

2020 SPRING BENEFIT

SPONSORSHIP & AD OPPORTUNITIES

Honoring:
Judith Wooldridge
&
PNC Bank

Saturday, February 29, 2020 @ 5:30 PM

Trenton Country Club
201 Sullivan Way,
West Trenton, NJ 08628

Passage
THEATRE COMPANY



About Us:

Passage Theatre Company was founded in 1985 to present new work created by NJ writers. In 1995, its mission broadened to include new work from across the tristate area, to better serve our ethnically diverse community, and to provide afterschool theatre programs that creatively engage our youth.

Now, in its 34th season, Passage is committed to creating and producing socially relevant new plays and arts programming that deeply resonate with and reflect our community. Through professional productions, educational programs, and community engagement, we present diverse perspectives and new voices that inspire audiences and invigorate the art of live theatre.

We accomplish our mission through our important partnerships with the Actors' Equity Association, service organization, schools, universities, and professional artists from across the region.

Our long range goals are: to strengthen artistic excellence through culturally diverse programming; awaken our community to their own creative potential; inspire Trenton youth and adults to become avid consumers of theatre and arts programming throughout our community; develop a robust financial future; and improve our capacity to reach more audiences.



SPONSORSHIP OPPORTUNITIES



Passage Theatre's annual fundraising benefit raises about 10 percent of the organization's operating budget; we secure the remainder from grants, ticket sales and individual donations. Our income covers the costs of our artistic and educational programs, staff salaries, and maintaining theatrical equipment at our artistic home, the Mill Hill Playhouse. **Your sponsorship of our 2020 benefit will help us meet our goal of raising \$50,000.**

Sponsors will receive the following benefits according to the levels listed below:

HERO \$10,000

- Program booklet full page advertisement (Back Cover)
- Business name in press and promo materials
- Business name and/or logo included on sponsor signage
- Business' website link included in weekly e-blasts to 2000 patrons
- Special "thank you" acknowledgement from the stage
- Twelve (12) attendee tickets which includes (2) complimentary drink tickets per attendee
- Two (2) tickets for Solo Flight's *Mother (and me)* presentation between March 20-22, 2020.
- Two (2) tickets to the opening of Passage's spring 2020 production of *A Twist of Water*.

CHAMPION \$7,500

- Program booklet full page advertisement (Inside Front Cover)
- Business name in press and promo materials
- Business' website link included in weekly e-blasts to 2000 patrons
- Business name and/or logo included on sponsor signage
- Special "thank you" acknowledgement at event
- Twelve (12) attendee tickets which includes three (2) drink tickets per attendee
- Two (2) tickets to the opening of Passage's spring 2020 production of *A Twist of Water*.

SUSTAINER \$5,000

- Program booklet full page advertisement (Inside)
- Business name in press release and promotional materials
- Business website link included in season email communications to patrons
- Business name and/or logo included on sponsor signage
- Special "thank you" acknowledgement at event
- Total of eight (8) attendee tickets which includes two (2) drink tickets per attendee

SUPPORTER \$2,500

- Program booklet half page advertisement (Inside Back Cover)
- Business/organization name in press releases and promotional materials
- Business/organization website link included in season email communications to patrons
- Business name and/or logo included on sponsor signage
- Special "thank you" and acknowledgement from the podium
- Total of six (6) attendee tickets which includes one (1) drink ticket per attendee

Custom sponsorship options are available. See Sponsorship Commitment Form for advertising opportunities.

Sponsorships & Advertising Form



Please complete the following form to indicate your support of Passage Theatre's 2020 Spring Benefit.

Sponsorship Opportunities: Please indicate which sponsor package you would like to purchase. Note each sponsorship includes a full-page ad.

<input type="checkbox"/> Hero \$10,000	<input type="checkbox"/> Sustainer \$5,000
<input type="checkbox"/> Champion \$7,500	<input type="checkbox"/> Supporter \$2,500

Want to ONLY Purchase an Advertisement?: Please indicate which ad size you would like to purchase.

<input type="checkbox"/> \$500	Full page advertisement	5" wide x 8" high
<input type="checkbox"/> \$250	Half page advertisement	5" wide x 4" high
<input type="checkbox"/> \$125	Quarter page advertisement	5" wide x 2" high

Company Name: _____
Contact Name: _____ Contact Phone: _____
Mailing Address: _____ Suite/Unit #: _____
City: _____ State: _____ Zip: _____
Company Web Address: _____
Contact's Email Address: _____

PAYMENT METHOD

Credit Card Visa MasterCard Amex Discover

Card Number: _____ Exp.: _____

Name (Printed): _____

Signature: _____

Check (*Payable to Passage Theatre, and note in the memo 2020 Benefit*)

Mail payment and email materials by Monday, February 17, 2020, to Passage Theatre, PO Box 967, Trenton, NJ 08605, or for questions, please call us at (609) 392-0766 to Damion@passagetheatre.org.