



2018 SPONSORSHIP OPPORTUNITIES

NOV 23 - DEC 23 • ALLEN THEATRE COMPLEX

Presented by

K&D
APARTMENT COMMUNITY
OWNERS & MANAGERS

cph cleveland play house

FESTIVAL OF TREES 2018

We're thrilled to continue the tradition with the **2018 Festival of Trees – Memories in the Making**, a **FREE** event designed to be enjoyed by everyone in our community! Cleveland Play House has been telling stories that matter and creating memorable moments for our patrons and community for 103 seasons. **Festival of Trees** is a timeless tradition that allows families and friends to make new memories, and perhaps rekindle some old ones while enjoying the beautifully designed holiday trees.



ATTENTION TREE SPONSORS:

Don't miss out on the opportunity to connect your brand with a family friendly event during one of the busiest times of the year at Playhouse Square! **Contact Geoff Masten at 216.400.7037 or gmasten@clevelandplayhouse.com for more information.**



FESTIVAL OF TREES 2018



This year's Festival will feature the following:

- Trees decorated by the area's most talented artists and designers
- Expanded viewing hours
- Live music by area choral groups before select performances of *A Christmas Story*
- **FREE pictures with Santa!**

"Santa" sponsorships are available and range from \$500 to \$5,000 (Presenting Sponsor). Sponsor benefits will include:

- Tickets to any CPH production throughout the 2018-19 season
- Acknowledgement in the Festival of Trees program
- Logo recognition on signage during Santa appearances
- Other benefits to be discussed

We plan to build on the success and growth achieved in 2017, with the following outreach goals in 2018:

5,000,000+

impressions via print and electronic media advertising

200,000+

patrons reached through email blasts and social media



100,000+

visitors at Playhouse Square during Festival of Trees

140,000+

households reached through direct mail

12,000+

attendees of A Christmas Story



FESTIVAL OF TREES 2018

SPONSORSHIP LEVELS AND BENEFITS

	PLATINUM \$15,000 12 ft tree	GOLD \$10,000 10 ft tree	SILVER \$5,000 9 ft tree	BRONZE \$2,500 7.5 ft tree
YOUR TREE				
Number available (as of July 31)	1	2	6	20
Tree designed and decorated by a talented local designer*	★	★	★	★
Prominent placement of tree	★	★	★	
Tree placard with sponsor's name or logo	★	★	★	★
PLAYBILL RECOGNITION				
Half-page color ad (<i>A Christmas Story</i>)	★			
Quarter-page color ad (<i>A Christmas Story</i>)		★		
One-eighth page color ad (<i>A Christmas Story</i>)			★	
Donor recognition in the remaining 2018-19 season playbills	★	★	★	★
Recognition in special FOT program	★	★	★	★
MARKETING AND PROMOTIONAL MATERIALS				
Curtain speech recognition at <i>A Christmas Story</i>	★			
CPH press release recognition (500+ media outlets)	★			
Recognition on the Allen Theatre lobby digital screen	★	★	★	★
Print materials recognition	★	★	★	★
E-MEDIA				
E-mail blasts and social media to promote FOT	★	★	★	★
Logo and link recognition on CPH website	★	★	★	★
TICKETS & SPECIAL OPPORTUNITIES				
Customized behind-the-scenes opportunities	★			
Opportunity to host a holiday party in the Allen Theatre lobby during the festival (<i>sponsor is responsible for catering expense</i>)	★	★		
Employee discount on any CPH production	15%	15%	10%	10%
Invitation to the festival kick-off event and cast party for <i>A Christmas Story</i> on November 30	★	★	★	★
Tickets to any production during CPH's 2018-19 season (<i>subject to availability</i>)	40	30	20	10

* Your company may also elect to choose the theme, and/or decorate the tree as a team

FESTIVAL OF TREES 2018

SPONSOR REGISTRATION

Please print or type all information.

Name of Sponsor/Organization

Contact Name

Address

City

State

Zip

Phone Number

E-mail Address

SPONSOR'S NAME AS IT SHOULD APPEAR IN LISTINGS AND ON SIGNAGE:

Please print clearly, with capital letters and spaces as needed

TREES *Please check your level of sponsorship*

- SOLD ☐ **PRESENTING** (15 ft tree) -- **\$20,000** ☐ **SILVER** (9 ft tree) - **\$5,000**
☐ **PLATINUM** (12 ft tree) - **\$15,000** ☐ **BRONZE** (7.5 ft tree) - **\$2,500**
☐ **GOLD** (10 ft tree) - **\$10,000**

SANTA *Please check your level of sponsorship*

- ☐ **PRESENTING** - **\$5,000** ☐ **APPEARANCE** - **\$500**

PAYMENT OPTIONS:

☐ Enclosed check is made payable to *Cleveland Play House*

☐ Please send me an invoice

Please charge to: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Name on Card

Account Number

Expiration Date

Security Code

Signature

**COMPLETED FORMS SHOULD BE EMAILED
TO JASON BOGDANY AT:
JBOGDANY@CLEVELANDPLAYHOUSE.COM**

**For more information, contact Geoff Masten
at gmasten@clevelandplayhouse.com or
216.400.7037.**