



Birdville High School Theatre Arts Boosters

Birdville High School
Birdville Hawks
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Dear Business Owners and Friends of BHS Theatre:

Birdville High School Theatre in North Richland Hills would like to thank you for your support of our award winning theatre program. We are currently seeking early Season Sponsorships and Playbill program advertising for our 2009-2010 season. Your season sponsorship or advertising will be seen by parents, students, and community supporters of BHS Theatre in October and January. Season Sponsors are acknowledged in our main stage production programs and any other printing any of BHS Theatre's smaller productions or events throughout the year.

BHS Theatre Booster Club has reduced business ad pricing structures, making advertising in our programs even more economical. Business ads for ¼ page start for as little as \$30 and are published in each program playbill during the season. This year we will have at least two playbills - fall show in October and musical in January.

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 *Playbill* programs all season. Without ad sales, we cannot print quality programs for our productions and demonstrate support of our student casts, crew, and directors. Money raised from Season Sponsorship 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.

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. Ads range in price from \$75 for a full page ad to \$30 for a ¼ page or business card size ad. We also offer a limited number of special placement ads for businesses: full back cover or inside the front or back covers of programs. These are an additional \$100.

SEASON SPONSORSHIP

For businesses or individuals who sponsor our entire theatre season. Season sponsorships are donations in excess of \$300 and are tax deductible. Sponsors are acknowledged in our show programs and acknowledged on any printing 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.*

BHS Theatre Arts Booster Club is applying for non-profit 501(c) organization status. We hope to have everything approved by the IRS before the end of the calendar year.

We appreciate your continued support of BHS Theatre.