



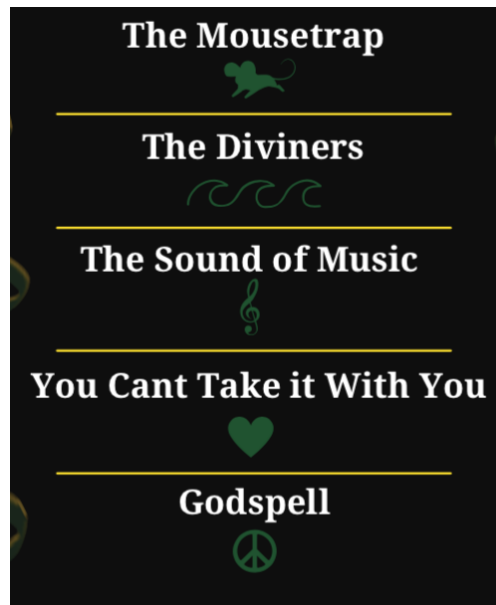
SHAWNEE MISSION SOUTH THEATRE

SMS Theatre | Shawnee Mission South High School | 5800 W 107th Street | Overland Park, KS 66207 | www.smstheatre.com

Support High School Students In Shawnee Mission South's Theatre Program All Year!

Dear Business Owner,

On behalf 350+ students that participate annually in Shawnee Mission South High School's many classical, musical and contemporary productions and classes, we are seeking sponsorship support for our 2020-2021 theatre season:



Each year, students in Shawnee Mission South Theatre produce a diverse selection of productions, from famous musicals to some of Shakespeare's greatest works. SMS Theatre is one of the only entirely student-run theatre programs among all high school programs in the area. At SMS, our theatre students not only act in the shows, they also design and build sets, create and manage all costumes, make and manage props, set and run lights and sound for each show, and handle the marketing, promotions and business aspects of each production. Students in the Repertory Theatre classes learn everything required to produce theatre productions and develop hands-on, marketable skills in the process. Our productions push boundaries of design, creativity and interpretation, enabling students to experiment with different styles, roles and historical eras. Learn more at www.smstheatre.com.

Participating in theater helps our students (freshman through seniors) build confidence, learn to work as a team and to meet deadlines when producing elements needed for each show. Most importantly, they learn how to apply these skills in the real world. No matter what careers our students pursue, our past students tell us that they use the skills, dedication and professionalism learned by working on our productions in all of their careers. With limited funding, we rely on

community supporters, such as you, to make these productions the best they can be for all who participate. We are seeking sponsors and advertisers who want to reach our audiences, while supporting our productions.

Here are a few facts:

> **Tax-Deductible:** Money raised through tax-deductible sponsorships covers expenses for all show licenses, scripts, set construction, costumes and props. Gain visibility with your investment. We provide a receipt for your tax records.

> **Annual Audience of more than 7,100 people:** Our productions attract over 7,100 members of the community— parents, students, teachers and friends — throughout the year. Our shows offer our sponsors and advertisers tremendous visibility. Promote your business by supporting our shows.

Our Program

> **Award-Winning Theatre Program:** SMS Theatre has an award-winning theater program that is growing. Our Thespian troupe has received several honors in past years including the 2017 induction of Mark Swezey (SMS Theatre Director) into the Kansas Thespian Hall of Fame in 2017. The number of students enrolled in theatre classes has increased by more than 30% in the last two years. Many of our alumni have developed successful professional careers in theatre (on stage and in technical theatre), following their experiences in SMS Theatre.

The following business sponsorship and advertising opportunities are available this season: Full Season Sponsorships and Individual Show Sponsorships, as well as program booklet advertising.

Our students work hard to deliver high-quality theatre productions and expand our audiences. Your tax-deductible support provide funds that will benefit all students involved in our 2018-2019 season of shows. Thank you for your consideration.

Sincerely,

Mark Swezey, Director SMS Theatre Program 913-993-7671 markswezey@smsd.org

Rachel Spencer, Marketing Crewhead SMS Theatre Program (SMS Junior)

Thank You For Your Support!

We Look Forward to a Great 2021-2022 Season!

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Business Sponsorships

2021-2022 Season

Reach More Than 7,100 Audience Members

SEASON SPONSOR — \$5,000

BENEFITS

◆ VISIBILITY FOR YOUR COMPANY

Full-page program ad position on back cover of all show programs

Listing as Presenting Season Sponsor

Company table to share your information at all shows Company logo on website and on digital screens in SMS Theatre lobby;

Thank you to company name in pre-show welcome remarks; Company name recognition in blog posts, monthly newsletter and social media posts

Cross-promotional opportunities, such as coupons/flyers in programs or student appearances at your business. **We are open to ideas to customize your sponsor benefits**

◆ FREE TICKETS

6 Complimentary Tickets to Each SMS Theatre Production

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INDIVIDUAL SHOW SPONSOR — \$3,000 BENEFITS

◆ VISIBILITY FOR YOUR COMPANY

Full-page program ad position on inside front cover of sponsored show programs; free ad in other show programs Listing as Show Sponsor

Company table to share your information at sponsored shows Company logo on website and on digital screens in SMS Theatre lobby;

Thank you to company name in pre-show welcome remarks; Company name recognition in blog posts, monthly newsletter and social media posts

Cross-promotional opportunities, such as coupons/flyers in programs or student appearances at your business. **We are open to ideas to customize your sponsor benefits**

◆ FREE TICKETS

6 Complimentary Tickets to Sponsored Show

4 Invitations to our Back Stage Pass Night for Sponsors Free

Desserts at our Patron Opening Night Performances

TAX-DEDUCTIBLE CONTRIBUTION

We will provide a receipt for your tax records.

Your sponsorship offers tremendous visibility for your business to our audiences, while your business invests in a high-quality, hands-on nonprofit, educational theatre program that benefits hundreds of students.

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SHAWNEE MISSION SOUTH THEATRE



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Advertise in SMS 2018-2019 Theatre Programs

Gain visibility for your business and support SMS Theatre by advertising in our show programs. Your ad will appear in five show programs during the 2017-2018 Season. It's a small investment to give your business exposure to more than 7,100 people who attend SMS Theatre shows each year!

	Full Season Price	Per Show Price
Full-Page Ad (5.5"W x 8.5"H)	\$300	\$60/show
1/2 Page Horizontal Ad (5.5"W x 4.25"H)	\$200	\$40/show
1/4 Page Ad (2.25"W x 2.10"H)	\$150	\$50/show
Business Card Size Ad (2"W X 3.5"H)	\$100	\$20/show
Friend of SMS Theater (Name listing only)	\$ 50	\$10/show

Ads are due two weeks before the first show performance.

The deadline for all program ads is September 15, 2021. Email your ad to smstheatrepr@gmail.com

Please deliver finished art in .jpg or .pdf formats. Ad specs are listed online at smstheatre.com under program ads

