsor Three Months	\$1,200	X				X			
<b>SHOWS &amp; TICKETS PAGE SPONSOR</b>									
Ticket Page Sponsor Annual	\$2,000		X			X			
Ticket Page Sponsor Three Months	\$800		X			X			
<b>PRODUCTION SPONSOR</b>									
Gold Sponsor 4+ Performances	\$575			X	X	X	X		
Gold Sponsor 1-3 Performances	\$450			X	X	X	X		
Silver Sponsor 4+ Performances	\$400			X	X	X		X	
Silver Sponsor 1-3 Performances	\$250			X	X	X		X	
<b>FIRE &amp; ICE CONCERT SERIES SPONSOR</b>									
CONCERT Series Sponsor 3 Concerts	\$1,000		X	X	X	X			
CONCERT Sponsor	\$500			X	X	X			
CONCERT Friend	\$250					X			

Rev. 6/19/23



# SPONSOR OPPORTUNITIES

Beaver Dam Area Community Theatre (BDACT) relies on business sponsorships and patron donations for a significant portion of its operating revenue. We sincerely appreciate all patron donations as they help BDACT fulfill our mission:

*Serve the community with enriching and inspirational performing arts. Create an inclusive environment of engaged volunteers with hands-on learning and opportunities on and off stage. Utilize the BDACT Fine Arts Center to foster goals of education, connections, and quality entertainment.*



## Why should you become a Business Sponsor?

When your business name and logo appear in support of the Beaver Area Community Theatre (BDAC), you demonstrate your organization's commitment to the arts in our community. Your message has the potential to reach a diverse demographic when you sponsor classes for youth, entertainment that appeals to all ages and high-quality musical performances. When newcomers move to the area looking for things to do, BDAC is a visible opportunity to attract the interest and attention of new customers.

As a nonprofit 501C(3) corporation, BDAC relies on patron contributions and sponsor support to provide low-cost, high-quality performing arts and maintain the BDAC Fine Arts Center. As a sponsor, your business could be visible to more than 40,000 website visitors, 20,000 audience members, and 1,000 volunteers annually. As our 60th-anniversary approaches in 2024, a business sponsorship provides a winning opportunity to associate your business with a longstanding community organization with broad regional support.

## SPONSOR options to support BDAC

### BECOME A WEBSITE SPONSOR

Your logoed display ad (click-thru to your designated URL) prominently featured on the BDAC.org homepage. The site attracts more than 3,500 unique visitors monthly, keeping your business visible to everyone visiting BDAC.org for ticket purchases, class registrations, or other information.

**Three Months - \$1,200**  
**One Year - \$3,600**

### BECOME A SHOWS & TICKETS PAGE SPONSOR

Ticket page sponsors limited to three during any given month. Your logoed display ad (click-thru to your designated URL) prominently featured on the BDAC.org ticket page. The page attracts nearly 13,500 unique visitors annually, keeping your business visible to everyone visiting BDAC.org for ticket purchases, class registrations, or other information.

**Three Months - \$800**  
**One Year - \$2,000**

### BECOME A FIRE & ICE CONCERT SERIES SPONSOR

Our concert series features a variety of the region's best musical acts showcased on our stage with state-of-the-art sound and lighting systems. Get your business name in front of potential customers with a concert sponsorship package.

**Series - \$1,000**  
**Concert - \$500**  
**Concert Friend - \$250**

### BECOME A PRODUCTION SPONSOR

Show sponsorships are limited to six businesses at two levels.

#### Gold Sponsors (limit two per show) receive:

1. Your logoed display ad (click-thru to your designated URL) prominently featured on the Production page. This ad appears a minimum of one month before the show date and runs through the performance date.
2. Your business name or logo incorporated into the Facebook Event graphic as a show sponsor.
3. Your business listed on the show promotion slide featured on the donor board in the theatre lobby.
4. All the following, as applicable: A sponsorship acknowledgment during the preshow announcement. A half-page color ad inside the front cover of the show program.

**1-3 performances - \$450**  
**4 + Performances - \$575**

#### Silver Sponsors (limit four per show) receive:

1. Your logoed display ad (click-thru to your designated URL) prominently featured on the Production page. This ad appears a minimum of one month before the show date and runs through the performance date.
2. If the show distributes printed programs: a quarter-page color ad inside the back cover of the program.

**1 to 3 performances - \$250**  
**4 + Performances - \$400**

# I WANT TO BE A BDAC SPONSOR

Business Name:

Contact Name:

Phone:

Address:

Email:

Website:

### SPONSORSHIP LEVEL

- Website Sponsor - Annual
- Website Sponsor - Three Month
- Shows & Tickets Page Sponsor - Annual
- Shows & Tickets Page Sponsor - Three Month
- Gold Production Sponsor (4+ Performances)
- Gold Production Sponsor (1-3 Performances)
- Silver Production Sponsor (4+ Performances)
- Silver Production Sponsor (1-3 Performances)
- Fire & Ice Concert Series Sponsor
- Fire & Ice Concert Sponsor
- Fire & Ice Concert Friend

Please send this form to:

**David Alan Smith, Managing Director**  
**BDAC**

**117 West Maple Avenue**  
**Beaver Dam, WI 53916**

Or, call or email:  
**920-885-6891**

**managingdirector@bdact.org**