

2018-19 SEASON

*Sponsorship  
Opportunities*



Tecumseh Center <sup>for</sup> the Arts  
Shirley Todd Herrick Theater

400 N. Maumee St. Tecumseh, MI | 517.423.6617 | [www.TheTCA.org](http://www.TheTCA.org)







2018-19 SEASON

# Sponsorship Opportunities

## Why Support the TCA?

We believe the Tecumseh Center for the Arts (TCA) plays a vital role in making our city a great place to live. Only through the generosity of individuals and businesses like yours is the TCA able to provide great entertainment to thousands of patrons a year, a home to numerous local arts groups and professional support of their presentations, and a key service to our Public Schools as a high-class venue for more than 2 dozen events annually.

We share our advertising reach with you! Patrons see TCA content on our website, social media, posters, playbills, and more! As a supporter of the TCA, your business content will also be shared, reaching individuals in our community as well as out of state.

## How Can I Be Involved?

Sponsor the TCA at one of the following levels:

Director's Circle | \$2,000+

Leading Player | \$1,000+

Supporting Player | \$600+

Ensemble Player | \$350+

Cast Member | \$200+

## How Will the Funds be Utilized?

All of the financial support that the TCA receives helps us provide high quality entertainment to our patrons. It helps pay for the National Touring Acts that are booked as well as the upkeep of the building. It purchases ticket stock, stage lights, and cleaning supplies. It helps in the yearly maintenance of the building and upgrading of our systems. Every aspect of the theater is vital and your sponsorship ensures that we provide the community with not only entertainment, but also education and a home for local performers of every age.





# Director's Circle - \$2,000+

- Two subscriptions to the National Touring Season
- VIP Experience opportunity for employees at each National Touring show
- Recognition onstage on the day of the event from Director Kelly Jo Gilmore before the performance
- Recognition on TCA promotional materials
- Recognition in radio and/or television messages
- Recognition on pre and post event emails
- Logo printed on event tickets
- Full-page advertisement in all Touring Season playbills
- Individual social media post thanking each Director's Circle sponsor with an image of the business, logo and a link back to the business Facebook page and website (Facebook and Twitter)
- Individual post thanking business prior to sponsored show (Facebook and Twitter)
- Recognition on Facebook and Twitter (monthly) with other Director's Circle Sponsors
- Recognition on Linked In and Google Plus (biannually)
- Image of logo included on our logo photo album on our Facebook page

Thank you to our 2017-18 Season Director's Circle sponsor!



# Leading Player - \$1,000+

Recognition on TCA promotional materials

Two tickets to sponsored touring show

Recognition onstage on the day of the event from Director Kelly Jo Gilmore before the performance

Recognition in radio and/or television messages

Full-page advertisement in all Touring Season playbills

Individual post thanking each Leading Player sponsor with an image of the business, logo and a link back to the business Facebook page and website (Facebook and Twitter)

Individual post thanking business prior to sponsored show (Facebook and Twitter)

Recognition on Facebook (quarterly) with other Leading Player Sponsors

Recognition on Linked In and Google Plus (annually)

Image of logo included on our logo photo album on our Facebook page

Thank you to our 2017-18 Season Leading Player sponsors!



**Robert Fox**  
Manager, Associate Broker  
Adrian, Tecumseh, Manitou Beach

Office: (517) 263-4100, (517) 424-4444  
Cell: (517) 605-5206  
Fax: (517) 266-1692

rfox@howardhanna.com

Adrian - 1514 W Maumee St. Tecumseh - 145 E Chicago Blvd. Manitou Beach - 100 Walnut St.  
www.howardhanna.com

#1 Real Estate Company in PA, OH, WV and NY





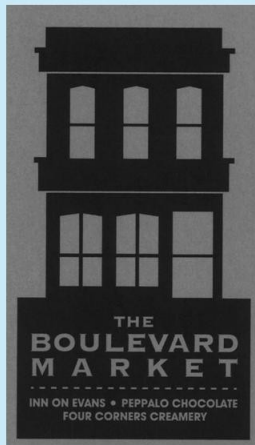
# Supporting Player - \$600+

Half-page advertisement in all Touring Season playbills

Recognition on Facebook (biannually) individually

Image of logo included on our logo photo album on our Facebook page

Thank you to our 2017-18 Season Supporting Player sponsors!



**Edward Jones**<sup>®</sup>  
MAKING SENSE OF INVESTING



*Evans Street*  
STATION



517-424-1910



*Hacker Jewelers*  
Designers & Goldsmiths, Inc.



