

# HOPE SUMMER REPERTORY THEATRE



## JOIN US FOR SEASON 48 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 48th 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 renewal contract and Business Promoter agreement, and our 2018 Annual Report which will show you the progress we are making.

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 secure your advertising at a discounted rate if you return your order by April 20, 2019

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 *Murder for Two*, *West Side Story*, *The Old Man and The Old Moon* and *truth: The Testimonial of Sojourner Truth*, and *Shakespeare in Love*. Our shows for children and those young at heart are *Elephant and Piggie's We Are In The Play* based on the children's books by Mo Willems and our Emerging Artists Initiative production of *Cinderella*.

Thank you for your support of HSRT's efforts to create exciting theatre experiences for our community. If you have questions about rates, advertising requirements, or sponsorship opportunities please email me directly at [abakker@hope.edu](mailto:abakker@hope.edu), or call 616-395-7602. We look forward to partnering with you.

Sincerely,

Anne Bakker

Managing Director

Hope Summer Repertory Theatre

**HOPE SUMMER REPERTORY THEATRE • PO BOX 9000 • HOLLAND MI 49422-9000  
616.395.7600 • HSRTPR@HOPE.EDU**

**1/4 Page**  
**3.75 W X 5 H**

**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**

**Full Price**  
**\$900**  
**Discount Price**  
**\$850**

**FOR MORE INFORMATION CONTACT:**

Anne Bakker - Managing Director  
abakker@hope.edu

**616-395-7602**

**1/2 Page Horizontal**  
**7.5 W X 5 H**  
**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**

**Full Price**  
**\$1600**  
**Discount Price**  
**\$1500**

# JOIN US FOR SEASON 48

## BUSINESS PROMOTER & ADVERTISING OPPORTUNITIES

**HOPE  
SUMMER  
REPERTORY  
THEATRE**



*MURDER for TWO • WEST SIDE STORY*

*truth: THE TESTIMONIAL OF SOJOURNER TRUTH*

*SHAKESPEARE IN LOVE • THE OLD MAN AND THE OLD MOON*

*ELEPHANT AND PIGGIE's - WE ARE IN A PLAY!*

EMERGING ARTIST INITIATIVE

### JUNE 7 - AUGUST 9, 2019

## CREATE LASTING IMPRESSIONS AND PARTNER WITH HSRT

As a business/organization in West Michigan we are excited to offer you the opportunity promote and advertise your business to our audiences, while providing your customers and employees with the gift of live theatre!

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

### BUSINESS PROMOTER PERFORMANCE SPONSORSHIPS

Our performance sponsor packages provide a variety of ticket, advertising and event opportunities for your business or organization. These packages are great opportunity for a night out with customers or as a way to recognize and appreciate employees.

When you become a performance sponsor, you will be assigned an event specialist who will work with you to plan your event from beginning to end, welcome you to the theatre on the evening of your performance and create a unique and memorable experience for your guests. Each level can be tailored to fit your individual needs and budget.

#### \$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 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 evening of group event
- Recognition in the lobby on evening of group event
- Listed as a Business Promoter in both programs

### TITLE SPONSORSHIPS

#### \$25,000 MAIN TITLE SPONSOR (5 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)

#### \$10,000 - CHILDREN'S SHOW SPONSOR

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)

### BUSINESS PROMOTER TICKET PACKAGES

#### Ticket Package Option:

Purchase a minimum of 8 Best Buy Season Packages at a discounted rate of \$80 per package. Each package is good for four mainstage productions (Save \$18 per package)

#### Bonus Ticket Package Option:

Purchase a minimum of 8 Bonus Season Packages at a discounted rate of \$100 per package. Each package is good for the four mainstage productions PLUS *Murder for Two*. (Save \$35 per package)

#### Single Ticket Option:

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 productions.

