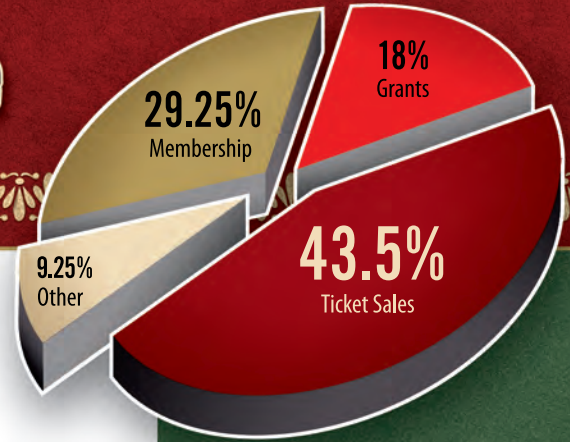


# The Calumet Theatre



## Being a business sponsor and supporter of a program series or performance at the Calumet Theatre is more than just great exposure for your business.

Sponsorships will help our nonprofit organization bring the best quality productions and live entertainment to our community and enrich the lives of our deserving residents. As Upper Michigan's oldest and northernmost theatre, the Calumet Theatre makes the Copper Country a location where people enjoy living and working, and plays a vital role in the Keweenaw's prosperity.

## Your generous sponsorship and support will make an immediate impact!

The Calumet Theatre is dedicated to enhancing the quality of life for residents in the four county area. Sponsorship will assist the Theatre in maintaining affordable ticket prices and create greater access to entertainment and educational opportunities for all. In addition, your support will provide necessary funding to continue upkeep and improvements to our National Historic site.

**Business Sponsorship at the Calumet Theatre offers your business the opportunity to make a difference in the lives of residents and those visiting the Copper Country, while reaping some amazing benefits.** Consider the following:

- ★ The Calumet Theatre can provide premium visibility and exposure for your business through a wide array of media placement and yearlong marketing initiatives with our media partners.
- ★ All business sponsors receive complimentary and discounted tickets to Theatre-sponsored performances. Multiple hospitality opportunities exist for different sponsorship levels. *See the reverse side of this document for all levels.*
- ★ Sponsorship of the Theatre provides immediate visibility in the four county market with an emphasis on reaching a population that relies on your business for goods and/or services.
- ★ The Calumet Theatre is the only live entertainment venue in Upper Michigan that can leverage its intrinsic historical importance to the region on behalf of its business sponsors. There simply is no other venue like the Calumet Theatre and our spotlight is your spotlight! In addition, as a cooperating site of the Keweenaw National Historical Park, your sponsorship of the Theatre will indirectly receive bonus visibility through the Park's own initiatives to attract visitors to our area.
- ★ The Calumet Theatre is a 501(c)(3) organization and your contribution(s) are tax-deductible to the extent and manner allowed by law. *We are willing to adjust any benefits to best suit your philanthropic and marketing objectives.*

**Contact Marlin Lee for Business Sponsorship or Theatre Advertising**

Office: (906) 337-2166 | Email: [execdirector@calumettheatre.com](mailto:execdirector@calumettheatre.com)



## 52,732

**Total combined population of the four-county area.**

*Approximately 69% of this population lives in Houghton County.*

## 16,052

**Approximate population that lives within 15 miles of the Calumet Theatre.**

*Only includes: Calumet, Laurium, Lake Linden, Hancock & Houghton.*

[WWW.CALUMETTHEATRE.COM](http://WWW.CALUMETTHEATRE.COM)

SOURCE: U.S. Census Bureau (July 1, 2017)



# Business Sponsorship Levels

## – 2021 Performing Arts Season –

\* One SEASON Presenter will receive priority logo placement on all collateral and media noted in the chart below.

Series Presenters and Sponsors will receive logo placement for the marketing frequency of only their respective sponsored series or shows.

