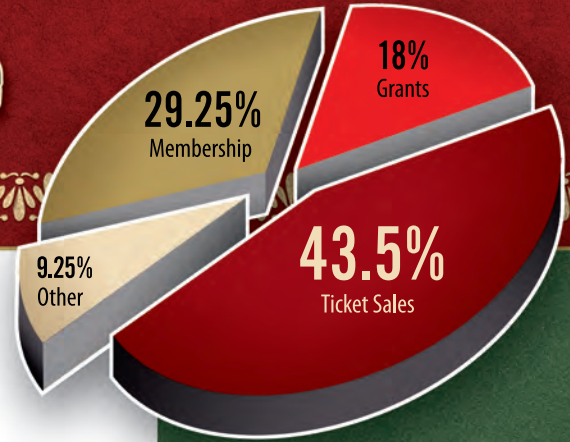


The Calumet Theatre



Being a business sponsor and supporter of a program series or performance at the Calumet Theatre is more than just great exposure for your business.

Sponsorships will help our nonprofit organization bring the best quality productions and live entertainment to our community and enrich the lives of our deserving residents. As Upper Michigan's oldest and northernmost theatre, the Calumet Theatre makes the Copper Country a location where people enjoy living and working, and plays a vital role in the Keweenaw's prosperity.

Your generous sponsorship and support will make an immediate impact!

The Calumet Theatre is dedicated to enhancing the quality of life for residents in the four county area. Sponsorship will assist the Theatre in maintaining affordable ticket prices and create greater access to entertainment and educational opportunities for all. In addition, your support will provide necessary funding to continue upkeep and improvements to our National Historic site.

Business Sponsorship at the Calumet Theatre offers your business the opportunity to make a difference in the lives of residents and those visiting the Copper Country, while reaping some amazing benefits. Consider the following:

- ★ The Calumet Theatre can provide premium visibility and exposure for your business through a wide array of media placement and yearlong marketing initiatives with our media partners.
- ★ All business sponsors receive complimentary and discounted tickets to Theatre-sponsored performances. Multiple hospitality opportunities exist for different sponsorship levels. *See the reverse side of this document for all levels.*
- ★ Sponsorship of the Theatre provides immediate visibility in the four county market with an emphasis on reaching a population that relies on your business for goods and/or services.
- ★ The Calumet Theatre is the only live entertainment venue in Upper Michigan that can leverage its intrinsic historical importance to the region on behalf of its business sponsors. There simply is no other venue like the Calumet Theatre and our spotlight is your spotlight! In addition, as a cooperating site of the Keweenaw National Historical Park, your sponsorship of the Theatre will indirectly receive bonus visibility through the Park's own initiatives to attract visitors to our area.
- ★ The Calumet Theatre is a 501(c)(3) organization and your contribution(s) are tax-deductible to the extent and manner allowed by law. *We are willing to adjust any benefits to best suit your philanthropic and marketing objectives.*

Contact Marlin Lee for Business Sponsorship or Theatre Advertising

Office: (906) 337-2166 | Email: execdirector@calumettheatre.com



52,732

Total combined population of the four-county area.

Approximately 69% of this population lives in Houghton County.

16,052

Approximate population that lives within 15 miles of the Calumet Theatre.

Only includes: Calumet, Laurium, Lake Linden, Hancock & Houghton.

WWW.CALUMETTHEATRE.COM

SOURCE: U.S. Census Bureau (July 1, 2017)



Business Sponsorship Levels

– 2021 Performing Arts Season –

* One SEASON Presenter will receive priority logo placement on all collateral and media noted in the chart below.

Series Presenters and Sponsors will receive logo placement for the marketing frequency of only their respective sponsored series or shows.

Additional sponsorship details available upon request.

