

# ANOTHER MIRACLE THEATRE PRODUCTION TO BENEFIT...



## You may be able to assist us. . .

Helping to ensure our children have the best tools possible in their development, we are working with the arts to raise money in Prince George. Ted Price and Anne Laughlin are donating a professional theatre production of the comedy, “Halfway There” to the Prince George Community Foundation.

Over the past 3 years their Miracle Theatre productions have raised **\$42,242** for the Salvation Army Food Bank/27 Million Voices, **\$52,144** for local cancer equipment, and **\$50,225** for local programs funded by United Way. “Halfway There” is being produced for the sole benefit of the Prince George Community Foundation, who will receive 100% of net revenues and will establish a “Children of Prince George” Fund where the income earned will be granted back to children related registered charities throughout Prince George.

The Prince George Community Foundation, established in 1995, is a registered charity committed to supporting our community. We hold over \$12 million in funds and have granted back over \$1.5 million into the community in the following six categories since inception: Health, Education, Arts and Culture, Sports and Recreation, Local Environment, and Social Services.

To make this event a success, Ted, Anne, and their supporters are donating over \$35,000 in goods and services. Building upon their philanthropic action, we are currently seeking sponsorships and support from businesses in Prince George. To participate there are several options:

<b>Production Sponsor -</b>	<b>\$5,000</b>
<b>Stage Manager Sponsor-</b>	<b>\$2,500</b>
<b>Artist Patron -</b>	<b>\$2,000</b>
<b>Playwright Sponsor -</b>	<b>\$1,500</b>

### You might also consider:

<b>Box Office Booster -</b>	<b>\$1,120 minimum package</b>
<b>A Company Performance -</b>	<b>\$3,000</b>

We value our sponsors, who we recognize as critical to our success. Both in advance of the production and during twenty to twenty-four performances, we will provide excellent sponsorship recognition which will reach a very valuable demographic. We have included further details on sponsorship benefits and other ways you can support this project on the following pages.

If you'd like additional information, please contact the Prince George Community Foundation, or to confirm your sponsorship, please contact Mindy Stroet at 250.562.7772 or at [pgfoundation.development@telus.net](mailto:pgfoundation.development@telus.net). We are sincerely grateful for your consideration.

### Fast Facts

**Who:** Ted Price & Anne Laughlin, Prince George Community Foundation

**What:** Philanthropic professional theatre production

**Why:** To support the children of Prince George

**When:** Feb. 28 – Mar. 20, 2019

**Where:** ArtSpace above Books & Co. on 3rd Ave. in Prince George

**Your Business: An** opportunity to support such a worthwhile cause while receiving public recognition for your contribution and business.

**Contact: Anne Laughlin or Ted Price, Miracle Theatre 250.563.6937**  
[anne.laughlin.pg@shaw.ca](mailto:anne.laughlin.pg@shaw.ca) [tedpricepg@shaw.ca](mailto:tedpricepg@shaw.ca)  
**Mindy Stroet, Prince George Community Foundation 250.562.7772**  
[pgfoundation.development@telus.net](mailto:pgfoundation.development@telus.net)

## **PRODUCTION SPONSOR - \$5,000**

As the Senior Sponsor, you are critical to our success. You and your business will receive the greatest public profile. The following marketing and public relations benefits will be provided.

1. **Television Advertising** –You will be identified as the Production Sponsor in all television advertising. This recognition is exclusive to the Production Sponsor.
2. **Radio Advertising** – Your corporate name will be mentioned in all radio advertising and during radio interviews; another benefit exclusive to the Production Sponsor.
3. **Print Advertising** – Your logo will be included in all newspaper advertisements and your participation as the Production Sponsor will be submitted in all Press Releases.
4. **Posters** - Your company's logo will appear on the poster.
5. **Social Media** – Your logo and company's name will be included on several online and social media platforms through both Miracle Theatre and the Prince George Community Foundation.
6. **Program Advertising** – A full page will be dedicated to your business in the program for the advertisement or message you submit.
7. **Program Acknowledgement** - Your logo will appear on the cover of all the play programs. – AND,
8. Your company's name will be included in the program's sponsorship list.
9. **Venue Signage** - Your company's name and logo will be displayed in the venue during the run of the production.
10. **Public Announcement** - Acknowledgement of your sponsorship will be announced from the stage in the curtain speech before each and every performance. 20 - 24 performances will be held.
11. **Tickets** - You will receive 10 reserved seat tickets to a performance(s) you choose to book.

