

2019-20 SEASON

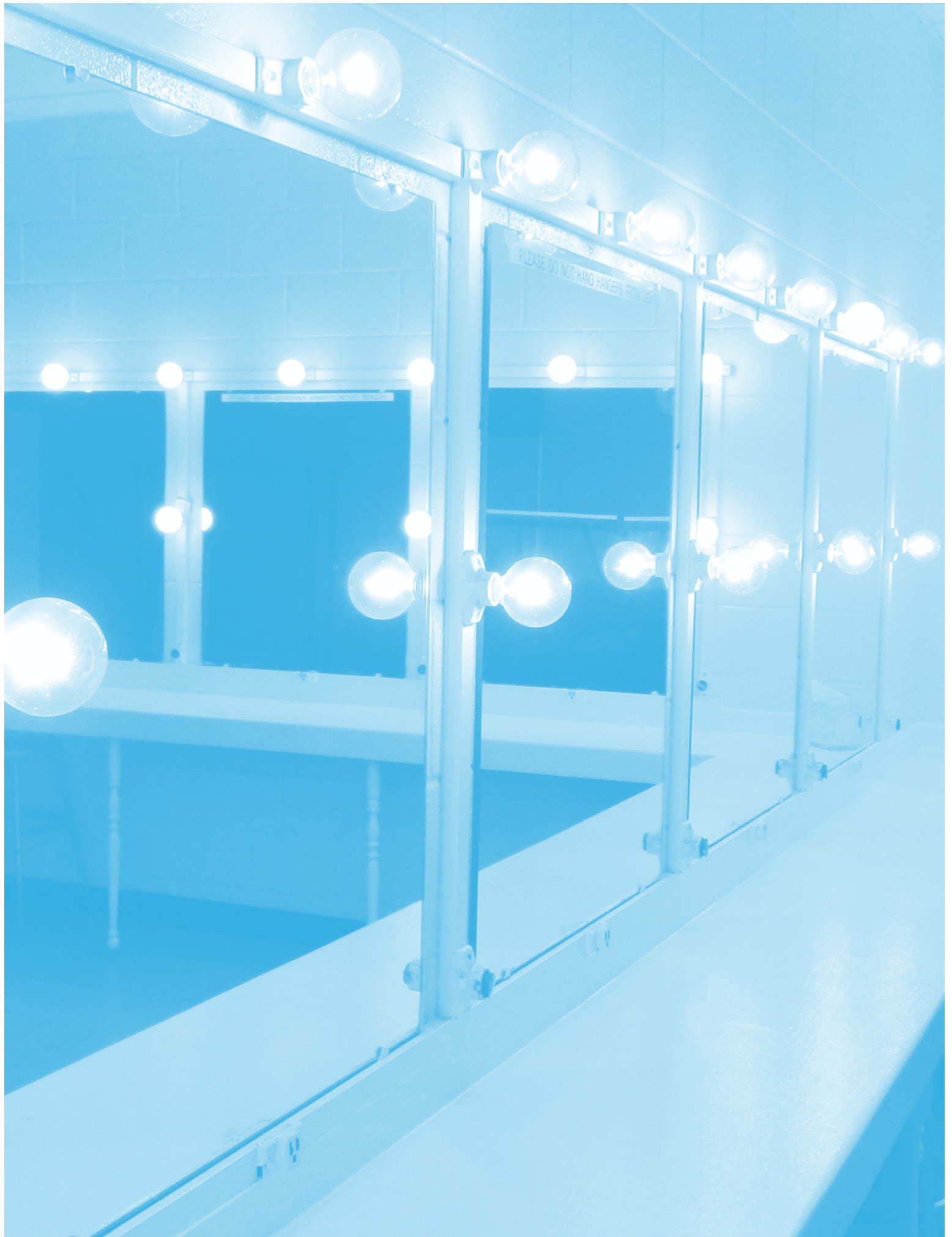
*Sponsorship
Opportunities*



Tecumseh Center ^{for} the Arts
Shirley Todd Herrick Theater

400 N. Maumee St. Tecumseh, MI | 517.423.6617 | www.TheTCA.org





2019-20 SEASON

Sponsorship Opportunities

Why Support the TCA?

