

HOPE SUMMER REPERTORY THEATRE



ADVERTISE • SPONSOR • PROMOTE YOUR BUSINESS

- Reach an audience which spends locally while you support the arts!
- Our audience has the demographics your business wants to reach
- Our programs are circulated to over 20,000 people
- Position your business as a supporter of the arts in our community

Hope Summer Repertory Theatre (HSRT) is gearing up for its 46th season of providing the West Michigan community with outstanding, professional theatre. We invite you to show your support for the arts and spread the word about your business by advertising in our HSRT programs or by becoming a Business Promoter.

Enclosed are samples of the actual sizes of both programs, rate information, a contract and Business Promoter agreement. We are excited to offer several ways for you to showcase your business or organization:

- Business Promoter Performance and Title Sponsor opportunities
- A children's program for our youngest demographic, their parents and grandparents.
- Save 50% on your children's program ad when you advertise in both programs
- The opportunity to save on your advertising by responding early.

As an added thank you when you advertise with us we will send you two courtesy passes which will allow you to attend the show of your choice.

This seasons mainstage shows include *Working*, *Driving Miss Daisy*, *Annie* and *A View From the Bridge*. Our shows for children and those young at heart are *School House Rock Live!* and *Curious George: The Golden Meatball*. This season promises to be one the entire family will enjoy.

Thank you for considering a partnership with HSRT to create exciting theatre experiences for our community. If you have questions about rates, advertising requirements, sponsorship opportunities please email hsrtpr@hope.edu, or call 616-395-7600. We look forward to partnering with you.

Sincerely,

Anne Bakker
Managing Director
Hope Summer Repertory Theatre

PROMOTE YOUR BUSINESS AND GIVE CUSTOMERS AND EMPLOYEES THE GIFT OF LIVE THEATRE

BUSINESS PROMOTER TICKET PACKAGES

Option 1: Purchase a minimum of 8 Best Buy Season Packages at a discounted rate of \$72 per package.

Each package is good for all four mainstage productions
(Save \$18 per package)

your business/organization will be listed as a Business Promoter in both programs.

Option 2: Purchase a minimum of 20 ticket courtesy passes at \$25 each
(Save \$15 per pass over regular price)

Passes maybe redeemed for tickets to any of our six productions.

your business/organization will be listed as a Business Promoter in both programs.

BUSINESS PROMOTER PERFORMANCE SPONSOR

Provide your customers and employees with live theatre experiences while supporting HSRT and the arts in our community.

Our performance sponsor packages provide a variety of ticket and group event opportunities for your business.

You will be assigned an event specialist who will work with you to plan your event from beginning to end and welcome you to the theatre on the evening of your performance.

Contact Aleah Mitchell or Anne Bakker at 616-395-7600 for more information.

\$1000 LEVEL

10 ticket passes to any production (based on availability)

1/4 page advertisement in main program

VIP priority seating (based on availability)

Listed as a Business Promoter in both programs

\$2500 LEVEL

8 ticket passes to any production (based on availability)

1/2 page advertisement in main program

VIP priority seating (based on availability)

25 tickets for group event

Acknowledgement in curtain speech on evening of event

Recognition in the lobby on evening of group event

Listed as a Business Promoter in both programs

\$5000 LEVEL

10 ticket passes to any production (based on availability)

Full page advertisement in main program

VIP priority seating (based on availability)

50 tickets for group event

Acknowledgement in curtain speech on evening of group event

Recognition in the lobby on evening of group event

Listed as a Business Promoter in both programs

\$7500 LEVEL

20 ticket passes to any production (based on availability)

Full page advertisement in main program

VIP priority seating (based on availability)

75 tickets for group event

Acknowledgement in curtain speech on evening of event

Recognition in the lobby on evening of group event

Listed as a Business Promoter in both programs

\$10,000 LEVEL

20 ticket passes to any production (based on availability)

Full page advertisement in main program

VIP priority seating (based on availability)

100 tickets for group event

Acknowledgement in curtain speech on evening of group event

Recognition in the lobby on evening of group event

Listed as a Business Promoter in program

BUSINESS PROMOTER TITLE SPONSOR

**\$10,000 - CHILDREN'S SHOW SPONSOR
(2 opportunities)**

Recognition at each performance of show, in the curtain speech, program and advertising

20 ticket passes for any production (Based on availability)

Full page recognition in both programs

VIP priority seating (Based availability)

**\$25,000 MAIN TITLE SPONSOR
(4 opportunities)**

Recognition at each performance of show, in the curtain speech, program and advertising

50 ticket passes for any mainstage production

(Based on availability)

Full page recognition in both programs

VIP priority seating (Based availability)

FOR MORE INFORMATION CONTACT:

