



# Penn Manor School District

PENN MANOR PRODUCTIONS - Penn Manor HS, P.O. Box 1001, Millersville, PA 17551

Fall Play  
Almost, Maine  
November 22-23, 2019

Spring Musical  
The Wizard of Oz  
February 28-29, March 6-7, 2020

Dear Advertising Manager:

Penn Manor Productions is very excited for our upcoming year of theatrical presentations! From our primary season of September to March, we have over 150 hard-working students involved in our program. Students work in all theatre aspects including performing, technical theatre such as sound and lighting, marketing, pit orchestra, costumes, makeup, props and much more.

Penn Manor's theatre reputation is strong, with students qualifying to compete at state and national levels. We are also proud recipients of several National Youth Arts awards. Our tradition is strong – and our audience base is always growing.

Our program is responsible for the entire production budget including lumber, paint, costumes, lighting and sound equipment, make up and printing. We are also responsible for a portion of the licensing contract expenses and royalty payments which adds several thousand dollars to our operating budget.

Our program booklet is given out to our audiences the nights of shows, and is seen by a substantial core of the Penn Manor – and surrounding – communities. In the past, there have been more than 800 tickets sold in the fall, and well over 3000 for our spring shows. This year, we expect to sell even more tickets, making it **an excellent opportunity to promote your business in Central PA!**

We need your continued support. Penn Manor Productions is primarily a self-supporting program, and we are contacting local businesses and organizations in hopes that you will support us. Enclosed is a contract describing various options for ads and sponsorships. All levels of support are appreciated, beginning with \$5 as a member of our "Fan Club" up to over \$250 for our "All Star Club" listing. If you are able to make a donation of products or services, we will honor that gift-in-kind at the level equal to the value of the donation. In order to meet our printing deadlines, we need a signed contract, payment and camera-ready artwork by November 1<sup>st</sup> (fall program) or February 1<sup>st</sup> (spring program).

We will also continue our electronic advertising display on the large screen in our auditorium. At least thirty minutes before each show, we will be showcasing sponsors on the "big screen" as our audience members find their seats. We appreciate and recognize the financial commitment you are making to our program, and with that we also include free tickets with many levels of sponsorships. Your tickets can be requested through the form that will be available on the PM Theatre blog ([blogs.pennmanor.net/mmintzer](http://blogs.pennmanor.net/mmintzer)) or by contacting me directly.

Thank you for your consideration.  
Sincerely,

Melissa Mintzer, Assistant Director  
Email: [Melissa.mintzer@pennmanor.net](mailto:Melissa.mintzer@pennmanor.net)  
Phone: 717-872-9520 x1515

# Penn Manor Productions Sponsorship Information

Thank you for your interest in helping Penn Manor Theatre!  
We expect over 4,000 audience members throughout our upcoming 2019-2020 season.

## FALL PLAY – “Almost, Maine”

November 22-23, 2019

## SPRING MUSICAL – “The Wizard of Oz”

February 28-29, March 6-7, 2020

All Star Club Club (\$250 & up)	Producer’s Club Club (\$200 - \$249)	Director’s Club Club (\$150- \$199)	Stage Manager’s Club Club (\$100 - \$149)	Leading Role Role (\$50 - \$99)	Chorus Line Line (\$25 - \$49)	Fan Club Club (\$5 - \$24)
½ page ad	¼ page ad	1/8 page ad	1/8 page ad			
Electronic Ad Display	Electronic Ad Display	Electronic Ad Display	Electronic Ad Display			
Social Media Shoutout	Social Media Shoutout					
8 show tickets	6 show tickets	6 show tickets	4 show tickets	4 show tickets	2 show tickets	
Name in program	Name in program	Name in program	Name in program	Name in program	Name in program	Name in program

\*All of these advertisements will be printed in black & white, on interior pages of the program booklet.  
If received prior to November 1<sup>st</sup>, they will be included in BOTH program booklets this season.

We are seeking three **“Tony Award” sponsors** –whose ads would be placed on the inside front/back or outside back covers. These would be full page ads, printed in color. Cost: \$500 – includes both shows, if by Nov 1<sup>st</sup>.  
These will be reserved on a first-come basis.

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Name of Organization, Individuals or message as it should appear in our program (approx. 30 characters):

\_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

\*Name of PM Student/Adult who recruited Sponsor (if applicable): \_\_\_\_\_

Sponsorship Level: \_\_\_\_\_

Amount Enclosed: \$ \_\_\_\_\_

Please send all ads, contracts and payments to: **Penn Manor Productions**, Attention: Melissa Mintzer,  
100 E. Cottage Ave., Millersville, PA 17551      Email: [Melissa.mintzer@pennmanor.net](mailto:Melissa.mintzer@pennmanor.net)

Deadline for all contracts/ payments/ ad copy	Standard Ad Dimensions
November 1 <sup>st</sup> – for fall play printing February 1 <sup>st</sup> – for spring musical printing	“Tony Award” covers: 5.5” (w) x 8.5” (h) Half page: 5.5” (w) x 4.25” (h) Vertical Quarter page: 2.75” (w) x 4.25 (h) Horizontal Quarter page: 5.5” (w) x 2” (h) Eighth page: 2.75” (w) x 2” (h)

◇ YES – You can count on me to donate an item for the raffle during the spring musical! Contact me in January for more details.

\*Students receive credit for sponsorship sales to reduce out-of-pocket costs.