Additional sponsorship details available upon request.

| SEASON* Presenter | Center Stage Series Presenter | Theater Thursday Series Presenter | Family Series Presenter | Movie Magic Series Presenter | Performance Sponsor | Signature Sponsor | Theatre Supporter |
|-------------------|-------------------------------|-----------------------------------|-------------------------|------------------------------|---------------------|-------------------|-------------------|
|-------------------|-------------------------------|-----------------------------------|-------------------------|------------------------------|---------------------|-------------------|-------------------|

**Sponsorship Amount**  
**Number of Sponsors Per Level**

| \$15,000 | \$7,500 | \$2,500 | \$2,500 | \$1,500 | \$1000 | \$500 | \$200 |
|----------|---------|---------|---------|---------|--------|-------|-------|
| 1        | 1       | 2       | 2       | 2       | (1) 3  | –     | –     |

### ADVERTISING & PROMOTION

#### Logo Placement

|   |   |   |   |   |   |   |   |
|---|---|---|---|---|---|---|---|
| Yearlong Program Booklet - Front Cover                        | ● |   |   |   |   |   |   |
| Restaurant/Business Table Tent(s)                             | ● |   |   |   |   |   |   |
| Season Pocket Schedule Show Ad                                | ● | ● | ● |   |   |   |   |
| Spring & Summer Schedule Direct Mail Campaigns                | ● | ● | ● | ● | ● |   |   |
| Print Ads   | ● | ● | ● | ● | ● | ● |   |
| Promotional Show Posters                                      | ● | ● | ● | ● | ● | ● |   |
| Theatre Entrance Display Case Posters                         | ● | ● | ● | ● | ● | ● |   |
| Billboard Advertising   | ● | ● | ● | ● | ● | ● |   |
| Yearlong Program Booklet - Show Ad(s)                         | ● | ● | ● | ● | ● | ● |   |
| Yearlong Program Booklet - Sponsor Recognition Page           | ● | ● | ● | ● | ● | ● | ● |
| Program Inserts (Theatre-Sponsored Shows)                     | ● | ● | ● | ● | ● | ● | ● |
| Theatre Website & Event Pages (Linked to Business Website)    | ● | ● | ● | ● | ● | ● | ● |
| Email Campaigns for Performances (Linked to Business Website) | ● | ● | ● | ● | ● | ● | ● |
| Quarterly Newsletter Recognition                              | ● | ● | ● | ● | ● | ● | ● |
| Recognition on Theatre Entrance Signage & Banner Stands       | ● | ● | ● | ● | ● | ● | ● |
| Information Table (Red Jacket Ballroom)                       | ● | ● | ● | ● | ● | ● | ● |
| Recognition in Promotional Video Presentation(s)              | ● | ● | ● | ● | ● | ● | ● |
| Prominent Mention During Radio Commercials                    | ● | ● | ● | ● | ● | ● | ● |
| Pre-Show Recognition from Stage                               | ● | ● | ● | ● | ● | ● | ● |
| Social Media Show Posts (Text Only)                           | ● | ● | ● | ● | ● | ● | ● |
| Recognition in Select Program Inserts (Text Only)             | ● | ● | ● | ● | ● | ● | ● |
| Quarterly Newsletter Recognition (Text Only)                  | ● | ● | ● | ● | ● | ● | ● |
| Theatre Website Listing (Linked Text Only)                    | ● | ● | ● | ● | ● | ● | ● |

#### Media Recognition

### BENEFITS & REWARDS

#### Hospitality

|   |    |   |        |       |       |       |       |
|---|----|---|--------|-------|-------|-------|-------|
| Complimentary Tickets (Each Theatre-Sponsored Show)         | 6  |   |        |       |       |       |       |
| (2) Complimentary Tickets (Each Show in Sponsored Series)   |    | 4 |        | (2) 4 | (2) 4 | (2) 4 |       |
| (3) Complimentary Tickets (Theatre Thursday Shows)          |    |   | 4 each |       |       | (3) 4 | (3) 2 |
| Discounted Tickets (All Theatre-Sponsored Shows)            | 10 | 6 | 4      | 4     | 4     | 4     | 2     |
| Complimentary Red Jacket Ballroom Rental (Single Event)     | ●  |   |        |       |       |       |       |
| Distribution of Branded Promotional Gift (Single Event)     | ●  | ● |        |       |       |       |       |
| Theatre Supporter Perks Card (Discounts at Area Businesses) | ●  | ● | ●      | ●     | ●     | ●     | ●     |
| Theatre Quarterly Newsletter                                | ●  | ● | ●      | ●     | ●     | ●     | ●     |
| Theatre Souvenir  | ●  | ● | ●      | ●     | ●     | ●     | ●     |

NOTE: Theatre-sponsored shows are contractually scheduled by the Calumet Theatre to perform on an advertised date. Entertainment that has rented the Theatre performance space or ballroom are NOT considered Theatre-sponsored shows.

