

2024-2025 Season Sponsorship & Playbill Advertising

Promote your business or organization to a dedicated community of students, parents, and arts patrons through a full season sponsorship or a playbill advertisement in the Lehigh Valley Charter High School for the Arts (Charter Arts) 2024-2025 Performance Season Playbill & Theatre Ad Reel.

Our audiences come back again and again to experience the beautiful artistry and the professional production quality that our season has to offer. This year, the Charter Arts Theatre, Black Box Theatre, Commons Cafe & Corpora Gallery will include a full line-up of music, dance and theatre productions as well as literary readings, literary showcases, production arts special events and art exhibits.

The 2024-2025 Performance & Exhibit Season will entertain audiences and will highlight the incredible talent of our students and faculty who put in countless hours to perfect each event. This jam-packed season will attract thousands of students, families, community arts patrons and more! We look forward to welcoming our dedicated audience!

Please consider joining us and being a part of this exciting season through a sponsorship or a playbill advertisement.



Playbill & Season Sponsorship Options

We produce a universal playbill that is used for a variety of school-produced theatre, dance, and music performances that take place throughout the season in our Charter Arts Theatre. For these main stage shows, we also produce a slide reel that runs for audiences as they wait for the show to begin. You or your business can place an ad in our playbill and/or become a season sponsor.

Become a SEASON SPONSOR

(1) Platinum Sponsor Package: \$5,000 Company, organization or individual name or logo to appear on the first slide in Sponsor Video Reel that runs for the audience at the start of all school-produced main stage shows that take place in the Charter Arts Theatre, October 2024-May 2025

- Named as Platinum Season Sponsor in PR items for main stage shows
- Named as Platinum Season Sponsor in our recorded curtain speech
- Receive recognition and logo on the school website as Season Platinum Sponsor
- Receive (2) full-screen Full Color digital ads to appear in the Sponsor Video Reel
- Receive (2) full-page B/W ads in the printed Performance Season Playbill
- Invited to give live remarks at the start of the season at a performance of the sponsor's choice
- Receive 20 tickets for the organization or individual to attend shows of their choice

(2) Gold Sponsor Package: \$2,500 AVAILABLE

- Company, organization or individual name or logo to appear on its own slide in the 2nd or 3rd position in Sponsor Video Reel that runs for the audience at the start of all school-produced main stage shows that take place in the Charter Arts Theatre, October 2024-May 2025.
- Receive recognition on the school website as Season Gold Sponsor
- Receive a full-screen Full Color digital ad to appear in Sponsor Video Reel
- Receive a full-page B/W ad in the printed Performance Season Playbill

(3) Silver Sponsor Package: \$1,500 AVAILABLE

- Company, organization or individual name appears on Silver Sponsor list slide of Sponsor Video Reel
- Receive recognition on the school website as Season Silver Sponsor
- Receive a full-screen Full Color digital ad to appear in Sponsor Video Reel
- Receive a half-page B/W ad in the printed Performance Season Playbill

Playbill Options

Purchase a Playbill Advertisement

Your ad will appear in our printed universal playbill. Your full or half-page ad will also appear in our slide reel presentation that runs for audiences at the start of school-produced shows that take place in the Charter Arts Theatre.

Options:

1. Full Page Advertisement Package: \$600

- Printed Ad: 4 ½" x 7 ½", Black and White
- Digital Full Slide for Ad Reel: 1920x1080 pixels, Full Color or B/W

2. Half Page Advertisement Package: \$350

- Printed Ad: 4 ½" x 3 ½", Black and White
- Digital Half Slide for Ad Reel: 960x1080 pixels, Full Color or B/W

3. Quarter Page Advertisement Package: \$200

- Printed Ad: 2" x 3 ½", Black and White
- Printed Ad: No digital ad with this option. Playbill printed ad only

*** Ad content must be school appropriate. Charter Arts reserves the right for editorial discretion.*

ORDER YOUR PLAYBILL AD

Deadline: October 5, 2024

1. Return this completed form via email to agillette@charterarts.org or mail along with payment to:

Lehigh Valley Charter High School for the Arts
c/o Playbill Ad Program
321 East 3rd Street, Bethlehem, PA 18015

2. Email your ad artwork to Ann Gillette by October 5, 2024: agillette@charterarts.org

- Ad format can be JPEG or PNG
- Please title your ad file with the company/business name. Note: If you cannot supply proper format please check the \$25.00 layout fee.
We cannot accept scanned business cards
 - □ Please add \$30.00 Non digital layout fee (if needed)

3. Please check desired ad size:

- Full Page Ad (\$600) □ Half Page Ad (\$350) □ Quarter Page Ad (\$200)
- Sponsor Package: _____ Amount: _____

4. Business Name:

Contact Name:

Address:

Email:

Phone:

5. Payment Type:

- Check (Checks payable to Lehigh Valley Charter High School for the Arts)
- Credit Card - We will email a payment link to you, send request to agillette@charterarts.org

Every student who is credited for a playbill ad sale, will be included in a prize raffle:
This ad is credited to (include Student Name & Artistic Major): _____.