

# Sponsorship Levels

Clarke  
Productions LLC.

July 2007

## General Information

Based on survey responses from fans of Cheril N. Clarke

- **Exposure:** In addition to the 600 playbills that will be distributed at the venue, a PDF version will be permanently available on two websites. These two sites average 60 unique visitors each day and reach an extended network of over 2500 individuals.
- **Gender:**
  - Women - 92.4%
  - Men - 7.5%
- **Age:**
  - 31-45 - 46.3%
  - 21-30 - 37.3%
- **Sexual Orientation:**
  - LGBTQ (Self-Identified) - 81.8%
  - Heterosexual - 16.4%
- **Income:**
  - \$30,000-\$50,000 - 38.2%
  - \$50,000-\$100,000 - 39.7%
  - \$100,000 and up - 5.9%
- **Percentage of respondents who indicated frequent patronage:**
  - Dining Out - 81.5%
  - Travel - 72.3%
  - Theater - 50.8%
  - Salon/Spa - 40.0%
  - Fitness - 40.0%
  - Fine Wine - 30.8%
  - Home Improvements - 33.9%
- **Percentage of respondents who anticipate making a purchase within the next year:**
  - Vacation Package - 53.9%
  - Automobile - 36.9%
  - Dental Services - 33.3%
  - Jewelry - 30.8%
  - New Home - 26.2%
  - Wedding Services/Related Products - 15.4%
- **Percentage of respondents who anticipate needing professional services within the next year:**
  - Accounting & Tax - 49.1%
  - Realty - 40.4%
  - Legal - 36.8%
  - Web or Graphic Design - 36.8%

### **Friends - \$25 (More if you can, less if you can't)**

- Name listed on production website and in playbill as a donor.

### **Bronze - \$100 (Available for 20 businesses)**

- Your company name will be listed in the acknowledgement section of the playbill and on the production company website
- Two free tickets for individuals from your company to preview the play before opening night

### **Silver - \$250 (Available for 4 businesses)**

- Quarter-page color ad in playbill
- Your company name will be placed on production website
- Two free tickets for individuals from your company to preview the play before opening night

### **Gold - \$500 (Available for 4 businesses)**

- Half-page color ad in playbill
- Your company name and logo will be placed on production website
- Two free tickets for individuals from your company to preview the play before opening night

### **Angel/Platinum - \$1,000 (Available for 2 businesses)**

This sponsorship package offers Official Sponsor status, and offers a number of exclusive benefits:

- **Public relations:** Your company will be noted as an Official Sponsor on a series of PR activities before, during and after the run of the play, which will be used to inform the regional and national press (LGBT oriented and mainstream)
- **Brand awareness:**
  - Acknowledged as an Official Sponsor in program materials
  - Promotional signage displayed at venue\*

- Your logo will also be prominently featured on both the production company and playwright's official pages on social networking sites, such as MySpace.com, Dowlink.com, FAMnation.com, Tagworld.com, etc.
- A complimentary 150-word description of your company to be displayed in the sponsor's section of the Clarke Productions website with a direct link to your company site.
- Your company name will be incorporated into visual promotions such as a trailer for the featured production. The trailer will be hosted on sites such as YouTube and Revver.com as well as both the production company and playwright's official website.
- Full-page color ad in playbill
- Four free tickets for individuals from your company to preview the play before opening night

### **Restaurant Sponsor (Needed for opening night)**

- Your company name and logo will be included in the acknowledgement section of the playbill and on the production website as the Restaurant Sponsor
- Your company has the option to brand napkins and coasters etc.
- Two free tickets for individuals from your company to preview the play before opening night

### **In-kind media sponsorship opportunities are also available**

**Special Requests:** If you have any special requests on how you would like to be involved, please contact [info@clarkeproductions.info](mailto:info@clarkeproductions.info)

\*Signage must be provided by sponsor. Please ask us for a referral to a printer with great rates and service!

*Thank you for considering this very important invitation and we look forward to hearing from you soon.*