Aleah Mitchell - Marketing & Sales Assistant

Anne Bakker - Managing Director

hsrtpr@hope.edu

616-395-7600

HSRT Advertising

PO Box 9000

Holland, MI 49422-9000

ADVERTISING & SPONSORSHIP OPPORTUNITIES



**HOPE
SUMMER
REPERTORY
THEATRE
SEASON 46**

**WORKING • DRIVING MISS DAISY • ANNIE • A VIEW FROM THE BRIDGE
SCHOOL HOUSE ROCK LIVE! • CURIOUS GEORGE**

JUNE 16 - AUGUST 12

2017

HOPE SUMMER REPERTORY THEATRE



As a business in the Holland community, we are excited to offer you the opportunity to partner with Hope Summer Repertory Theatre to advertise your business or organization.

- Reach an audience which spends locally while you support the arts!
- Our audience has the demographics your business wants to reach
- Our programs are circulated to over 20,000 people
- Position your business as a supporter of the arts in our community

PROGRAM ADVERTISING RATES

2017 RATES - MAIN PROGRAM

Program size 8.5 w x 11 h	Full Price (Due 5/15/17)	Discount* (Due 4/30/17)
COLOR		
Back Cover	8.5 w x 11 h \$2000	na
Inside Front/Back Cover	8.5 w x 11 h \$1800	\$1700
BLACK & WHITE		
Full Page	7.5 w x 10 h \$1600	\$1500
1/2 page-horizontal	7.5 w x 5 h \$900	\$850
1/2 page-vertical	3.75 w x 10 h \$900	\$850
1/3 page-horizontal	7.5 w x 3.33 h \$700	\$650
1/3 page - vertical	5 w x 10 h \$700	\$650
1/4 page	3.75 w x 5 h \$500	\$450

*2017 discount prices apply to contracts received by April 30, 2017 with full payment.

NEW Children's Performance Troupe Program Advertising Opportunities

Geared toward our younger demographic. Program will be given to all audience members who attend performances of *School House Rock Live!* and *Curious George* as well as children who attend *Annie*. (More than 5000 impressions)
Save 50% on CPT program ad when purchasing main program ad of any size at the 2017 full price.

CPT PROGRAM ADVERTISING RATES

Program Size 7 w x 8.5 h	Full (Due 5/15/17)	Discount (Due 4/30/17)	Both Programs (Due 4/30/17) Plus the cost of any size 2017 Main Program full price ad
Color			
Back Cover (add .25 bleed) 7 w x 8.5 h	\$1000	\$800	\$500
Inside Front/Back Cover 6.25 w x 7.5 h	\$800	\$750	\$400
Black and White			
Full Page 6.25 w x 7.5 h	\$750	\$700	\$375
1/2 page - horizontal 6.25 w x 3.75 h	\$450	\$400	\$225
1/2 page - vertical 3.125 w x 7.5 h	\$450	\$400	\$225
1/4 page 3.125 w x 3.75 h	\$250	\$200	\$125

ART WORK INFORMATION: InDesign CS6 or earlier, collected for output

Illustrator (eps with all placed images included, all fonts converted to paths or outlines)

Photoshop (tif, eps, jpg, pdf) • *Microsoft Publisher files will not be accepted*

300 dpi

Preferred formats: tif, eps, jpg and high res pdf files

Artwork may be emailed to: hrstpr@hope.edu

1/4 Page
3.75 W X 5 H

2017 Full Price
\$500
Discount Price
\$450

1/3 Page Vertical
2.5 W X 10 H
Full Price
\$700
Discount Price
\$650

1/2 Page Vertical
3.75 W X 10 H

2017 Full Price
\$900
Discount Price
\$850

1/2 Page Horizontal
7.5 W X 5 H
2017 Full Price
\$900
Discount Price
\$850

1/3 Page Horizontal
7.5 W X 3.33 H
Full Price
\$700
Discount Price
\$650

Full Page
7.5 W X 10 H
2017 Full Price
\$1600
Discount Price
\$1500

BUSINESS PROMOTER TITLE SPONSOR

\$10,000 - CHILDREN'S SHOW SPONSOR (2 opportunities)

Recognition at each performance of show,
in the curtain speech, program and advertising
20 ticket passes for any production
(Based on availability)

Full page recognition in both programs
VIP priority seating (Based availability)

\$25,000 MAIN TITLE SPONSOR (4 opportunities)

Recognition at each performance of show,
in the curtain speech, program and advertising
50 ticket passes for any mainstage production
(Based on availability)

Full page recognition in both program
VIP priority seating (Based availability)

PROMOTE YOUR BUSINESS AND GIVE CUSTOMERS AND EMPLOYEES THE GIFT OF LIVE THEATRE

BUSINESS PROMOTER TICKET PACKAGES

Option 1: Purchase a minimum of 8 Best Buy Season Packages at
a discounted rate of \$72 per package.

