



## **HOTEL SPONSORSHIP 2008**

**At The Kimball Theatre,  
Duke of Gloucester Street, Williamsburg**

**The Williamsburg Regional Library Theatre**

**The Ferguson Center's Yoder Barn,  
Oyster Point and Jefferson Ave., Newport News**



## About the Company

- Professional company in residence at The Kimball Theatre in Colonial Williamsburg and the Ferguson Center's Yoder Barn, Newport News
- Focus on the development of new theatrical work
- Employs professional artists from Actors Equity Association, Society of Stage Directors and Choreographers, Dramatist Guild of America and United Scenic Artists
- Staff developed four scripts and CBS Television Special for America's 400<sup>th</sup> Anniversary Signature Events
- Over 60 corporate and community partners
- Endorsed by the Mayor of Williamsburg, The Virginia Poetry Society, The Chesapeake Bay Foundation, Virginia Association of Teachers of English, The Australian Embassy, the Dramatist Guild of America, Jamestown 2007 Historic Triangle Host Committee
- Partially supported by the Colonial Williamsburg Foundation, the Virginia Commission for the Arts, The Williamsburg Area Arts Commission, the Newport News Commission for the Arts, the York County Arts Council, The Williamsburg Community Trust, Jamestown 2007, Pepsico, The Community Foundation, Friends of Delegate Harvey Morgan, The Daily Press, Riverside Health Systems, Hudgins Holiday Chevrolet-Cadillac, The Daily Press and Cox Communications among many others
- Members of the Williamsburg Area Chamber of Commerce, the Virginia Peninsula Chamber of Commerce, the Cultural Alliance of Hampton Roads, Virginians for the Arts and Americans for the Arts, the Theatre Communications Guild

“... a hard act to follow for other theatres” – *WHRO Radio*

“Virginia Premiere Theatre is taking the inside track...” – *Hampton Roads Magazine*

“.. one cannot help but be impressed... fully deserving of our notice” – *Portfolio Weekly*



## **Sponsor Benefits**

- Advertising presence in a major Colonial Williamsburg Landmark
- Advertising presence in large Newport News/Hampton Market
- Advertising presence at second busiest intersection in Virginia
- Reach local, regional, national and international visitors
- Association with major Holiday event
- Directly reach targeted audience of up to 31,525 individuals through May of 2009
- Media coverage includes: The Daily Press, The Richmond Times Dispatch, Portfolio Weekly, The Virginian Pilot, The Virginia Gazette, The Rivah, Colonial Williamsburg Companion, Chesapeake Bay Magazine, Hampton Roads Magazine, Pleasant Living, Williamsburg Magazine, Diversions, Bay Splash, WAVY TV 10, Cox Cable Network, WHRO Public Television, The Tide 92 FM, WINDY FM, WHRO FM Public Radio, WHRV FM Public Radio, WCVE FM Public Radio, WXGM FM, WMBG 740 AM
- Identified with first class, professional performing arts organization
- Free tickets, web presence, advertising and other “thank you’s”
- Flexibility in sponsor packages and levels

“An extraordinary life, on stage... well done...” – *The Daily Press*

“The play’s the thing and Virginia Premiere Theatre is all about the play ...” – *Richmond Times Dispatch*

“...unique for staging new plays... they bring business to Merchants Square” – *Virginia Gazette*



**2008-2009 5<sup>th</sup> Anniversary Season**

**Total of 100 performances  
Total audience capacity of 31,525**

***Nixon's Nixon* by Russell Lees**

This timely political satire features outrageous comedy and a frightening look at the inside of Presidential politics. "...hilarious as it is hair-raising... both a serious work of the imagination and a fully realized political satire" – New York Times; "The laughs come thick and fast throughout... Lee's lively script makes this a thought-provoking, sparkling outing." – BBC

Kimball Theatre and Williamsburg Regional Library, 14 performances October 10-October 25  
(audience capacity 5,265)

***The Gift of the Magi* by Robert Ruffin**

Back by popular demand, this adaptation based on O. Henry's classic American tale, delights holiday audiences from ages one to ninety-nine. "...heartbreaking poignancy...very entertaining." – *Portfolio Weekly*

Kimball Theatre; 11 performances November 21-December 19 (audience capacity 4,510)

Yoder Barn; 15 performances November 29-December 24 (audience capacity 4,350)

***Full Moon Over Montmartre* by Billy Doswell**

This Virginia Premiere by Virginian playwright is a powerful drama. "... a moving and poignant touch of reality that will likely tap most of us on the shoulder in the future." – *Backstage*

Yoder Barn, 30 performances February 11 – March 21, 2009 (audience capacity 8,700)

***Kuru* by Josh C. Manheimer**

This regional premiere is a goofy spoof - just imagine Gary Larson's *The Far Side* come to life. "Slick one-liners and easy, culture-clash wackiness." – *The Dallas Morning News*

Yoder Barn, 30 performances April 8 – May 16, 2009 (audience capacity 8,700)

*Programming and scheduling subject to change.*



## Hotel Sponsorship

### What does it pay for?

Sponsorship offers VPT housing for its performers **at cost** as mutually determined.

