

Birdville High School Theatre
Winner - 2009 Betty Lynn Buckley Award for Best Musical

2009-2010
Season Sponsorship, Program Advertising,
&
Golden Patron Information

Birdville High School Theatre - Winner of the 2009 Betty Lynn Buckley Award for "Best Musical" for its production of ***The Boyfriend***. The Betty Buckley Awards, sponsored by Casa Mañana Theatre, recognize excellence in Tarrant County high school musical theatre.

WHY WE NEED ADVERTISERS

Money raised by ad sales pay printing costs for theatre production programs all season. Without ad sales, we cannot print quality programs for our productions.

Money raised from Season Sponsorships and Golden Patron donations fund other costs for our theatre productions not covered by district funding, such as expenses for production rights, scripts, costumes, music and lyric rights, musicians, set building, etc.

BHS Theatre Arts Booster Club is applying for non-profit tax exempt 501(c) organization status. We are working to have this status by the end of the calendar year.

1. DISPLAY ADS

Ads are available in several sizes and price ranges for business or personal ads. Personal ads are usually messages in support of a specific cast or crew member or a general message to the whole cast & crew. Both types of ad may include text, graphics, or pictures. Business and personal ads have separate price points. Rates and sizes for both types of advertising are attached.

BUSINESS DISPLAY ADS - Ads run in all formal main stage show programs (play productions and musical.) This type of advertising is generally a business expense and appropriate receipts are provided. We also offer a limited number of special placement ads for businesses: back cover and inside either the front or back covers of programs. These are an additional \$100.

PERSONAL DISPLAY ADS are purchased for one specific production program (musical or play). Personal ads are typically purchased by parents, family, and friends of students in our productions.

2. SEASON SPONSORSHIP

For businesses or individuals who sponsor our entire theatre season. Sponsorships are for donations in excess of \$300 and are tax deductible. Sponsors are acknowledged in our show programs similar to our Golden Patron Donor listing (see below) and acknowledge on printing made for any Theatre event during the year. Sponsorships are not business ads. Advertising is purchased separately.

However, a sponsor may combine an ad purchase with their sponsorship check. The cost for the ad size selected is deducted for the tax deductible donation receipt, as this portion is not tax deductible. A separate receipt for your ad expenditure is provided for your business records. *For example, a sponsor donates \$1000 and wants no advertising. The entire donation amount is tax deductible. If a sponsor donates \$500 and wants a quarter page ad (\$30), the remaining \$470 is a tax deductible donation.*

3. GOLDEN PATRON Sponsors

Golden Patrons are a form of sponsorship with set price increments and are tax deductible. Golden Patrons are typically parents and other friends of our theatre program. Our Golden Patrons are acknowledge with a listing on a reserved page in all programs along with other individuals, families, or businesses that donate funds and support BHS theatre. Levels of donations are: Actor (\$25-\$49); Director (\$50-99); and Producer (\$100-299). Donations of \$300 or more are Season Sponsors.