



Musical Theatre Productions Sponsorship Opportunities 2009/2010 Season



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Musical Theatre Productions (MTP) is a volunteer-run, registered charity providing opportunities for participation in all aspects of full scale, amateur musical theatre productions. As an organization we produce two annual performances; one Gilbert and Sullivan operetta in the fall and one Broadway musical in the spring.

Our Gilbert and Sullivan operettas have been an annual London tradition since 1955; we celebrated 50 years of Gilbert and Sullivan in 2004 with an award-winning production of *The Mikado*. London's 55-year-long G&S tradition is currently the second-longest in all of Canada.

This year's G&S, a highly energetic production of "*The Gondoliers*," will have audiences humming along and impressed by colourful costumes set in the 1950s. Filled with young maidens, kings, secret love and confused identities, this fabulous show will run from November 12-21, 2009 at the Palace Theatre.

Our full-scale Broadway musicals boast well-known music and large casts spanning all age groups. Recent productions include *Little Shop of Horrors* and *Nunsense: The Mega-Musical*.

"*Nine*," this season's Broadway musical to run at the Palace Theatre from March 18-27, 2010, is pure visual magic, laughter, fun and passion. This old gem, set in early 1960's Venice tells the story of film director Guido Contini, savoring his most recent (and greatest) success while facing his fortieth birthday and a midlife crisis blocking his creative impulses while entangled in a web of romantic difficulties. Soon to be released as a feature film in November 2009, "*Nine*" is also the 1982 Tony Award Winner for Best Musical and the 2003 Tony Award Winner for Best Revival. Last year's London Brickenden Award winners Donald D'Haene (for Best Musical Production) and Dariusz Korbiel (for Best Director) have joined forces to stage a show that will leap from the stage into the hearts of the audience.

By supporting MTP and taking advantage of one of the many sponsorship opportunities below you will be demonstrating your support for live, amateur theatre in the City of London and nurturing the unique talent within our community. We rely on the contributions from generous arts supporters like you in order to continually provide these one-of-a-kind opportunities. By sponsoring our organization you will not only contribute to the ongoing success of MTP's performances and initiatives but will also help to support London's local arts community.



Season Sponsor - \$10,000 (1)

- Logo recognition in front window display at The Palace Theatre (710 Dundas Street) for entirety of the 2009-2010 MTP season
- Recognition (verbal, print and on-line) as Season Sponsor for all MTP performances and related events throughout the season
- Recognition (verbal, print and on-line) in advertisements and promotional materials for all MTP performances and related events which may include but are not limited to:
 - Radio Advertisements
 - Television Advertisements
 - Advertisements in local newspapers
 - Show Poster(s)
 - Show Postcards (s)
 - Billboard
 - MTP Website
 - Show Website
- Verbal recognition at every MTP performance throughout the season
- Opportunity to bring greetings on opening night for both annual performances
- Full-page advertisement in both annual show programs in premier position (outside back cover)
- Opportunity to display promotional literature and corporate signage at all performances
- Four tickets to performance of your choice for both annual productions
- Two tickets to opening night cast party for both annual productions
- Additional public relations and media opportunities where available
- Income tax receipt
- Additional logo exposure and print recognition available through:
 - MTP Newsletter
 - Partner Websites



Production Sponsor - \$5,000 **(2 – one for each annual production)**

- Name recognition on marquee of the Palace Theatre (710 Dundas Street) for the entire duration of sponsored production (approximately 10 days)
- Logo recognition on cover of program for sponsored production
- Recognition (verbal, print and online) in advertisements and promotional materials for sponsored production which may include but are not limited to:
 - Radio Advertisements
 - Television Advertisements
 - Advertisements in local newspapers
 - Show Poster
 - Show Postcards
 - Billboard
 - MTP Website
 - Show Website
- Verbal recognition at all performances of sponsored production
- Full-page advertisement in program (front inside cover) of sponsored production
- Opportunity to display promotional literature and corporate signage at all performances of sponsored production
- Four tickets to performance of your choice for sponsored production
- Two tickets to opening night cast party for sponsored production
- Additional public relations and media opportunities where available
- Income tax receipt
- Additional logo exposure and print recognition available through:
 - MTP newsletter
 - Partner websites

Act Sponsor - \$2,500 **(2 – one for each annual production)**

- Recognition (verbal, print and online) in advertisements and promotional materials for sponsored production which may include but are not limited to:
 - Radio Advertisements
 - Television Advertisements
 - Advertisements in local newspapers
 - Show Poster
 - Show Postcards
 - MTP Website
 - Show Website
- Verbal recognition at all performances of sponsored production
- Half-page advertisement in program of sponsored production
- Opportunity to display promotional literature at all performances of sponsored production
- Four tickets to performance of your choice for sponsored production
- Two tickets to opening night cast party for sponsored production
- Additional public relations and media opportunities where available
- Income tax receipt
- Additional logo exposure and print recognition available through:
 - MTP newsletter
 - Partner websites



Scene Sponsor - \$1,000

(unlimited for each annual production)

- Logo recognition on all online advertisements and promotions for sponsored production
- Quarter-page advertisement in program of sponsored production
- Opportunity to display promotional literature at all performances of sponsored production
- Four tickets to performance of your choice for sponsored production
- Two tickets to opening night cast party for sponsored production
- Additional public relations and media opportunities where available
- Income tax receipt
- Additional logo exposure and print recognition available through:
 - MTP newsletter
 - Partner websites

Rehearsal Sponsor - \$500

(unlimited for each annual production)

- Logo recognition on all on-line advertisements and promotions for sponsored production
- Opportunity to display promotional literature at all performances of sponsored production
- Two tickets to performance of your choice for sponsored production
- Two tickets to opening night cast party for sponsored production
- Additional public relations and media opportunities where available
- Income tax receipt
- Additional logo exposure available through:
 - MTP newsletter
 - Partner websites

To secure your sponsorship, please contact:

ALLISON FISHER

VICE-PRESIDENT

519.649.8488

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**For more information about
Musical Theatre Productions,
please visit**

www.musicaltheatreproductions.ca