### How many sponsors at this level?

Virginia Premiere Theatre is seeking one corporate sponsor at this level or may consider splitting this sponsorship between three sponsors.

### What are the benefits?

- Company will be listed on title page of playbills as follows: “Actor accommodations provided by [Company and Company Logo] the official hotel of Virginia Premiere Theatre’s 5<sup>th</sup> Anniversary Season.”
- Company to be listed in all VPT press releases/marketing materials/ website etc. as the official hotel of VPT’s 5<sup>th</sup> Anniversary Season
- Company mentioned in press interviews and PR engagements
- Full page color ad in playbill (\$2,500 value)
- Coupon insert in playbills (\$14,000 value)
- 20 tickets to each opening night & reception (\$3,280 value)
- 10 tickets to 2<sup>nd</sup> Annual Fall Frolic (\$500 value)
- Thank you poster at 2<sup>nd</sup> Annual Fall Frolic
- Framed certificate of appreciation
- Personal introduction to Artists
- Corporate logo on website with link to company site.
- Donor acknowledgement in all season playbills and on website.

**Room Requirements:** 2 single rooms or a single suite to accommodate 2 people

### Dates of Stay:

September 14-November 2 (*100 room nights*)

January 19-March 21 (*128 room nights*)

March 16-May 16 (*128 room nights*)



## Marketing Information

### Audience Mix:

(based on past attendance history)

- 70% of audiences will be from in state and 30% from out-of-state.
- Average age for audiences will be 40 years.
- The majority of audiences will be college educated, professionals and their children.

### Marketing:

- **Production Coverage to date:**

Newspapers – *The Daily Press, The Richmond Times Dispatch, Portfolio Weekly, The Virginian Pilot, The Virginia Gazette, Mathews Gloucester Gazette Journal, The Southside Sentinel, The Rivah, Colonial Williamsburg Companion*

Magazines – *Chesapeake Bay, Hampton Roads Magazine, Pleasant Living, Williamsburg Magazine, Diversions, Bay Splash*

Radio & Television – WAVY TV 10, WHRO Public Television, The Tide 92 FM, WINDY FM, WHRO FM Public Radio, WHRV FM Public Radio, WCVE FM Public Radio, WXGM FM, WMBG 740 AM

Web – Cultural Alliance of Hampton Roads, GoWilliamsburg.com, Visitwilliamsburg.com, Onhamptonroads.com, Virginia.org, History.org

- **Posters/postcards/brochures** distributed in Williamsburg, Newport News, Hampton, York County, James City County, Gloucester County, Mathews County and Middlesex County.
- **Direct Mailing** of brochures to area residents is approximately 25,000.
- **Advertising:**
  - ❖ *The Virginia Gazette* (circulation 17,000)
  - ❖ *The Kimball Theatre Brochure* (circulation 20,000)
  - ❖ *The Daily Press* (circulation 116,760)
  - ❖ *The Colonial Williamsburg Visitor's Companion* (given by CW to all ticket purchasers)
  - ❖ *The Richmond Times Dispatch* (circulation 242,000)
  - ❖ *Portfolio Weekly* (circulation 40,000)
  - ❖ *The Gloucester Mathews Gazette Journal* (circulation 11,400)
  - ❖ Public Radio: *WHRO FM, WCVE FM, WHRV FM* Other: *The Tide 92 FM*
  - ❖ *Diversions Magazine* (circulation 90,000)
  - ❖ Elsewhere on a per activity basis
- **Main Stage Playbills** are free and given to all performance attendees.



### **Tax-Deductible**

Virginia Premiere Theatre is a not-for-profit (501 (c)3 corporation as designated by the IRS. All sponsorships are tax deductible to the fullest extent of the law.

**We will gladly tailor a sponsorship package to meet your specific needs.**

### **For Further Information**

Robert Ruffin

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