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## **STAGE MANAGER'S SPONSOR - \$2,500**

Sponsor one of theatres' unsung heroes behind the scenes. Your business will receive the following marketing and public relations benefits:

1. **Program Acknowledgement** – In every play program your logo will appear next to the production's Stage Manager biography. – AND,
2. Your company's name will also be included in our program sponsor list.
3. **Program Advertising** – A ½ page will be dedicated to your firm in the program for the message or the advertisement you submit.
4. **Social Media** – Your logo and company's name will be included on several online and social media platforms through both Miracle Theatre and the Prince George Community Foundation.
5. **Public Announcement** – Acknowledgement of your sponsorship will be announced from the stage in the curtain speech before each and every performance. 20 - 24 performances will be held.
6. **Tickets** - You will receive 8 reserved seat tickets to a performance(s) you choose to book.

## **ARTIST PATRON - \$2,000**

With considerable pride we can tell you that exceptionally skilled members of Canada's acting profession, recruited from across the country, will perform in this production. Although remuneration for theatre practitioners is remarkably modest, the aggregate cost of performers' fees represents a considerable expense. By participating with us in the engagement of professional actors, you are making an important contribution. There will be up to five Artist Patrons, one sponsorship opportunity for each of the performers in this production. Marketing and public relations benefits include:

1. **Program Acknowledgement** – In every play program your logo will appear next to the actor's biography. – AND,
2. Your company's name will also be included in our program sponsor list.
3. **Program Advertising** – A ½ page will be dedicated to your firm in the program for the advertisement or message you submit.
4. **Social Media** – Your logo and company's name will be included on several online and social media platforms through both Miracle Theatre and the Prince George Community Foundation.
5. **Public Announcement** – Acknowledgement of your sponsorship will be announced from the stage in the curtain speech before each and every performance. 20 - 24 performances will be held.
6. **Tickets** - You will receive 4 reserved seat tickets to a performance you choose to book.

## **PLAYWRIGHT SPONSOR - \$1,500**

The Playwright Sponsor assists with the cost of royalty payments to the playwright. This is a significant cost to the production as royalties of approximately 10% must be paid on every ticket sold. Your business will receive the following marketing and public relations benefits:

1. **Program Acknowledgement** – Your logo will appear beside the playwright's biography in every play program.
2. Your company's name will also be included in our program sponsor list.
3. **Social Media** – Your logo and company's name will be included on several online and social media platforms through both Miracle Theatre and the Prince George Community Foundation.
4. **Public Announcement** – Acknowledgement of your sponsorship will be announced from the stage in the curtain speech before each and every performance. 20- 24 performances will be held.
5. **Tickets** - You will receive 4 reserved seat tickets to a performance you choose to book.

## **BOX OFFICE BOOSTER**

If a Sponsorship doesn't meet your needs . . .

You might consider participating as a Box Office Booster. We have a limited number of Ticket Packages at a preferential rate ideal for:

### **Customer and Client Appreciation or Staff Recognition.**

The Packages contain ticket vouchers which the recipients can exchange for any available performance of their choice.

Or - attend as a group and use your package to claim all your tickets for a specific night. With a group booking there's the bonus of having seats reserved in a block for your group until 15 minutes before show time.

**Packages of 40 or more tickets – start at \$1120.00  
This is a savings of \$5 per ticket**

As a Box Office Booster, your business will be among those listed on the Sponsor - Donor Page in the program.

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## **A COMPANY PERFORMANCE - \$3,000**

**As a special occasion you might consider . . .**

### **A COMPANY OR CLIENT PERFORMANCE**

That night the venue, the performance, every ticket and every seat will be turned over to your firm alone. A great night out for 115 of your special guests and a wonderful contribution to the Prince George Community Foundation.

We would welcome a spokesperson from your firm taking the stage at curtain time to deliver your message and welcome your guests. If you should wish to enhance the evening further, by bringing in your own intermission refreshments and treats, that can easily be facilitated.

## **PAYMENT INFORMATION**

Cheques for **Sponsorships or Donations** should be made payable to:  
**Prince George Community Foundation**

**And mailed to:**

Prince George Community Foundation  
C/o Coast Inn of the North  
770 Brunswick Street  
Prince George, BC V2L 2C2

Cheques for **Ticket Packages or Performances** should be made payable to:  
**Miracle Theatre Trust Fund**

**And mailed care of:**

Prince George Community Foundation  
C/o Coast Inn of the North  
770 Brunswick Street  
Prince George, BC V2L 2C2