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(Save \$18 per package)

your business/organization will be listed as a Business Promoter in both programs.

Option 2: Purchase a minimum of 20 ticket courtesy passes at \$25 each
(Save \$15 per pass over regular price)

Passes maybe redeemed for tickets to any of our six productions.

your business/organization will be listed as a Business Promoter in both programs.

FOR MORE INFORMATION CONTACT:

**HOPE
SUMMER
REPERTORY
THEATRE**



HSRT Advertising
PO Box 9000
Holland, MI 49422-9000

Aleah Mitchell - Marketing & Sales Assistant
Anne Bakker - Managing Director
hsrtpr@hope.edu
www.hope.edu/hsrt

616-395-7600



Theatre Experiences for all Ages....

*HSRT Business and Organization Advertising
and Sponsorship Opportunities*

2017 Season Prices

1/4 Page
3.125 W X 3.75 H

Full Price
\$250

Discount Price
\$200

Price w/ Main Program Ad
\$125

1/2 Page Vertical
3.125 W X 7.50 H

Full Price
\$450

Discount Price
\$400

Price w/ Main Program Ad
\$225

Full Page
6.25 W X 7.5 H

Full Price
\$750

Discount Price
\$700

Price w/ Main Program Ad
\$375

1/2 Page Horizontal
6.25 W X 3.75 H

Full Price
\$450

Discount Price
\$400

Price w/ Main Program Ad
\$225



NEW Children's Performance Troupe Program

Advertising Opportunities

Geared towards our younger demographic.

Will be given to all audience members

who attend performances of *School House Rock* and *Curious*

George as well as children who attend *Annie*.

(More than 5000 impressions)

Save 50% on CPT program ad when purchasing main program ad of any size at the 2017 full price.

CPT PROGRAM ADVERTISING RATES

Program Size: 7 w x 8.5 h

	Full (Due 5/15/17)	Discount* (Due 4/30/17)	Both Programs (Due 4/30/17) Plus the cost of any size 2017 Main Program full price ad
Color			
Back Cover 7w x 8.5h (add .25 bleed)	\$1000	\$800	\$500
Inside Front or Back Cover 6.25w x 7.5h	\$800	\$750	\$400
Black and White			
Full Page 6.25 w x 7.5 h	\$750	\$700	\$375
1/2 page - horizontal 6.25 w x 3.75 h	\$450	\$400	\$225
1/2 page - vertical 3.125 w x 7.5 h	\$450	\$400	\$225
1/4 page 3.125 w x 3.75 h	\$250	\$200	\$125

**Discount prices apply to contracts received by April 30, 2017 with full payment.*

Save 50% on children's program ad when purchasing main program ad

of any size at 2017 full price (Deadline April 30, 2017).

ART WORK INFORMATION: InDesign CS6 or earlier, collected for output

Illustrator (eps with all placed images included, all fonts converted to paths or outlines)

Photoshop (tif, eps, jpg, pdf) • *Microsoft Publisher files will not be accepted*

300 dpi

Preferred formats: tif, eps, jpg and high res pdf files

Artwork may be emailed to: hrstpr@hope.edu



**2017 ADVERTISING PROGRAM
CONTRACT**

**TAKE ADVANTAGE OF OUR DISCOUNTED RATES
RETURN CONTRACT BY APRIL 30, 2017
AND SAVE**

Business/Organization Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

2017 RATES - MAIN PROGRAM

Program size: 8.5 w x 11 h		Full Price	Discount*	
Due Date:		(Due 5/15/17)	(Due 4/30/17)	
COLOR				
Back Cover	8.5 w x 11 h	\$2000	na	= \$ _____
Inside Front/Back Cover	8.5 w x 11 h	\$1800	\$1700	= \$ _____
BLACK & WHITE				
Full Page	7.5 w x 10 h	\$1600	\$1500	= \$ _____
1/2 page-horizontal	7.5 w x 5 h	\$900	\$850	= \$ _____
1/2 page-vertical	3.75 w x 10 h	\$900	\$850	= \$ _____
1/3 page-horizontal	7.5 w x 3.33 h	\$700	\$650	= \$ _____
1/3 page - vertical	5 w x 10 h	\$700	\$650	= \$ _____
1/4 page	3.75 w x 5 h	\$500	\$450	= \$ _____