*Each option includes a listing in both the main program and children's program as a Business Promoter*

## BE SEEN SUPPORTING THE ARTS WITH PROGRAM ADVERTISING

Join the many businesses and organizations who support HSRT. We produce two programs for our audience members: our main program is given to each audience member at our mainstage productions, and our children's program is given to anyone who attends our children's productions, and to children who attend our mainstage productions of *The Old Man and The Old Moon* and *West Side Story*. This is a great way to be seen supporting live theatre in our community and reach an audience that spends locally.

### PROGRAM ADVERTISING RATES

#### 2019 RATES - MAIN PROGRAM

Program size 8.5 w x 11 h	Full Price (Due 5/10/19)	Discount* (Due 4/20/19)
Due Date:		
<b>COLOR</b>		
Back Cover 8.5 w x 11 h	\$2000	na
Inside Front/Back Cover 8.5 w x 11 h	\$1800	\$1700
<b>BLACK &amp; WHITE</b>		
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

\*discount rates apply to contracts received by April 20, 2019 with full payment.

#### 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

**Preferred formats at 300 dpi:**

**tif, eps, jpg and high res pdf files**

Artwork may be emailed to: hsrtptr@hope.edu

### CHILDREN'S PROGRAM ADVERTISING

Geared toward a younger demographic. This program will be given to all audience members who attend performances of *Elephant and Piggie's We Are In A Play*, as well as children who attend *The Old Man and The Old Moon*, and our new Emerging Artist Initiative production (More than 5000 impressions). **Save 50% on Children's program ad when purchasing main program ad of any size at the 2019 full price.**

#### 2019 RATES - CHILDREN'S PROGRAM

Program Size 7 w x 8.5 h	Full (Due 5/10/19)	Discount (Due 4/20/19)	Both Programs (Due 4/20/19) Plus the cost of any size 2019 Main Program full price ad
Due Date:			
<b>Color</b>			
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
<b>Black and White</b>			
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

### CENTER STAGE CIRCLE

If you are interested in supporting HSRT as an individual donor consider joining The Center Stage Circle. Your donation provides support specifically to HSRT.

Donors receive:

- Special recognition in our season programs
- The opportunity to choose dates for our productions before the general public
- Access to VIP seating when purchasing your tickets and season packages. (based on availability)
- Invitations to special Center Stage Circle events like the Summer Gala, Previews, Season Reveal and more!



- The Producers Circle \$5,000 and above
- The Directors Circle \$2,500 to \$4,999
- The Playwrights Circle \$1,500 to \$2,499
- The Actors Circle \$500 to \$1,499

**For Questions or more information contact:**

Anne Bakker - Managing Director • abakker@hope.edu • 616.395.7602

## BUSINESS PROMOTER TITLE SPONSOR

### \$10,000 - CHILDREN'S SHOW TITLE SPONSOR

- 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 production (Based on availability)
- Full page recognition in both programs
- Preview Event for four guests to *West Side Story* (June 20)
- VIP priority seating (Based availability)

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

**Ticket Package Option:** Purchase a minimum of 8 Best Buy Season Packages at a discounted rate of \$80 per package. Each package is good for all four mainstage productions (Save \$18 per package)

**Bonus Ticket Package Option:** Purchase a minimum of 8 Bonus Season Packages at a discounted rate of \$100 per package. Each package is good for the four mainstage productions PLUS *Murder for Two*. (Save \$35 per package)

**Single Ticket Option:**

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 productions.

*Each option includes a listing in both the main program  
and children's program as a Business Promoter*

### FOR MORE INFORMATION CONTACT:

Anne Bakker - Managing Director  
abakker@hope.edu  
www.hope.edu/hsrt

**616-395-7600**

HOPE  
SUMMER  
REPERTORY  
THEATRE



## Support Theatre Experiences for all Ages

HOPE  
SUMMER  
REPERTORY  
THEATRE



Business and Organization  
Sponsorship and Advertising  
Opportunities

**2019**

**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 7.5 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**



Autographs with cast and crew of *Dragon Pack Snack Attack*



Autographs with Cast after a Performance of *The Wiz*



Children at Maranda Park Party



Waiting to see the show

## Children's Program Advertising Opportunities

Geared toward our younger demographic. Programs are given to all audience members who attend performances of *Elephant and Piggie's We Are In A Play!* and *Cinderella*. They are also given to children who see, *The Old Man and The Old Moon*, and *West Side Story* (More than 5000 impressions).

