

25th ANNIVERSARY OF NORWIN MUSICAL THEATRE (1993 – 2018)



PERFORMING ARTS GUILD, INC.

A proud supporter of the Norwin Theatre Company

INVITES YOU TO SUPPORT



2017 – 2018 NORWIN THEATRE COMPANY SEASON

Starring

The Addams Family & Thoroughly Modern Millie

Dear Local Business Owner,

The Norwin High School Theatre Company is proud to announce its 25th Anniversary of Musical Theatre and its performances of their Fall and Spring Musicals: *The Addams Family* and *Thoroughly Modern Millie*. The Performing Arts Guild, Inc. is an IRS 501(c)(3) non-profit organization consisting of a group of parents and alumni committed to assisting the theatre company with the administrative functions needed to support professional productions that are entertaining and enjoyed by the community year after year.

To assist our efforts, we are reaching out to local businesses to help support the Norwin High School Theatre Company. This is an opportunity for you to highlight your business to those that attend our shows in our Souvenir Programs. Thousands of community residents come to see the shows each year, with last year's shows, *Cinderella* and *Singin' in the Rain*, producing our biggest turnouts to date. We are expecting even more this year with our 25th Anniversary Celebration with past alumni being invited back to see these shows.

Option 1:

SOUVENIR PROGRAM BUSINESS AD (*The Addams Family* Only):

This would include a black and white ad of your business in our Fall Musical Program:

Full Page.....	\$150.00 (Vertical Ad)
Half Page.....	\$125.00 (Horizontal Ad)
Quarter Page.....	\$75.00 (Vertical Ad)
Business Card Size.....	\$50.00 (Horizontal Ad)

Your ad would be featured in our Souvenir Program that is designed to be a keepsake for the audience member rather than be discarded at the end of each show. For your participation and support of our Program, you will receive 2 general admission tickets to any of the performances with the option of upgrading at the door to reserved seats that are available for that performance. In addition, you will receive your complimentary copy of the Souvenir Program containing your business ad.

Option 2:

SOUVENIR PROGRAM BUSINESS AD (*The Addams Family* and *Thoroughly Modern Millie*):

This would include a black and white ad of your business in both musical Show Programs:

Full Page.....	\$250.00 (Vertical Ad)
Half Page.....	\$200.00 (Horizontal Ad)
Quarter Page.....	\$125.00 (Vertical Ad)
Business Card Size.....	\$75.00 (Horizontal Ad)

Your ad would be featured in BOTH Souvenir Programs for the season that are designed to be a keepsake for the audience member rather than be discarded at the end of each show. For your participation and support of our Program, you will receive 2 general admission tickets to any of the performances with the option of upgrading at the door to reserved seats that are available for that performance. In addition, you will receive your complimentary copy of the Souvenir Program containing your business ad.

Option 3:

2017 – 2018 SERIES BUSINESS SPONSORSHIP (*The Addams Family* and *Thoroughly Modern Millie*):

This would include the following for both musicals:

DIRECTOR’S CIRCLE (\$2,500.00):

- Business name on all promotional items (programs, posters, t-shirts, DVDs) as “Proudly Sponsors”
- Listed on the Norwin Theatre Company Website as Sponsor for the 2017-2018 Series
- “Step and Repeat” – Red Carpet & Banner Drop – (Similar to Hollywood Red Carpet Events)
- All additional items listed in the Diamond and Platinum Circles

DIAMOND CIRCLE (\$1,500.00):

- Advertising Banner (2’ x 4’) that is hung in the lobby during show nights (total of 8 performances)
- All additional items listed in the Platinum Circle

PLATINUM CIRCLE (\$1,000.00):

- Highlighted on the Lobby Digital Kiosk each performance
- Full Page Colored business ad in each Souvenir Program as well as listed on the Sponsorship page
- “Shout Out” and recognition during the intermission of every performance (total of 8 performances)
- 2 Reserved Seats to one performance for each show (any performance)
- 2 T-Shirts from each show

This is an incredible way for you to be a part of the entire 2017–2018 Norwin Theatre Company Season and our 25th Anniversary Celebration on a much larger scale while helping to fund such an incredible student organization.

We trust that you will find this a convenient and affordable way to reach an enthusiastic and local audience while supporting the arts in the Norwin Community. On behalf of the Performing Arts Guild, Inc. and all who are a part of these productions, we sincerely appreciate your support and hope you will join us during our performances of the 2017-2018 Fall and Spring Musicals.

Sincerely,

For the Performing Arts Guild, Inc.

If you wish to participate in one of the options listed, please fill out the attached form and send no later than Friday, September 15th, 2017.



BUSINESS ADS / SPONSORSHIP ORDER FORM

The Addams Family

Show Dates: October 26, 27, 28 & 29th, 2017

&

Thoroughly Modern Millie

Show Dates: March 22, 23, 24, & 25th, 2018

Due to the timely nature of the advertising, we must ask that all ads be PREPAID at the time of order. Ad orders **MUST** be received by **NO LATER THAN SEPTEMBER 15th, 2017 TO ENSURE PLACEMENT IN THE PROGRAM.**

Late submissions and monies will be returned.

Checks MUST be made payable to "**Performing Arts Guild**". Again, checks made out to any entity other than "**Performing Arts Guild**" will be returned!

Return below form, funds and artwork to:

Bill Kersting

2240 Lindale Court

North Huntingdon, Pa. 15642

wkerstingntc1516@gmail.com (for all artwork)

(412) 863-1126 (cell) or (724) 861-5223

Business Name: _____

Contact Person: _____

Contact Phone # and email: _____

Address of Business: _____

Option 1: Fall Show Ad (Please check one):

- Full Page (\$150.00)
- Half Page (\$125.00)
- Quarter Page (\$75.00)
- Business Card (\$50.00)

Option 2: Fall & Spring Ad (Please check one):

- Full Page (\$250.00)
- Half Page (\$200.00)
- Quarter Page (\$125.00)
- Business Card (\$75.00)

Option 3: Sponsorship 2017-2018 Series Cost (Please check one):

- Director's Circle (\$2,500.00)
- Diamond Circle (\$1,500.00)
- Platinum Circle (\$1,000.00)

Please send all associated artwork (jpeg or pdf format only) to the following email no later than **September 15th, 2017:** wkerstingntc1516@gmail.com

For sponsorships, you will be contacted to determine which performance you would like to attend and t-shirt size which you can pick up the night of the performance!

The Norwin Theatre Company and PAG thank you for your support of the arts and our organizations!