2017 RATES CHILDREN'S PROGRAM

Program Size: 7 w x 8.5 h	Full	Discount	Both Programs	
Due Date:	(Due 5/15/17)	(Due 4/30/17)	(Due 4/30/17)	
	Plus the cost of any size 2017 main program full price ad			
Color				
___ Back Cover 7 w x 8.5 h (add .25 bleed)	\$1000	\$800	\$500 + \$ _____	= \$ _____
___ Inside Front/Back Cover 6.25 w x 7.5 h	\$800	\$750	\$400 + \$ _____	= \$ _____
Black and White				
___ Full Page 6.25 w x 7.5 h	\$750	\$700	\$375 + \$ _____	= \$ _____
___ 1/2 page - horizontal 6.25 w x 3.75 h	\$450	\$400	\$225 + \$ _____	= \$ _____
___ 1/2 page - vertical 3.125 w x 7.5 h	\$450	\$400	\$225 + \$ _____	= \$ _____
___ 1/4 page 3.125 w x 3.75 h	\$250	\$200	\$125 + \$ _____	= \$ _____

Total Due : _____

Payment Type:

___ Check (made payable to Hope College)

___ Credit Card Circle: Visa MasterCard American Express Discover



_____ Exp: _____ CVV _____

Please complete both sides of contract

FINE PRINT SECTION

1. Ads will appear in all issues of the Hope Summer Repertory Theatre program at the rates set forth on the front side of this contract.
2. Ads will be produced in one color, black on white or reverse type. The only exception to this is the back cover, and inside back and inside front cover which is full color.
3. The advertiser is responsible for camera-ready art work (hard copy or electronic), exactly as it is to appear in the program.
4. Ads will be identical in all of the programs.
5. Advertising space may only be used for a single business, company, or organization. It may not be divided for use by more than one enterprise.
6. Advertisements in the main program may not contain "clip-out" coupons.
7. Full payment for advertisements should be made when contract is returned. Ads will not be printed if full payment is not received prior to May 15, 2017.
8. Payments received prior to April 30, 2017 will be at the 2017 discount price.
9. Contracts, including art work, must be submitted by May 15, 2017 to be included in the program.

ART WORK INFORMATION:

300 dpi • Preferred formats: tif, eps and high res pdf files

InDesign CS6 or earlier, collected for output

Illustrator (eps with all placed images included, all fonts converted to paths or outlines)

Photoshop (tif, eps, pdf) • *Microsoft Publisher files will not be accepted*

Submit artwork electronically: hsrtpr@hope.edu

A hard copy may be dropped off at the Hope Theatre Office 2nd Floor DeWitt - 141 E. 12th St.

Mailed: HSRT Advertising • PO Box 9000 • Holland MI 49422-9000

You are authorized to publish in the 2017 Hope Summer Repertory Theatre program the advertisement of:

Company Name: _____
(please print or type)

Comments: _____

This order is signed and accepted, subject to the conditions above.

Signature

Title

Date

Please contact Aleah Mitchell, HSRT Marketing and Sales Assistant,
or Anne Bakker, Managing Director at 616-395-7600
or hsrtpr@hope.edu with any questions.

Please return completed contract and payment to:

HSRT Advertising

PO Box 9000

Holland, MI 49422-9000

**HOPE
SUMMER
REPERTORY
THEATRE**



**Business Promoter
Agreement**

Deadline: May 15, 2017

Business/Organization Name: _____

Contact Name: _____ Contact Phone: _____

Contact Email: _____

Billing Address: _____

City: _____ State: _____ Zip: _____

Business Promoter Ticket Packages

Provide your customers and employees with live theatre experiences while supporting HSRT and the arts in our community.

Option 1:

Buy a minimum of 8 Best Buy season coupons at \$72 per coupon (Save \$18 off regular price)

_____ Best Buy Season coupons x \$72.00 per coupon = \$ _____

Option 2:

Buy a minimum of 20 courtesy passes at \$25 (\$15 off the regular price)

_____ Courtesy passes x \$25.00 per pass = \$ _____

Total Due: _____

Business Promoter Performance Sponsor

___ I am interested in becoming a performance sponsor. Please contact me to discuss the details.

___ **\$1000 Sponsor** ___ **\$2500 Sponsor** ___ **\$5000 Sponsor** ___ **\$10,000 Sponsor**

Business Promoter Title Sponsor

___ I am interested in becoming a HSRT Title sponsor. Please contact me to discuss the details.

___ **\$10,000 Children's Show** ___ **\$25,000 Main Title**

Payment Type:

___ Check (made payable to Hope College)

___ Credit Card Circle: Visa MasterCard American Express Discover



_____ Exp: _____ CVV _____

Please return contract with payment to HSRT Advertising • PO BOX 9000 • Holland, MI 49422-9000
Phone: 616-395-7600 • Email: hsrtptr@hope.edu