



2018-2019 Season

## About Village Square Theatre

Lexington County Arts Association owns and operates the Village Square Theatre. Lexington's community playhouse continues to enhance the quality of life in our community for over 50 years through theatrical events; fine arts events; cultural events; classes for kids, youth and adults; and the Shari Smith Scholarship. As a 501c3 non-profit organization, donations to the association are tax deductible.

## Become a Sponsor

Sponsorships provide varying levels of promotional benefits for your organization, including prominent placement on pre-show publicity, playbill ads, tickets for your employees or group and special performances at the highest level.

## Season Sponsorship Levels

### Season Ticket Sponsor - \$2,500

- Ad on bottom of every ticket printed for entire season
- Logo on website

### In the Spotlight - \$2,000

- Name and logo on poster and playbill
- Full page playbill ad
- 15 free admissions for each of the five shows
- Discounted admission for employees

### You're a Star - \$1,500

- Name and logo on poster and playbill
- Half page interior playbill ad
- 10 free admissions for each of the five shows
- Discounted admission for employees

### Production Assistant - \$1,000

- Name and logo on playbill
- Quarter page playbill ad
- 5 admissions for each of the five shows
- Discounted admission for employees

### Little Shop of Horrors

September 2018

### M\*A\*S\*H

November 2018

### Disney's Aladdin, Jr.

February 2019

### The Miracle Worker

March 2019

### Wizard of Oz

April 2019

## Advertise With Us!

As a non-profit organization, we rely on area businesses to help support us in our endeavors. You can help us keep the stage at Village Square Theatre alive with quality arts performances that are vital to our community.

Ads in our season playbill offer an excellent, cost-effective way to reach an upscale, diverse audience.

All ads will be seen in five separate playbills by audiences of all ages.

### Playbill Ad Details (inclusion in all 5 Regular Season Playbills)

\_\_\_\_\_ 5" x 8" Full Page Ad- Inside Front Cover (full color) - \$1000

\_\_\_\_\_ 5" x 8" Full Page Ad- Inside Back Cover (full color) - \$1000

\_\_\_\_\_ 5" x 8" Full Page Ad- Back Cover (full color) - \$1200

\_\_\_\_\_ 5" x 8" Full Page Ad (black and white) - \$500

\_\_\_\_\_ 5" x 4" Half Page Ad (black and white) - \$350

\_\_\_\_\_ 5" x 2" Quarter Page Ad (black and white) - \$200

\_\_\_\_\_ 2 1/2" X 3 7/8" Quarter Page Ad (black and white) - \$200

\_\_\_\_\_ 1" x 2 1/2" Eighth of a Page Ad (black and white) - \$150

In 2017-2018 Village Square Theatre distributed 7,500 playbills. Most patrons take their playbill as a souvenir and reference guide. Playbill advertising at the Village Square Theatre is a wonderful way to heighten your exposure and achieve greater visibility among your customers!

Throughout the entire season (September-May), your playbill message is spread widely and seen consistently among avid performing arts goers. Playbill booklets are distributed free of charge at the door to each patron who attends. As a Village Square Theatre playbill advertiser, you receive exposure as a community leader supporting the arts. From a small ad to a full page ad, reach over 6,000 guests who attend our productions.

Name of Business \_\_\_\_\_ Date \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Phone \_\_\_\_\_ Fax \_\_\_\_\_

E-mail \_\_\_\_\_ Website: \_\_\_\_\_

#### Make Checks Payable to:

Lexington County Arts Association

#### Mail to:

Lexington County Arts Association / Village Square Theatre  
PO Box 412  
Lexington, SC 29071