



## **2022 Sponsorship Opportunities**

Local businesses can boost brand awareness and offer their clients, employees, or business associates the benefit of tickets to Vinegar Hill through one of the following sponsorships:

### **Silver Sponsorship: \$1,250**

1. A private balcony box for up to ten guests for any 2022 season show. Includes either welcome refreshments at the box (beer, wine, bottled water, and theatre snacks) **or** one signature cup and one drink ticket per guest and theatre snacks (*based on availability, fundraisers & special events excluded*).
2. Half page ad and gratitude listing for the 2022 season in *Music Notes*, our in-house magazine. Print copies are hand distributed to approximately 8,000 guests a season. *Music Notes* will also be featured on our website, with strong support from various marketing channels, driving traffic to the online version.
3. Two tickets to the mid-season "Sponsor Thank You" event.
4. Exclusive corporate discount of 10% off additional tickets purchased (*based on availability, fundraisers and special events excluded*).
5. One social media post dedicated to your business.

### **Gold Sponsorship: \$2,500 (includes benefits 1-4 of Silver Sponsorship, plus what's listed below):**

1. Logo placement on the Vinegar Hill website with a backlink to your website.
2. Twenty additional tickets in our premium Founder's Area for your choice of performances (*based on availability, limit two tickets per show, fundraisers and special events excluded*).
3. Inclusion as a sponsor in all Vinegar Hill e-blasts to our 9,000+ subscribers.
4. Gold Sponsor parking placard for one car.
5. Three social media posts dedicated to your business.

### **Platinum Sponsorship: \$5,000 (includes benefit #1 of Silver Sponsorship, plus what's listed below):**

1. Full page ad and gratitude listing for the 2022 season in *Music Notes*, our in-house magazine. Print copies are hand distributed to approximately 8,000 guests a season. *Music Notes* will also be featured on our website, with strong support from various marketing channels, driving traffic to the online version.
2. Commercial spot placement included in our pre-show on-stage promo video and gratitude mention before every performance. Commercial spot content must be provided to Vinegar Hill.
3. Four tickets to the mid-season "Sponsor Thank You" event.
4. Exclusive corporate discount of 10% off additional tickets purchased (*based on availability, fundraisers and special events excluded*).
6. Thirty additional tickets for choice of performances in Founder's Area or Balcony (*based on availability, limit two tickets per show, fundraisers and special events excluded*).
5. Inclusion as a sponsor in all Vinegar Hill e-blasts to our 9,000+ subscribers.
6. Logo placement on Vinegar Hill website with a backlink to your website.
7. Platinum Sponsor parking placard for two cars.
8. Four social media posts dedicated to your business.

## **Print Advertising Opportunities - 2022 Edition of Music Notes: Our 7<sup>th</sup> Season**

*Music Notes* is our in-house magazine hand distributed at all performances, reaching approximately 8,000 guests. We also create a digital version which will be available on our website all season for easy viewing by online visitors.

Advertising opportunities are as follows:

- Rear Cover: \$700\*
- Inside Front Cover: \$700\* (*part of the Music Notes Sponsorship, not available individually*)
- Inside Rear Cover: \$700\*
- Full Page: \$650\*
- Half Page: \$350 (5" w x 3.875" h)
- Quarter Page: \$250 (2.375" w x 3.875" h)

*\*Full page ads measure 5.75"w x 8.75"h, full bleed or 5" w x 8" h, no bleed.*

## **2022 Signature & Custom Sponsorship Opportunities**

### **Hospitality Sponsor: \$500**

1. Full page ad. Your advertisement appears in all Vinegar Hill Music Theatre *Music Notes* in-house magazines (print/digital) distributed at all performances and includes website listing.
2. Logo Placement on Vinegar Hill website ([Places to Stay page](#)) and backlink to your website.
3. Exclusive corporate discount of 10% off additional tickets purchased (*based on availability, limit two tickets per show, fundraisers and special events excluded*).

### **2022 "Enjoy the Show" Sponsorship: \$1,500 ~ Five available**

Prior to every performance, we play a 10-15-minute video with upcoming shows and events. You may provide a slide to include in this pre-show promotional video. Footage/video is updated 3 times throughout the season to give your brand an opportunity to change your message. Shown to approximately 8,000 guests.

Also includes the following benefits:

1. Listed as our: "Enjoy the Show" sponsor in a gratitude listing for the 2022 season in *Music Notes*, our in-house magazine. Print copies are hand distributed to approximately 8,000 guests a season. *Music Notes* will also be featured on our website, with strong support from various marketing channels, driving traffic to the online version.
2. Half page ad in *Music Notes*.
3. Six tickets to your choice of performances (*based on availability, limit two tickets per show, fundraisers and special events excluded*).
4. 10% off additional tickets purchased with premium seating, including balcony upgrades when available.
5. One social media post dedicated to your business.

