

Sponsorship Levels

Director's Circle - \$2,000+

- Two subscriptions to the National Touring Season.
- VIP Experience opportunity for employees at each National Touring show.
- Recognition on TCA promotional materials.
- Recognition in radio and/or television messages.
- 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), if applicable.
- Analytics Report for each Director's Circle sponsor showing the activity from our Facebook, Twitter, LinkedIn and Google Plus pages post to their website or link including likes, comments and shares.
- 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.

Leading Player - \$1,000+

- Recognition on TCA promotional materials.
- Two tickets to sponsored touring show.
- 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), if applicable.
- 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.

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.

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.

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.

Friend of the TCA - \$100+

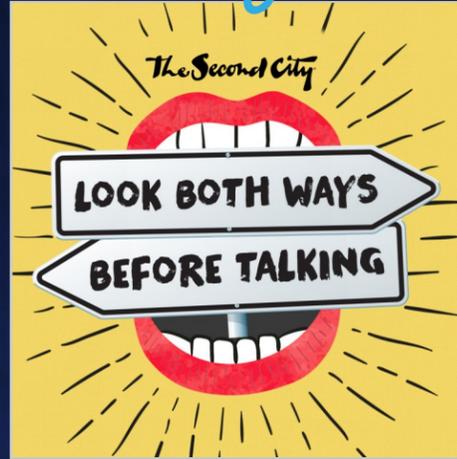
- Business listing in all Touring Season playbills.
- Image of logo included on our logo photo album on our Facebook page.

2017-18 SEASON Sponsorship Opportunities

2017-18 National Touring Season



Matt Beleis



The Second City



Dueling Pianos



John King



Mike Super

20,000

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

2,000

Over 2,000 people see the sponsorship ads in our season playbills.

1,500

1,500 posters and flyers, with sponsorship logos, are seen by people throughout Lenawee County.

34,000

Over 34,000 visitors to our website each year.

Over 1,000 business sponsorship page views each year.

1,000

Over 800,000 impressions each year on Social Media

800,000

858,500

Each sponsorship includes approximately 858,500+ impressions each year!