The Hamblin Company

*Sunderland*  
INSURANCE



TECUMSEH POPS

ORCHESTRA & COMMUNITY CHORUS

**WACKER**

# Ensemble Player - \$350+

Quarter-page advertisement in all Touring Season playbills  
Recognition on Facebook (biannually) with other Ensemble Player Sponsors  
Image of logo included on our logo photo album on our Facebook page

Thank you to our 2017-18 Season Ensemble Player sponsors!

Adrian Area  
CHAMBER OF COMMERCE



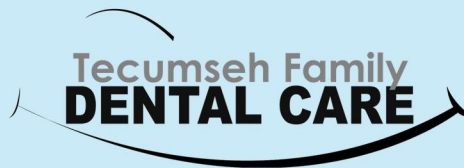
**Kiwaniis**

**Gleaner**  
Life Insurance Society  
Tecumseh Arbor  
#760

**Gillin**  
Eye Care



**TLC** Community  
Credit Union  
Community Owned. Always!



the piano smith

**Gleaner**  
Life Insurance Society



## Cast Member - \$200+

Eighth-page advertisement in all Touring Season playbills

Recognition on Facebook (annually) with other Cast Member Sponsors

Image of logo included on our logo photo album on our Facebook page

Thank you to our 2017-18 Season Cast Member sponsors!



## Friend of the TCA - \$100+

Business listing in all Touring Season playbills.

Image of logo included on our logo photo album on our Facebook page.

Thank you to our 2017-18 Season Friend of the TCA sponsors!



GREY FOX FLORAL







# Advertising Reach

Over 56,000 visitors to the TCA website in the 2017-18 Season.

This is a 64.71% increase from 2017-18 Season

Over 20,000 patrons walk through our lobby and see sponsorship logos on display.

Over 1,750 people see the sponsorship ads in our season playbills.

500 posters and flyers, with sponsorship logos, are seen by people throughout Lenawee County.

Patrons traveled from 32 counties different Michigan counties and 13 states to attend events at TCA. This is a 13.3% increase in reach in Michigan from the previous season and an 8% increase in reach in the United States.

## What Do Current Sponsors Have To Say?

“As a business owner in Tecumseh I appreciate all the hard work that goes on daily to bring people to our great town. The TCA is one of those gems so if I can help by placing an ad in their program I’m glad to do it. “