We believe the Tecumseh Center for the Arts (TCA) plays a vital role in making our city a great place to live. Only through the generosity of individuals and businesses like yours is the TCA able to provide great entertainment to thousands of patrons a year, a home to numerous local arts groups and professional support of their presentations, and a key service to our Public Schools as a high-class venue for more than 2 dozen events annually.

We share our advertising reach with you! Patrons see TCA content on our website, social media, posters, playbills, and more! As a supporter of the TCA, your business content will also be shared, reaching individuals in our community as well as out of state.

How Can I Be Involved?

Sponsor the TCA at one of the following levels:

- 1 Producer's Chair | \$3,000+
- 2 Director's Circle | \$2,000+
- 10 Leading Player | \$1,000+
- Supporting Player | \$600+
- Ensemble Player | \$350+
- Cast Member | \$200+
- Friends of the TCA | \$100+

How Will the Funds be Utilized?

All of the financial support that the TCA receives helps us provide high quality entertainment to our patrons. It helps pay for the National Touring Acts that are booked as well as the upkeep of the building. It purchases ticket stock, stage lights, and cleaning supplies. It helps in the yearly maintenance of the building and upgrading of our systems. Every aspect of the theater is vital and your sponsorship ensures that we provide the community with not only entertainment, but also education and a home for local performers of every age.



Producer's Chair - \$3,000+

Only one (1) spot available

Four (4) subscriptions to every TCA Show

Season Preview

Cat Canyon

John Latini

Legends of Michigan Comedy

Dueling Pianos

Le Cirque Esprit

Phase 5

The Nutcracker Ballet

TCA Big Band & VocalAires Holiday Concert

TCA Big Band & VocalAires Spring Concert

TCA Summer Series events (3)

VIP Experience opportunity before each TCA show

Recognition onstage before every TCA show

Recognition on all TCA promotional materials

Recognition in radio and/or television messages

Recognition on pre and post event emails

Logo printed on TCA event tickets

Full-page advertisement in all TCA playbills

Individual social media post thanking business prior to and after each TCA show
(Facebook and Twitter)

Individual social media post thanking the Producer's Chair sponsor monthly
(Facebook and Twitter)

Image of logo included in our logo photo album on the TCA Facebook page

Who will be our 2019-20 Season Producers Chair Sponsor?

Director's Circle - \$2,000+

Only two (2) spots available this year

Two subscriptions to the National Touring Season & Nutcracker Ballet.
Recognition onstage for every TCA National Touring Season performance from Director Kelly Jo Gilmore.

Recognition on TCA promotional materials

Recognition in radio and/or television messages

Recognition on pre and post event emails

Full-page advertisement in all Touring Season playbills

Individual social media post thanking each Director's Circle sponsor with an image of the business, logo and a link back to the business Facebook page and website (Facebook and Twitter)

Individual post thanking business prior to sponsored show (Facebook and Twitter)

Image of logo included in our logo photo album on the TCA Facebook page

Thank you to our 2018-19 Season Director's Circle sponsors!



Leading Player - \$1,000+

Only ten (10) spots available this year

- 1) John Latini
- 2) Legends of Michigan Comedy
- 3) Dueling Pianos
- 4) Le Cirque Esprit
- 5) Phase 5
- 6) Cat Canyon
- 7) TCA Big Band & VocalAires Holiday Concert
- 8) TCA Big Band & VocalAires Spring Concert
- 9) TCA Movies
- 10) TCA Summer Series

Recognition on TCA promotional materials

Two tickets to sponsored show

Recognition onstage on the day of the event from Director Kelly Jo Gilmore

Recognition in radio and/or television messages

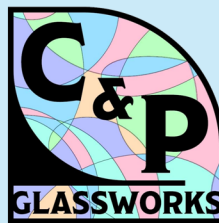
Full-page advertisement in all Touring Season playbills

Individual post thanking each Leading Player sponsor with an image of the business, logo and a link back to the business Facebook page and website (Facebook and Twitter)

Individual post thanking business prior to sponsored show (Facebook and Twitter)

Image of logo included in our logo photo album on the TCA Facebook page

Thank you to our 2018-19 Season Leading Player sponsors!