SEASON* Presenter	Center Stage Series Presenter	Theater Thursday Series Presenter	Family Series Presenter	Movie Magic Series Presenter	Performance Sponsor	Signature Sponsor	Theatre Supporter
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Sponsorship Amount
Number of Sponsors Per Level

\$15,000	\$7,500	\$2,500	\$2,500	\$1,500	\$1000	\$500	\$200
1	1	2	2	2	(1) 3	–	–

ADVERTISING & PROMOTION

Logo Placement

Yearlong Program Booklet - Front Cover	●						
Restaurant/Business Table Tent(s)	●						
Season Pocket Schedule Show Ad	●	●	●				
Spring & Summer Schedule Direct Mail Campaigns	●	●	●	●	●		
Print Ads	●	●	●	●	●	●	
Promotional Show Posters	●	●	●	●	●	●	
Theatre Entrance Display Case Posters	●	●	●	●	●	●	
Billboard Advertising	●	●	●	●	●	●	
Yearlong Program Booklet - Show Ad(s)	●	●	●	●	●	●	
Yearlong Program Booklet - Sponsor Recognition Page	●	●	●	●	●	●	●
Program Inserts (Theatre-Sponsored Shows)	●	●	●	●	●	●	●
Theatre Website & Event Pages (Linked to Business Website)	●	●	●	●	●	●	●
Email Campaigns for Performances (Linked to Business Website)	●	●	●	●	●	●	●
Quarterly Newsletter Recognition	●	●	●	●	●	●	●
Recognition on Theatre Entrance Signage & Banner Stands	●	●	●	●	●	●	●
Information Table (Red Jacket Ballroom)	●	●	●	●	●	●	●
Recognition in Promotional Video Presentation(s)	●	●	●	●	●	●	●
Prominent Mention During Radio Commercials	●	●	●	●	●	●	●
Pre-Show Recognition from Stage	●	●	●	●	●	●	●
Social Media Show Posts (Text Only)	●	●	●	●	●	●	●
Recognition in Select Program Inserts (Text Only)	●	●	●	●	●	●	●
Quarterly Newsletter Recognition (Text Only)	●	●	●	●	●	●	●
Theatre Website Listing (Linked Text Only)	●	●	●	●	●	●	●

Media Recognition

BENEFITS & REWARDS

Hospitality

Complimentary Tickets (Each Theatre-Sponsored Show)	6						
(2) Complimentary Tickets (Each Show in Sponsored Series)		4		(2) 4	(2) 4	(2) 4	
(3) Complimentary Tickets (Theatre Thursday Shows)			4 each			(3) 4	(3) 2
Discounted Tickets (All Theatre-Sponsored Shows)	10	6	4	4	4	4	2
Complimentary Red Jacket Ballroom Rental (Single Event)	●						
Distribution of Branded Promotional Gift (Single Event)	●	●					
Theatre Supporter Perks Card (Discounts at Area Businesses)	●	●	●	●	●	●	●
Theatre Quarterly Newsletter	●	●	●	●	●	●	●
Theatre Souvenir	●	●	●	●	●	●	●

NOTE: Theatre-sponsored shows are contractually scheduled by the Calumet Theatre to perform on an advertised date. Entertainment that has rented the Theatre performance space or ballroom are NOT considered Theatre-sponsored shows.

- (1) Excludes sponsorship for Center Stage Series, Theatre Thursday Series, Family Series and Movie Magic Series performances.
- (2) Complimentary ticket quantities are for EACH show per respective Series or for ONLY a single sponsored performance. Ticket quantities for the Movie Magic Series Presenter is limited to a single show (excludes Center Stage Series performances).
- (3) Complimentary ticket quantities for the Signature Sponsor & Theatre Supporter levels are for ONE Theatre Thursday show. Some show exclusions apply for the Theatre Supporter level.

A LIMITED NUMBER of Ad Spaces will be offered in the 2021 Program Booklet!

Contact Marlin Lee at (906) 337-2166 to reserve yours today!

– See Sponsorship form for additional details –