- (1) Excludes sponsorship for Center Stage Series, Theatre Thursday Series, Family Series and Movie Magic Series performances.
- (2) Complimentary ticket quantities are for EACH show per respective Series or for ONLY a single sponsored performance. Ticket quantities for the Movie Magic Series Presenter is limited to a single show (excludes Center Stage Series performances).
- (3) Complimentary ticket quantities for the Signature Sponsor & Theatre Supporter levels are for ONE Theatre Thursday show. Some show exclusions apply for the Theatre Supporter level.

**A LIMITED NUMBER of Ad Spaces will be offered in the 2021 Program Booklet!**

Contact Marlin Lee at (906) 337-2166 to reserve yours today!

– See Sponsorship form for additional details –





2020/2021 Sponsorship Agreement  
(October to October)

Select the type of Business Sponsorship with your initials and check the box associated with the sponsorship amount.

\_\_\_\_\_  
(Initial Here) I agree to a **SEASON Presenter Sponsorship** of the Calumet Theatre  
 Full Season - \$15,000 (1 Available)

\_\_\_\_\_  
(Initial Here) I agree to a **Series Sponsorship** of the Calumet Theatre (Please check Series below)  
 Center Stage Series Presenter - \$7,500 (1 Available)  
 Theatre Thursday Series Presenter - \$2,500 (2 Available)  
 Family Series Presenter - \$2,500 (2 Available)  
 Movie Magic Series Presenter - \$1,500 (2 Available)

\_\_\_\_\_  
(Initial Here) I agree to a **Performance Sponsorship** of the Calumet Theatre  
 Single Performance - \$1,000 (3 Available)  
*Note: Theatre-sponsored performances only. Excludes Center Stage Series, Musical Mondays Series, Family Series and Movie Magic Series performances.*

\_\_\_\_\_  
(Initial Here) I agree to a **Signature Sponsorship** of the Calumet Theatre  
 Signature Sponsor - \$500 (Not Limited)

\_\_\_\_\_  
(Initial Here) I agree to a **Theatre Supporter Sponsorship** of the Calumet Theatre  
 Theatre Supporter - \$200 (Not Limited)

*Business Sponsorship will run for one (1) year from October 2020 to October 2021.*

**50% payment is due upon submission of this application.**  
To reserve your Sponsorship, the balance is required by November 1, 2020.  
Contact Marlin Lee at (906) 934-3131 for extended payment terms.

Extended Payment Terms (Theatre Use Only)  
 \_\_\_\_\_ (Balance Due Date) \_\_\_\_\_ (Sponsor Initials) \_\_\_\_\_ (Theatre Initials)

Please Make Checks Payable to: Calumet Theatre • P.O. Box 167 • Calumet, Michigan 49913

**Calumet Theatre - Calumet, Michigan:**  
Theatre Contact: Marlin Lee, *Executive Director*  
Office: (906) 337-2166  
Mobile: (906) 934-3131  
Email: [execdiretor@calumettheatre.com](mailto:execdiretor@calumettheatre.com)

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_

**Business Sponsor:**

Business Name: \_\_\_\_\_

Business Contact: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_ / \_\_\_\_ / \_\_\_\_



## Program Booklet Advertising and Marketing Collateral Request Form

### Program Booklet Advertising

In an effort to maximize visibility for businesses that prefer to advertise in our yearlong 2021 Program Booklet, a **LIMITED NUMBER** of full color ad spaces will be offered on a first come, first served basis.