Robert Fox
Manager, Associate Broker
Adrian, Tecumseh, Manitou Beach

Office: (517) 263-4100, (517) 424-4444
Cell: (517) 605-5206
Fax: (517) 266-1692
rfox@howardhanna.com

Adrian - 1514 W Maumee St. Tecumseh - 145 E Chicago Blvd. Manitou Beach - 100 Walnut St.
www.howardhanna.com

#1 Real Estate Company in PA, OH, WV and NY

Supporting Player - \$600+

Half-page advertisement in all Touring Season playbills

Recognition on Facebook individually

Image of logo included in our logo photo album on the TCA Facebook page

Thank you to our 2018-19 Season Supporting Player sponsors!



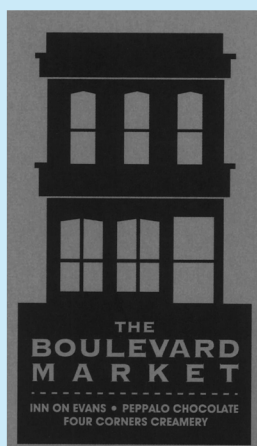
Speed Queen AUTHORIZED PARTNER



Ensemble Player - \$350+

Quarter-page advertisement in all Touring Season playbills
Recognition on Facebook with other Ensemble Player Sponsors
Image of logo included in our logo photo album on the TCA Facebook page

Thank you to our 2018-19 Season Ensemble Player sponsors!



Cast Member - \$200+

Eighth-page advertisement in all Touring Season playbills

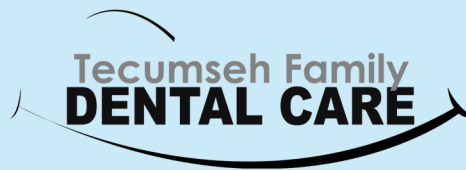
Recognition on Facebook with other Cast Member Sponsors

Image of logo included in our logo photo album on the TCA Facebook page

Thank you to our 2018-19 Season Cast Member sponsors!



Charles H. Gross
ATTORNEY AT LAW



Friend of the TCA - \$100+

Business listing in all Touring Season playbills

Image of logo included in our logo photo album on the TCA Facebook page

Thank you to our 2018-19 Season Friend of the TCA sponsors!

GREY FOX FLORAL





Advertising Reach

Over 18,000 visitors to the TCA website in the 2018-19 Season.

Over 25,000 patrons walk through our lobby and see sponsorship logos on display.

Over 2,000 people see the sponsorship ads in our season playbills.

500 posters and flyers, with sponsorship logos, are seen throughout the county.

Patrons traveled from 27 Michigan counties and 13 states to attend events at TCA.

What Other Ways Can I Show My Support?

Attend events! Contact the theater for group rates for your employees.

Like the TCA on social media, share our content - we are on Facebook, Twitter, Pinterest, Youtube, LinkedIn, and Instagram!

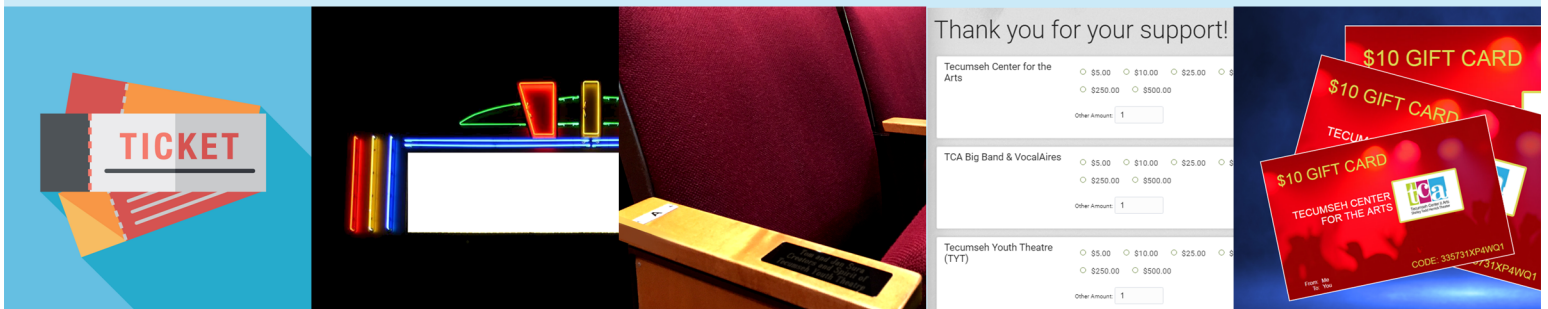
Volunteer as a Guest Usher!

