



Theatre In The Park

CORPORATE SPONSORSHIP/PROMOTIONAL OPPORTUNITIES

A CHRISTMAS CAROL

2010 marks the 36th anniversary production of our internationally renowned original musical comedy, A Christmas Carol. Adapted and performed annually by Ira David Wood III and Theatre In The Park. This spectacular show is North Carolina's most popular holiday event and a cherished part of the Christmas season. A Christmas Carol is the largest stage-play in the state has been seen by well over a million people in Raleigh as well as tens of thousands during command performances in England, France and Columbia, SC. This year we will be featured in two venues, The Durham Performing Arts Center and Raleigh's Memorial Auditorium.

Named "One of the most successful shows in NC history" and "Top 20 Events in the Southeast," A Christmas Carol thrives due to strong community ties. Each year we provide tens of thousands of dollars in support to dozens of charitable organizations and civic groups statewide. Your sponsorship dollars have a profound, year-round impact lives in North Carolina and beyond.

Annually, Theatre In The Park advertising opportunities reach over 26,000 in the Triangle area.

PRODUCTION SPONSOR

\$50,000

- Exclusive naming rights for annual production
- Lobby signage for all shows in Raleigh or Durham
- Opening curtain recognition during all performances
- Full-page playbill ad for A Christmas Carol and Theatre In The Park mainstage
- 50 premium tickets for any performances in Raleigh or Durham

OUTREACH SPONSOR

\$15,000

- 100% of sponsorship funds will underwrite Theatre In The Park outreach and education
- Lobby signage for all shows in Raleigh or Durham
- Opening curtain recognition during all performances
- Full-page playbill ad for A Christmas Carol and Theatre In The Park mainstage shows
- 15 premium tickets for any performances in Raleigh or Durham

SHOW SPONSOR

\$6,000

- Lobby signage for all shows in Raleigh or Durham
- Opening curtain recognition for your sponsored show
- Full-page playbill ad for A Christmas Carol and Theatre In The Park mainstage shows
- 10 premium tickets for sponsored performance in Raleigh or Durham

ENHANCED PROMOTIONAL SPONSORSHIPS

(Promotional ads in playbills for *A Christmas Carol* and the Theatre In The Park Mainstage shows)

- SCROOGE: \$3,500: 8 premium tickets plus a Half-page ad for A Christmas Carol and Theatre In The Park mainstage playbills
- MARLEY: \$2,500: 6 premium tickets plus a Half-page ad for A Christmas Carol only
- CRATCHIT: \$2,000: 4 premium tickets plus a Quarter-page ad for A Christmas Carol and Theatre In The Park mainstage playbills
- CHRISTMAS SPIRIT: \$1,500: 2 premium tickets plus a Quarter-page ad for A Christmas Carol only