Program Booklet Ad Commitment Date: **November 1, 2020**

#### AD SPACE COST:

**Full Page – \$1,000.00 | Half Page – \$500.00**

Select your preferences from the options below or contact Marlin Lee at (906) 337-2166 for immediate space reservation.

**YES!** I would like to reserve one (1) FULL PAGE advertisement in the 2021 Calumet Theatre Program Booklet for the cost of \$1,000.00. **Ad Size:** 4.75"W x 7.75"H

I agree to pay 50% of the cost of the full page advertisement (\$500.00) upon submission of this application. I also agree to complete the balance of payment within sixty (60) days of the commitment date signed below.

**YES!** I would like to reserve one (1) HALF PAGE advertisement in the 2021 Calumet Theatre Program Booklet for the cost of \$500.00. **Ad Size:** 4.75"W x 3.5"H

I agree to pay 50% of the cost of the half page advertisement (\$250.00) upon submission of this application. I also agree to complete the balance of payment within sixty (60) days of the commitment date signed below.

#### ARTWORK ASSISTANCE:

**YES!** Please provide assistance with designing my full color ad. I will send a high-quality color version of my logo and specific information to be included in the advertisement.

**NOT NEEDED.** I can provide a full color advertisement per the required specifications for the ad size I have chosen. Please email me your printing and file prep guidelines.

Note: The Calumet Theatre reserves the right to reject advertisements that do not meet production standards for high-quality printing. Placement of ads in the Program Booklet is solely at the discretion of the Theatre. Page positioning for all ads are not guaranteed and can change without prior notice.

**Business Name:** \_\_\_\_\_

**Business Contact:** \_\_\_\_\_

**Contact Email:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

**Date:** \_\_\_\_ / \_\_\_\_ / \_\_\_\_

### Marketing Collateral Request

Limited quantities will be supplied on a first come, first served basis.

Please only request an amount of collateral that your business will use.

#### 1. Table Tent Schedules (2021 Performances)

1  5  10  15  Other Quantity: \_\_\_\_\_

Full-color table tent has two 4" x 6" panels with the 2019 performance schedule and Theatre info.

#### 2. Season Pocket Schedules (2021 Performances)

10  25  50  75  Other Quantity: \_\_\_\_\_

Full-color schedules measure 2.75" x 4.25" (folded) and include the 2019 performance schedule and info.

#### 3. Season Schedule Banner Stand (2021 Performances)

A limited number of portable banner stands are available for display and can be reserved for use at your business. All displays will be rotated among participating sponsors in one-month increments. Please indicate your preferences below.

**YES!** I have room to display a banner stand for one (1) full month.

The *best* month for the display at my business is: \_\_\_\_\_

The *next best* month for the display would be: \_\_\_\_\_

Note: Banner stands are single sided and require an approximate floor space of 3' x 3'.

#### 4. Calumet Theatre Promotional Posters

Each month a new promotional poster is developed for an upcoming performance. The 11" x 17" size posters are displayed at partner businesses throughout the area. Do you have a high-traffic space at your business to display a poster each month?

**YES!** I can display a poster each month in a dedicated space at my business. Please deliver one poster to the address provided on this form.

Note: Calumet Theatre volunteers distribute posters each month. Your business will be added to the appropriate delivery route.

### Website Graphics

Showcase your Calumet Theatre Business Sponsorship at your company website! ALL Sponsorship Levels are encouraged to participate in this visibility campaign and to show your customers that you support programming at the Calumet Theatre.

**YES!** I can have a banner or button graphic for my sponsorship level added to my website. Please send graphics to the email provided on this form.

Note: Sizes and additional link instructions will be provided with all graphics sent.

### Full Color Business Logo

As a Theatre Sponsor, your business logo will be required for printing. Please email a HIGH-QUALITY, FULL COLOR logo to:

execdirector@calumettheatre.com

Please note: Logos taken from websites are lower resolution and may result in poor print quality.

**Best logo formats:** AI (Adobe Illustrator), EPS or PDF | **Other formats:** TIFF or JPEG

#### QUESTIONS?

For questions regarding the sponsorship program marketing collateral, please contact Marlin Lee at [execdirector@calumettheatre.com](mailto:execdirector@calumettheatre.com) or call (906) 337-2166.