

nickelodeon.
THE
SPONGEBOB
MUSICAL

34th Summer Musical
Sponsorship Information

JULY 14-17, 2022

Aiken Theater * Old National Events Plaza

The Summer Musical provides students opportunities to develop life and professional arts skills in an intense educational experience that can help shape tomorrow's employees and community leaders.

Did You Know... Students involved in more years of arts programs or related experiences outscored students with less involvement in the arts on SATs¹?

Background

The 34th Summer Musical extracts children from their shells, teaches song to the meek, transforms the fearful into heroes of the stage, and offers the stars to the tethered and timid. The demanding schedule of rehearsals and shows builds confidence and character, instills time-management and talent, and culminates with an inspiring series of community performances.

Proceeds from the Summer Musical and sponsorships pay forward in the workforce development, scholarships, grants, and professional student experiences the Public Education Foundation (PEF) and EVSC Foundation have successfully promoted in our community for many years.

Your participation in and support of the annual Summer Musical has value for the students, the community and your business.

Reach and Exposure

- 75+ students (cast, orchestra and crew) and their families.
- 2,450+ audience members
- 100,000 people reached via promotional exposures to social media, signage, display advertising and broadcast media, all included in the small price of sponsoring
- Future employees and leaders – with training in the essential soft skills of collaboration, promptness and hard work for your corporate future.

Did You Know... Arts education has been shown to improve students' abilities to:

- critique themselves,
- experiment,
- reflect,
- learn from mistakes,
- manage behavior,
- make decisions,
- maintain a positive self-concept,
- maintain self-efficacy,
- remain engaged in school,
- develop the ability to consider issues from multiple perspectives,
- orient themselves toward academic goals including college attendance and graduation²?

Sponsorship Benefits

1. You are associated with our community's premiere summer theatre production.
2. You receive nearly 12 weeks of promotional consideration that includes print and broadcast media, social media and live ensemble appearances. Thousands of low-cost exposures for you.
3. You are featured in the printed program, suitable for display and shared with attendees at performances (+2,400 community leaders and businesses).
4. You gain customer and community affinity by supporting education.

¹ Arts Facts: SAT Scores and the Arts 1999 - 2015.

² Brown, K. (2017). The Arts and Dropout Prevention: The Power of Art to Engage.

A Note About Sponsorships

- Support begins with being there! All sponsor packages include tickets for a performance.
- Your sponsorship assures that students are exposed to rigorous, professional direction and mentoring. The musical holds students to the highest performance, technical and scheduling standards – skills carrying them to life success.
- The musical is recognized throughout Indiana for preeminent value, talent, production, and dedication to excellence in education.
- The EVSC Foundation (now one organization with the Public Education Foundation) is recognized as an effective partner to invest your funds to change outcomes in public education. **During 2021, the EVSC Foundation and Public Education Foundation provided more than \$1,343,000 in program and grant support directly to students, educators, and schools.**
- Students receive one high school credit in fine arts or technical theatre for participation and a boost toward building a tremendous work ethic and sense of teamwork.

Private, parochial and neighboring school systems' students are welcome! Because of the unique, professional experience of the Summer Musical, all students in the tri-state - public, private and parochial – are welcome to audition for cast, orchestra or technical crews.

Corporate Sponsor Levels and Benefits

Grand Benefactor - \$ 8,000

- Two complimentary tickets to the Opening Night Reception and performance (\$105 value).
- Twenty complimentary vouchers for two tickets each that may be redeemed for any performance (total 40 tickets, \$840 value) for you to gift as you choose.
- A full color full-page ad on inside front cover of program using print-ready artwork you provide (\$1,500 value).
- Your logo included on all promotional material and advertising. You are listed prominently in the program under Presenting and Benefactor Sponsor level list.
- Announcement over public address system before the Act II of each performance.
- Advertising in social media networks including Facebook and Instagram.

Benefactor - \$ 5,000

- Two complimentary tickets to the Opening Night Reception and performance (\$105 value).
- Thirty tickets that may be redeemed for any performance (a \$630 value) for you to gift as you choose.
- A full-page black and white ad in the program using print-ready artwork you provide (\$ 600 value).
- Your logo included on all promotional material and advertising. You are listed prominently in the program under Presenting and Benefactor Sponsor level list.
- Announcement over public address system before the Act II of each performance.
- Advertising in social media networks including Facebook and Instagram.

Performance Sponsor - \$3,000 per performance

- Two complimentary tickets to the Opening Night Reception and evening performance (\$105 value).
- Receive 10 vouchers for two tickets each to be redeemed to your selected performance (total 20 tickets, value \$420) for you to gift as you choose.
- Your logo included on most promotional material and advertising.
- A half-page program ad (black & white, 8.5x 5.5-inch size) for all audiences. You provide print-ready art. (\$350 value).
- Announcement over public address system before performance you sponsor.
- Advertising in social media networks including Facebook and Instagram.

Bring the arts to students who may not otherwise thrive in an academic setting. Help engage these students – leading to a lifetime of good choices, confidence and teamwork.

Bring experiential learning to the ensemble and to the audience by supporting the 2022 Summer Musical!

To learn more, purchase tickets, and secure a sponsorship opportunity, contact us at 812-435-0913 or info@evscfoundation.org.