

# 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 47th 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 *The Wiz*, *An Iliad*, *The Odd Couple* and *Godspell*. Our show for children and those young at heart is *Dragon Pack Snack Attack-The Musical* based on the children's book by Holland's own Joel Schoon Tanis and Jeff Grooters.

This seasons artwork was done by Joel Schoon Tanis. When you become a season sponsor for our children's or mainstage productions you will receive a limited edition framed 12 x 12 print of Joel's season painting.

Thank you for considering a partnership with HSRT to create exciting theatre experiences for our community. If you have questions about rates, advertising requirements, or sponsorship opportunities please e-mail [hsrtpr@hope.edu](mailto:hsrtpr@hope.edu), or call 616-395-7600. 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**

# HSRT ADVERTISING & SPONSORSHIP OPPORTUNITIES



THE WIZ • THE ODD COUPLE • AN ILIAD • GODSPELL  
DRAGON PACK SNACK ATTACK

**JUNE 13 - AUGUST 10, 2018**



**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**

**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**

# 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

### 2018 RATES - MAIN PROGRAM

Program size 8.5 w x 11 h		Full Price	Discount*
Due Date:		(Due 5/11/18)	(Due 4/27/18)
<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

\*2017 discount prices apply to contracts received by April 27, 2018 with full payment.

### Children's Performance Troupe Program Advertising Opportunities

Geared toward our younger demographic. Program will be given to all audience members who attend performances of

*Dragon Pack Snack Attack*, as well as children who attend *The Wiz* and *Godspell* (More than 5000 impressions).

Save 50% on CPT program ad when purchasing main program ad of any size at the 2018 full price.

### CPT PROGRAM ADVERTISING RATES

Program Size 7 w x 8.5 h		Full	Discount	Both Programs
		(Due 5/11/18)	(Due 4/27/18)	(Due 4/27/18)
				Plus the cost of any size 2018 Main Program full price ad
<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

**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](mailto:hrstpr@hope.edu)

(Cover Artwork done by Joel Schoon Tanis)

# 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 may be redeemed for tickets to any of our five 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 Rachel Dion 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 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 program

## BUSINESS PROMOTER TITLE SPONSOR

### \$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 on availability)  
**BONUS:** Framed 12 x 12 Limited Edition Print of  
Joel Schoon Tanis HSRT season painting

### \$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 on availability)

## FOR MORE INFORMATION CONTACT:

Rachel Dion - Assistant to the Managing Director  
Anne Bakker - Managing Director  
hsrtpr@hope.edu

**616-395-7600**

HSRT Advertising  
PO Box 9000  
Holland, MI 49422-9000



## 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
- Preview Event for four guests to *Dragon Pack Snack Attack* (June 12)
- VIP priority seating (Based availability)
- **Bonus:** Limited Edition 12 x 12 framed print of Joel Schoon Tanis' season painting

### \$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
- Preview Event for four guests to *The Wiz* (June 21)
- VIP priority seating (Based availability)
- **Bonus:** Limited Edition 12 x 12 framed print of Joel Schoon Tanis' season painting

## 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 five productions.

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

### FOR MORE INFORMATION CONTACT:

Rachel Dion - Assistant to the Managing Director

Anne Bakker - Managing Director

hsrtpr@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 Advertising and Sponsorship Opportunities

**2018**

**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**

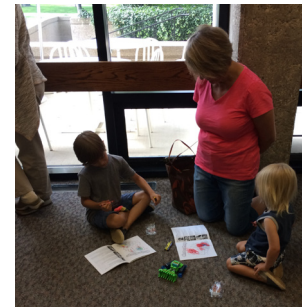
**Full Price**  
**\$450**

**Discount Price**  
**\$400**

**Price w/ Main Program Ad**  
**\$225**



Autographs with cast and crew  
of *Curious George*



Coloring program before  
performance



Autographs with Annie



Autographs with cast

## Children's Performance Program Advertising Opportunities

Geared toward our younger demographic. Programs are given to all audience members who attend performances of *Dragon Pack Snack Attack*, *The Wiz* and *Godspell* (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 2018 full price.**

## CHILDREN'S PROGRAM ADVERTISING RATES

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

	<b>Full</b> (Due 5/11/18)	<b>Discount*</b> (Due 4/27/18)	<b>Both Programs</b> (Due 4/27/18) Plus the cost of any size main program full price ad
<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 27, 2018 with full payment.*

*Save 50% on children's program ad when purchasing main program ad  
of any size at 2018 full price (Deadline April 27, 2018).*

### 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: [hsrtpr@hope.edu](mailto:hsrtpr@hope.edu)



# HOPE SUMMER REPERTORY THEATRE



## 2018 ADVERTISING PROGRAM CONTRACT

TAKE ADVANTAGE OF OUR DISCOUNTED RATES  
RETURN CONTRACT BY APRIL 27, 2018  
AND SAVE

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

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

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

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

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

### 2018 RATES - MAIN PROGRAM

Program size: 8.5 w x 11 h		Full Price	Discount*	
Due Date:		(Due 5/11/18)	(Due 4/27/18)	
<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	=\$ _____

### 2018 RATES CHILDREN'S PROGRAM

Program Size: 7 w x 8.5 h	Full	Discount	Both Programs	
Due Date:	(Due 5/11/18)	(Due 4/27/18)	(Due 4/27/18)	
Plus the cost of any size 2018 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 11, 2018.
8. Payments received prior to April 27, 2018 will be at the 2018 discount price.
9. Contracts, including art work, must be submitted by May 11, 2018 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 2018 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 Rachel Dion, Assistant to the Managing Director,  
or 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)**

# HOPE SUMMER REPERTORY THEATRE



## Business Promoter Agreement Deadline: May 11, 2018

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