### In addition to your ad, each program includes:

- Age appropriate information about each production
- An autograph page for cast and crew autographs
- Coloring pages so the program becomes a keepsake

**Save 50% on children's program ad when purchasing main program ad of any size at the 2019 full price.**

## CHILDREN'S PROGRAM ADVERTISING RATES

**Program Size:** 7 w x 8.5 h

	<b>Full</b> (Due 5/10/19)	<b>Discount*</b> (Due 4/20/19)	<b>Both Programs</b> (Due 4/20/19) <small>Plus the cost of any size main program full price ad</small>
<b>Color</b>			
<b>Back Cover</b> 7 w x 8.5 h (add .25 bleed)	\$1000	\$800	\$500
<b>Inside Front/Back Cover</b> 6.25 w x 7.5 h	\$800	\$750	\$400
<b>Black &amp; White</b>			
<b>Full Page</b> 6.25 w x 7.5 h	\$750	\$700	\$375
<b>1/2 page - horizontal</b> 6.25 w x 3.75 h	\$450	\$400	\$225
<b>1/2 page - vertical</b> 3.125 w x 7.5 h	\$450	\$400	\$225
<b>1/4 page</b> 3.125 w x 3.75 h	\$250	\$200	\$125

\*Discount prices apply to contracts received by April 20, 2019 with full payment.

Save 50% on children's program ad when purchasing main program ad of any size at 2019 full price (Deadline April 20, 2019).

### ART WORK INFORMATION:

InDesign CS6 or earlier, collected for output

Illustrator (eps with placed images included, all fonts converted to paths/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 e-mailed to: [hsrtp@hope.edu](mailto:hsrtp@hope.edu)



**2019 ADVERTISING PROGRAM  
CONTRACT**

**TAKE ADVANTAGE OF OUR DISCOUNTED RATES  
RETURN CONTRACT BY APRIL 20, 2019  
AND SAVE**

Business/Organization Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Contact Phone: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**2019 RATES - MAIN PROGRAM**

<b>Program size:</b> 8.5 w x 11 h	<b>Full Price</b>	<b>Discount*</b>	
<b>Due Date:</b>	(Due 5/10/19)	(Due 4/20/19)	
<b>COLOR</b>			
Back Cover 8.5 w x 11 h	\$2000	na	= \$ _____
Inside Front/Back Cover 8.5 w x 11 h	\$1800	\$1700	= \$ _____
<b>BLACK &amp; WHITE</b>			
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	= \$ _____

**2019 RATES CHILDREN'S PROGRAM**

<b>Program Size:</b> 7 w x 8.5 h	<b>Full</b>	<b>Discount</b>	<b>Both Programs</b>	
<b>Due Date:</b>	(Due 5/10/19)	(Due 4/20/19)	(Due 4/20/19)	
Plus the cost of any size 2019 main program full price ad				
<b>Color</b>				
___ 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 + \$ _____	= \$ _____
<b>Black and White</b>				
___ 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 10, 2019.
8. Payments received prior to April 20, 2019 will be at the 2019 discount price.
9. Contracts, including art work, must be submitted by May 10, 2019 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](mailto: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 2019 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

Anne Bakker, Managing Director at 616-395-7600  
or [hsrtpr@hope.edu](mailto:hsrtpr@hope.edu) with any questions.

**Please return completed contract and payment to:  
HSRT Advertising • PO Box 9000 • Holland, MI 49422-9000  
Electronically: [hsrtpr@hope.edu](mailto:hsrtpr@hope.edu)**