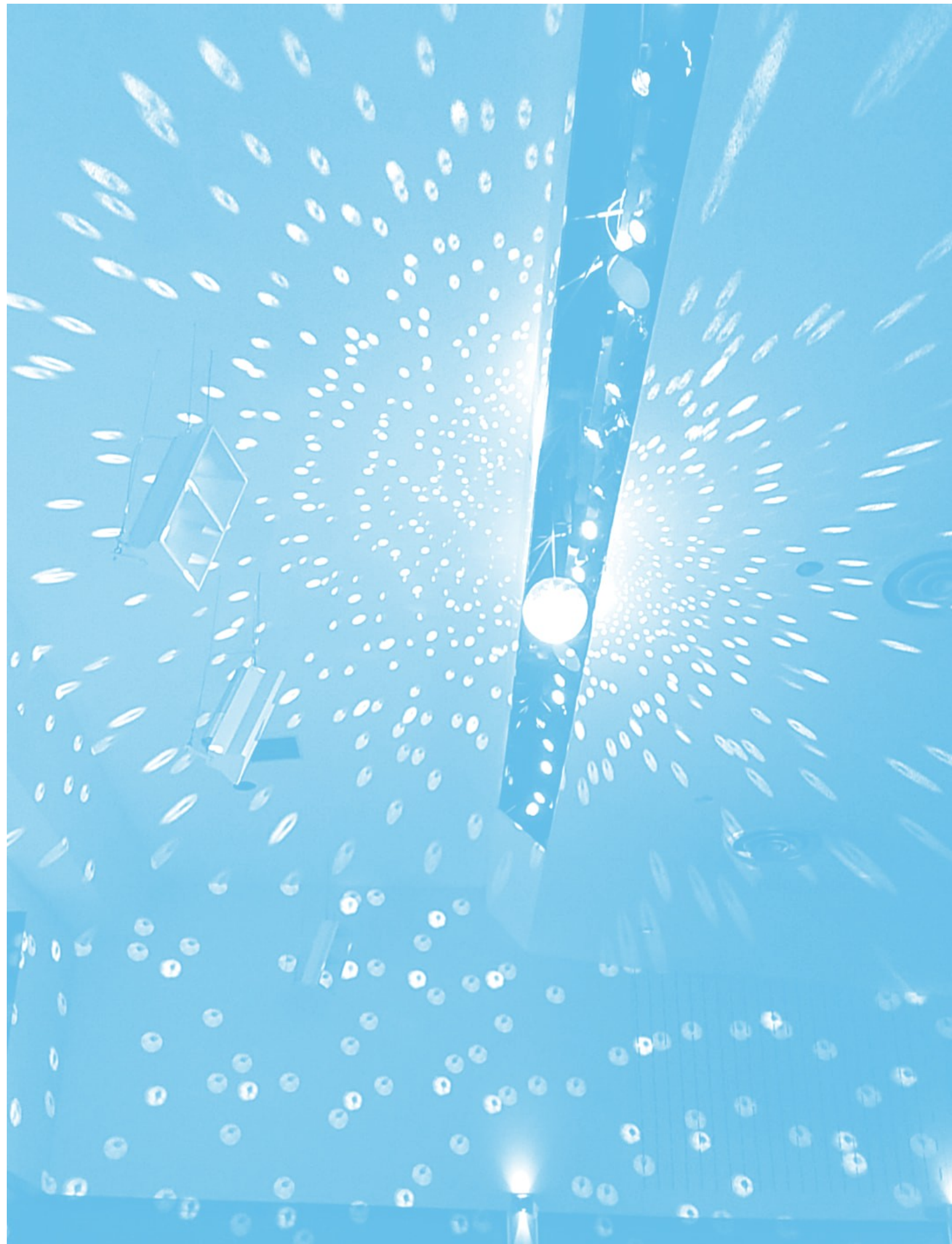
**Sherri Tuckey** | Tuckey’s Big Boy

“I’m a strong supporter of the arts and it starts in my hometown Tecumseh.”

**Robert Fox** | Howard Hanna Realty

“The Tecumseh Center for the Arts has been "HOME" to Tecumseh Pops Orchestra & Community Chorus since 1981, the year the TCA opened! We have so blessed to have this treasured arts venue in our community & to have been given the opportunity to showcase our local musical talents twice a season. Pops has performed the first Sunday in December & May, welcoming in the Christmas holiday & the beginning of Spring, featuring local & professional artists performing a variety of pops' music that appeals to all! Bravo to the TCA for helping to make Tecumseh Pops a success all these years! “

**Jeannette Meyer** | Tecumseh Pops Orchestra & Community Chorus





Poster Example - Director's Circle & Leading Player perk

# May Erlewine

Saturday, November 3 | 7:30 pm

YOUR LOGO HERE

**tca** Tecumseh Center for the Arts  
Shirley Todd Herrick Theater

400 N. Maumee St. Tecumseh, MI | 517.423.6617 | [www.TheTCA.org](http://www.TheTCA.org)

\$25 Adult | \$23 Senior & Youth

[f](#) [t](#) [p](#) [v](#) [g+](#) [in](#) [ig](#)

Shows Available to Sponsor



May Erlewine

LAWN &  
DISORDER



comedy from the suburbs



THE FITZGERALDS



THE  
BRITAINS



# What Other Ways Can I Show My Support?

Attend events! Contact the theater for group rates for your employees.

Like the TCA on social media, share our content!

We are on Facebook, Twitter, Pinterest, Youtube, Google+, LinkedIn, and Instagram  
Volunteer as a Guest Usher!

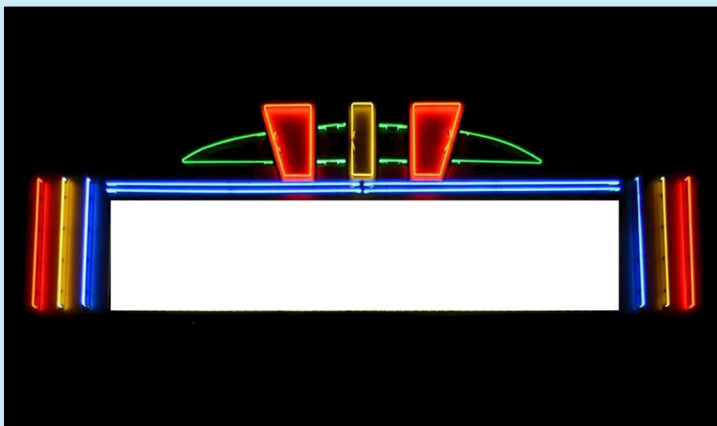
Participate in Junk to Funk! Eco Fashion Show Fundraiser!