### **Kids Take Over the Barn Series Sponsor: \$2,000**

1. Inclusion in Portland Radio Group Promotion of Kids Take Over the Barn Series.
2. Logo & backlink on Vinegar Hill website.
3. Gratitude and Ad Slide on pre-show loop for all Kids Take Over the Barn Series.
4. Logo and "Sponsored by" on all printed ads for Kids Take Over the Barn Series.
5. Two e-newsletter inclusions.

6. Two social media posts dedicated to your business.
7. Up to six tickets for all Kids Take Over the Barn Series (*based on availability, fundraisers and special events excluded*).

### **2022 Signature Cup Sponsor: \$3,500**

1. Your company logo printed on every signature cup for the 2022 Season. We distribute approximately 6,000 signature cups annually.
2. Includes benefits 1-4 of Silver Sponsorship, listed below:
  1. A private balcony box for up to ten guests for any 2022 season show. Includes either welcome refreshments at the box (beer, wine, bottled water, and theatre snacks) **or** one signature cup and one drink ticket per guest and theatre snacks (*based on availability, fundraisers & special events excluded*).
  2. Half page ad and gratitude listing for the 2022 season in *Music Notes*, our in-house magazine. Print copies are hand distributed to approximately 8,000 guests a season. *Music Notes* will also be featured on our website, with strong support from various marketing channels, driving traffic to the online version.
  3. Two tickets to the mid-season "Sponsor Thank You" event.
  4. Exclusive corporate discount of 10% off additional tickets purchased (*based on availability, fundraisers and special events excluded*).
3. Logo placement on Vinegar Hill website with a backlink to your website.
4. Three social media posts dedicated to your business.

### **Outdoor Summer Classic Movies Sponsor: \$5,000**

1. Inclusion in Portland Radio Group Promotion of Outdoor Movies.
2. Secondary placement of logo & backlink on *Outdoor Concert & Movies* webpage.
3. Gratitude and Ad Slide on pre-show video loop for all Summer Classic Movies.
4. Logo and "Sponsored by" on all printed ads for Outdoor Summer Classic Movies.
5. Two e-newsletter inclusions.
6. Two social media posts dedicated to your business.
7. Up to six tickets for all Outdoor Movies (*based on availability, fundraisers and special events excluded*).

### **2022 Music Notes Sponsorship: \$7,500 (one available)**

1. A private balcony box for up to ten guests for any 2022 season show. Includes either welcome refreshments at the box (beer, wine, bottled water, and theatre snacks) **or** one signature cup and one drink ticket per guest and theatre snacks (*based on availability, fundraisers and special events excluded*).
2. Full Page Inside Cover ad, additional full-page editorial and gratitude listing for the 2022 season in *Music Notes*, our in-house magazine. Print copies are hand distributed to approximately 8,000 guests a season. *Music Notes* will also be featured on our website, with strong support from various marketing channels, driving traffic to the online version.
3. Commercial spot placement included in our pre-show on-stage promo video, and gratitude mention before every performance. Commercial spot content must be provided to Vinegar Hill.
4. Four tickets to the mid-season "Sponsor Thank You" event.
5. Exclusive corporate discount of 10% off additional tickets purchased (*based on availability, fundraisers and special events excluded*).
6. Logo placement on Vinegar Hill website, with a backlink to your website.
7. Music Notes Sponsor parking placard for two cars.

8. Thirty additional tickets for choice of performances in Founder's Area or Balcony (*based on availability, limit four tickets per show, fundraisers and special events excluded*).
9. Four social media posts dedicated to your business.
10. Inclusion in all e-blasts as a Platinum Sponsor.

### **Vinegar Hill Outdoor Stage Sponsor: \$10,000**

1. Logo on Top Banner of 16' x 20' parking lot stage for 2022 Season.
2. Inclusion in Portland Radio Group Promotion of Outdoor Events.
3. Primary logo placement & "Sponsored by," plus backlink, on *Outdoor Concerts & Movies* webpage.
4. Sixty-ninety second commercial spot placement on pre-show video loop for all Outdoor Events.
5. Gratitude listing for the 2022 season in *Music Notes*, our in-house magazine. Print copies are hand distributed to approximately 8,000 guests a season. *Music Notes* will also be featured on our website, with strong support from various marketing channels, driving traffic to the online version.
6. Logo & "Sponsored by" added to all print ads for Outdoor Events.
7. Three e-newsletter inclusions.
8. Four social media posts dedicated to your business.
9. Up to six tickets per show, for fifteen Outdoor Events (*based on availability, fundraisers and special events excluded*).

### **Create A Custom Partnership**

We recognize that one size doesn't fit all and you may have unique needs. Schedule a meeting with our Managing Director and our Director of Marketing to discuss a blend of other sponsorships to meet your business' varying ticket, social media and other advertising objectives. We're happy to explore other ideas in order to reach our guests in a way that best suits your business.