Rent the Marquee for your business promotion!

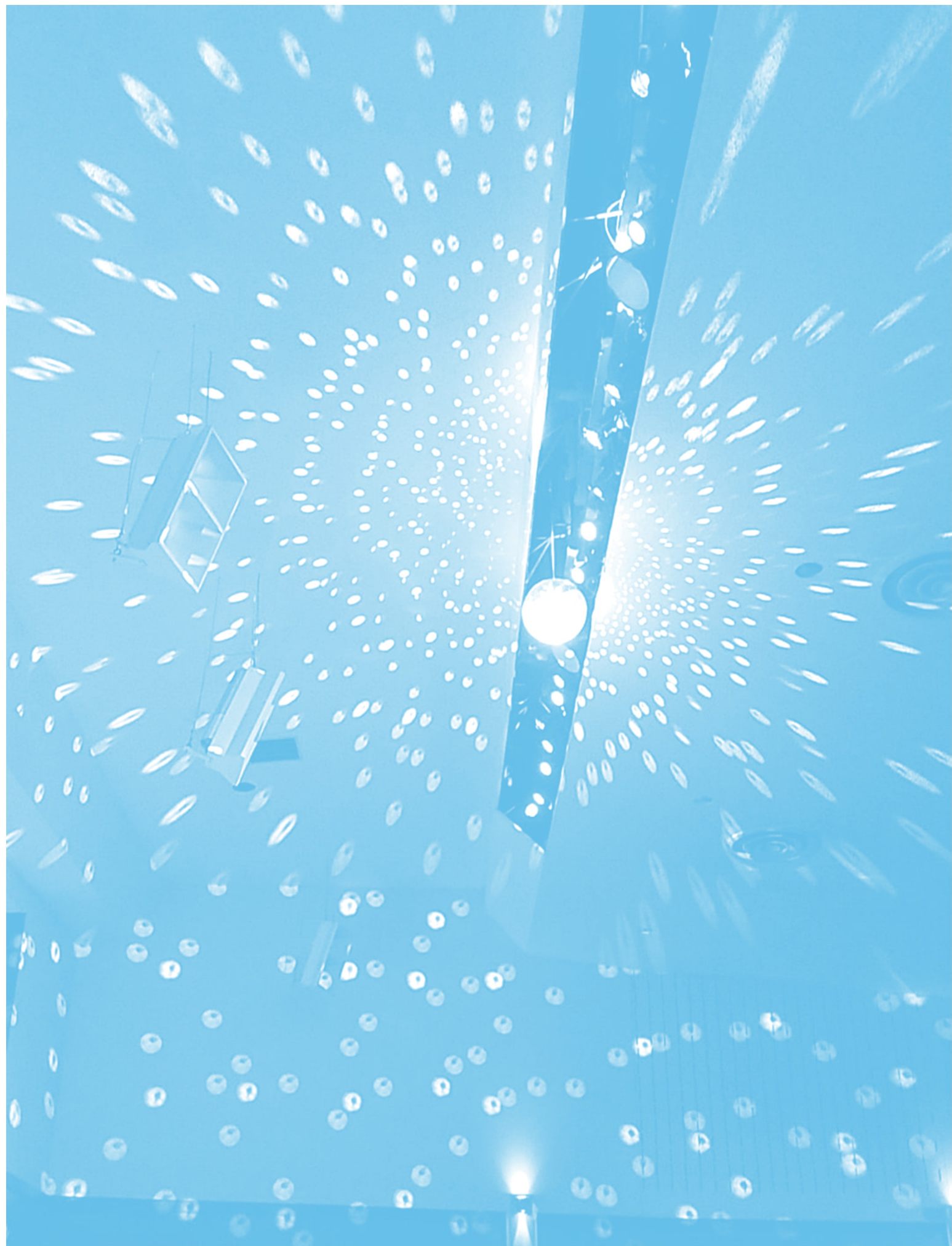
Purchase a Seat in the theater!

Purchase gift certificates for friends and family!

Make a donation!



If you do not see what you are looking for here, we are open to hearing new sponsor benefit ideas, and will create a sponsor package specifically for your business!