Get your employees involved by created an outfit using repurposed and recycled materials. Do you have extra flyers and pamphlets for your business? Menus? Extra inventory that you need to move? Make it into a fabulous top or gown!

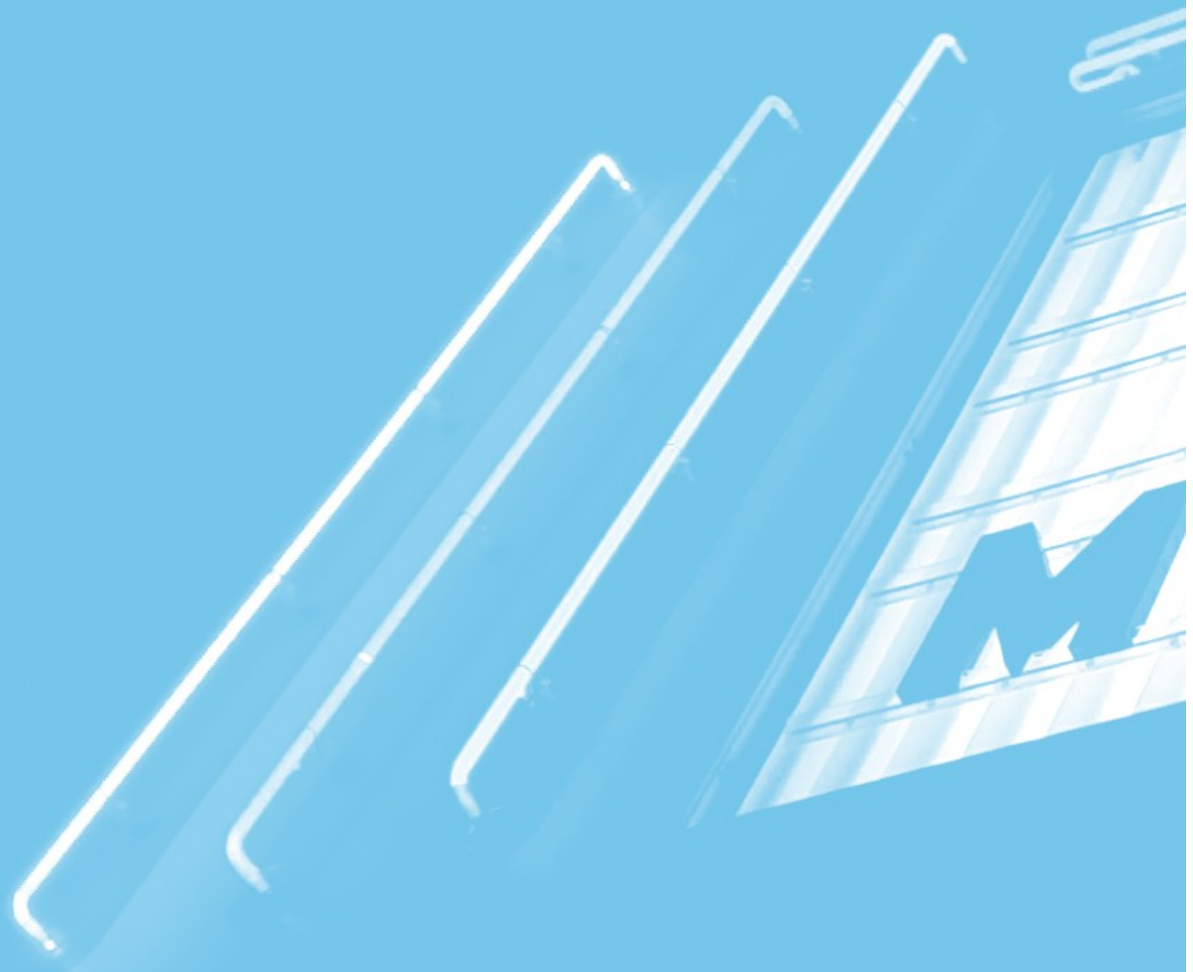
Be involved in our Kentucky Derby Fundraiser!

Rent the Marquee for your business promotion!

Purchase a Seat in the theater!



If you do not see what you are looking for here, we are open to hearing new sponsor benefit ideas, and will create a sponsor package specifically for your business.



 **Tecumseh Center** for the **Arts**  
**Shirley Todd Herrick Theater**

400 N. Maumee St. Tecumseh, MI | 517.423.6617 | [www.TheTCA.org](http://www.TheTCA.org)

