



# Major Show Sponsor

**\$2500 per Major Production**

## *What you get for your sponsorship?*

### **Tickets to our productions**

BLOC produces its major production in May each year at Her Majesty's Theatre, over a 12-13 show season. The Major Show Sponsor will be officially invited to the production and will receive 10 tickets to our opening night performance, to utilise for themselves or their clients.

### **Television and Newspaper Advertising**

BLOC Music Theatre invests a significant portion of our advertising budget for our major production, towards our Print and Television medium. The Major Show Sponsor will be entitled to have their logo on all of our Television and Print advertising, with agreement from the production team, and that it does not dilute the shows advertising and compliments the existing design. The logo will not exceed 10% of the size of the advertising unless otherwise agreed by both parties.

### **Logo on poster**

BLOC Music Theatre's Major Production has around 500 posters printed that are displayed around the Ballarat Region to advertise our productions. The Major Show Sponsor would be entitled to have their logo on all company posters, up to the size of 4cm x 4cm on our A3 size posters and proportionally upsized on larger posters produced for display at the theatre and hall, if produced.

### **Full Back Page Advertisement in Production Programs**

As part of the sponsorship arrangements, the Major Show Sponsor will be entitled to a full page add in the program of our major production. The company will usually print around 500 programs. All Major Show Sponsors and guests will also be given a complimentary copy of the program when they arrive at the theatre.

### **Company Website**

[www.blocmusictheatre.com.au](http://www.blocmusictheatre.com.au)

BLOC is very proud of our website which is experiencing excellent exposure and is constantly attracting new visitors and subscribers due to the changing nature of our productions and growing membership. The website is very dynamic and the content is undergoing constant change which keeps people coming back. We also have a facility for subscribed users to be sent newsletters on company events as they happen. The Major Show Sponsor would receive the following exposure on the BLOC website [www.blocmusictheatre.com.au](http://www.blocmusictheatre.com.au)

- Logo included with every article produced for that production
- Displayed as the Major Show Sponsor on the Associates page of the website with contact details and links to sponsors website
- A web page article announcing the new show sponsor
- 'proudly sponsored by' message on all web newsletters that announce information specific to the production (5-10 newsletters)

## **Behind the Scenes**

A rare opportunity exists for the Major Show Sponsors and their guests to get an 'access all areas' pass for our major production. By getting in contact with your BLOC representative prior to your attendance at the production, we will organise an opportunity for you to come back stage directly after the show, and see where all the magic happens. We will also organise for you to meet the lead cast members and key members of the production team. Should you have specific wish to meet a particular member of cast or crew, or see certain production items, just let us know and we will do our best to accommodate.

## **Address the Cast and Crew**

As Major Show Sponsor we are grateful for your support and would welcome the opportunity for you to address cast, crew and invited guests at the opening night supper. You will also be recognised for your support by the company president at opening and closing night suppers and at our gala event.

## **Gala Night**

While not always organised for our productions, often a Gala night is associated with our major production. The company sponsor and their guests will be most welcome to attend this event and the company's banner can be on display at this event.