Poster Example

LE CIRQUE ESPRIT

Saturday, March 7 | 4 pm

PRODUCER'S CHAIR LOGO

DIRECTOR'S CIRCLE

DIRECTOR'S CIRCLE

LEADING PLAYER

tca Tecumseh Center for the Arts
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\$30 Adult | **\$25** Senior, Youth, Military

2019-20 National Touring Shows

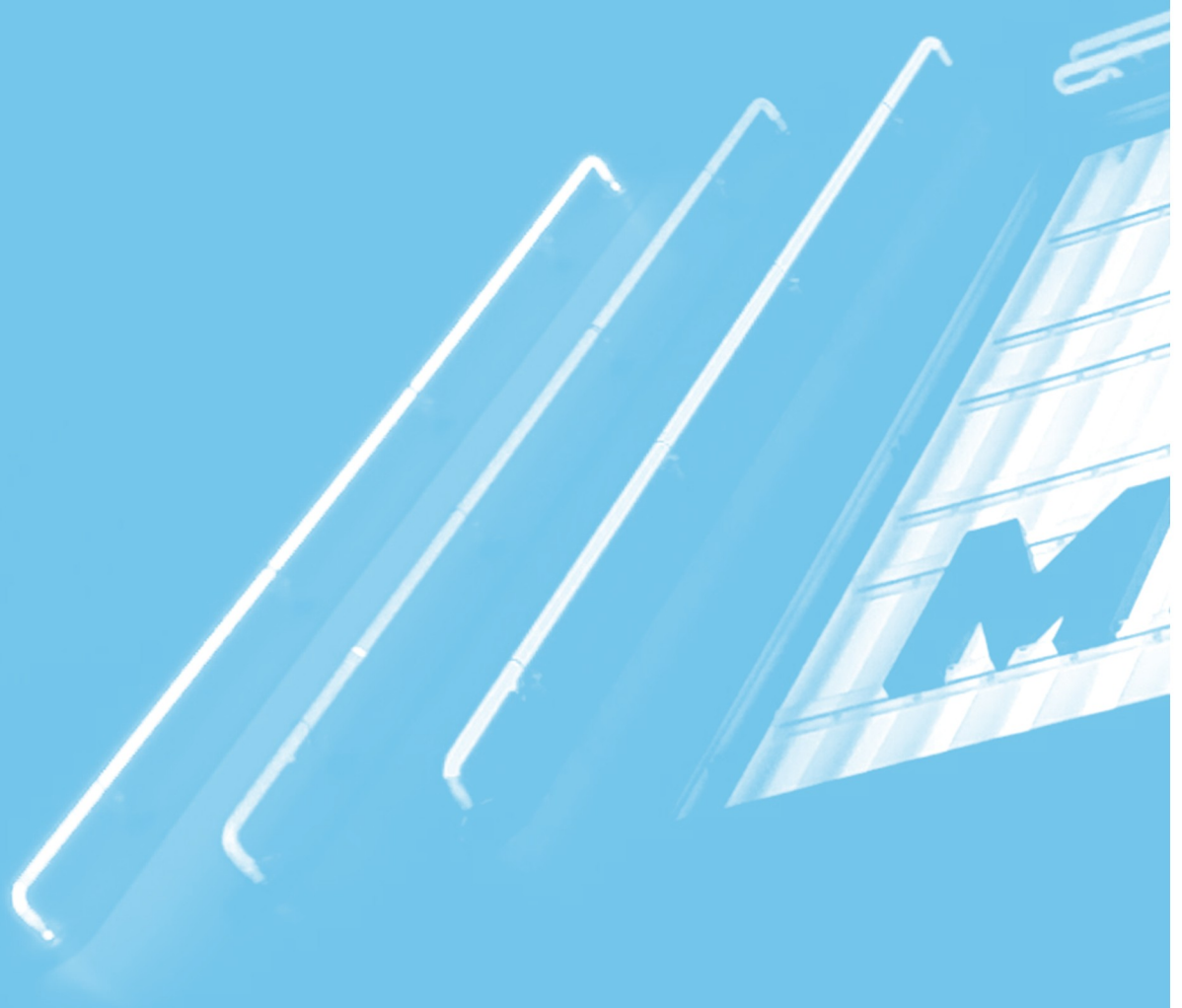
John Latini



LE CIRQUE ESPRIT



Phase 5



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