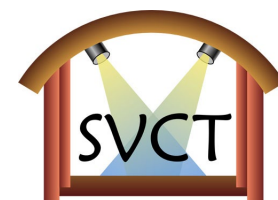


SOUTH VALLEY CIVIC THEATRE ADVERTISING



South Valley Civic Theatre (SVCT) offers a variety of productions to ensure that everyone has an opportunity to explore their talents: children, teens, and adults; singers and dancers; comedic and dramatic actors.

For you, the advertiser, the shows draw varying audiences, allowing for both demographic focus and/or “broadbrush” type advertising.

Like with all advertising, the more consistently our patrons see you, the more likely they are to seek you out when they need a product or service that you offer. With SVCT, you have five shows during which you can promote your business—choose one, a combination, or all five.

Unlike other advertising that is strictly “self-serving”, promoting your business through South Valley Civic Theatre also tells the community that you and your business support the arts, specifically performing arts, in both Morgan Hill and Gilroy.

2018 - 2019

Advertising Rates

for advertising in our programs:

| Size | Black & White | Color |
|--------------|---------------|-------|
| Quarter Page | \$ 85 | \$100 |
| Half Page | \$155 | \$180 |
| Full Page | \$265 | \$305 |

Discounts as great as 20% are available when multiple placements are selected.

Sponsorship Opportunities

\$1,200 per show

A sponsor’s logo is placed on all posters, direct mail, bulk email, and program covers.

This type of advertising is more “institutional” in nature, promoting the sponsor as a supporter of local theater.

It has the greatest reach of all advertising opportunities as it reaches all SVCT subscribers—over 3000—in addition to the show’s attendees.

Contact: Scott Lynch advertising@SVCT.org

THE NEW SEASON

Children’s Musical, “Aladdin, JR.” - Based on the hit Disney movie, this production will be performed by local children. It will provide family entertainment for all ages, with the audience expected to be composed of children and parent- and grandparent-aged, family-focused adults.

Beloved Holiday Classic, “It’s a Wonderful Life” - Featuring all the characters from the classic Jimmy Stewart movie, this holiday special will have broad community appeal. We expect many performances will sell out.

Teen Musical, “Godspell” - The cast will be composed of youth, aged 13 to 18. Our teen productions regularly play to sold out houses, as we choose musicals that appeal to a wide range of traditional adult audiences in addition to teens, parents, families, and grandparents.. *Godspell*, in particular, features a parade of beloved songs conveying a vibrant message of kindness, tolerance, and love.

Brilliant, Compelling Musical, “1776” - This unconventional Broadway hit was a previous SVCT season’s run away favorite! It will receive wide visibility in the community as we will potentially be offering additional performances specifically to the middle schools as a supplement to their history curriculum.

Musical Masterpiece, “Gypsy” - A timeless and enduring classic, this show is anticipated to appeal to theatergoers of all ages. Given the broad appeal of the show and its well-known songs, we expect many of the performances to sell out.



SOUTH VALLEY CIVIC THEATRE PROGRAM ADVERTISING

Advertise in our show programs. Reach a potential of 6500+ customers and clients who see your ads at each of 50+ performances during the season. Rates are very reasonable and visibility is high. **And it's tax deductible!**

BLACK & WHITE AD RATES - Ads are placed throughout the program

Art work due 3 weeks prior to show open.

| | | | | | |
|--|--------|---------|----------|----------|----------|
| | 1 show | 2 shows | 3 shows | 4 shows | 5 shows |
| <i>Advertise in Multiple Shows & Save!</i> | | Save 5% | Save 10% | Save 15% | Save 20% |
| QUARTER PAGE (approx 4" w x 2" h) | \$ 85 | \$160 | \$230 | \$290 | \$ 340 |
| HALF PAGE (approx 4" w x 4" h) | \$155 | \$295 | \$420 | \$530 | \$ 620 |
| FULL PAGE (approx 4" w x 8" h) | \$265 | \$505 | \$715 | \$900 | \$1,060 |

Full Page Advertisers for 5 Shows receive:
- TWO season tickets (\$200 Value)

COLOR (GLOSSY) AD RATES - Inside program cover + color ad page insert

Limited color ad space is available; please check with coordinator: advertising@SVCT.org

Art work due 6 weeks prior to show open.

| | | | | | |
|--|--------|---------|----------|----------|----------|
| | 1 show | 2 shows | 3 shows | 4 shows | 5 shows |
| <i>Advertise in Multiple Shows & Save!</i> | | Save 5% | Save 10% | Save 15% | Save 20% |
| QUARTER PAGE (approx 4" w x 2" h) | \$100 | \$185 | \$265 | \$ 335 | \$ 395 |
| HALF PAGE (approx 4" w x 4" h) | \$180 | \$340 | \$485 | \$ 610 | \$ 720 |
| FULL PAGE (approx 4" w x 8" h) | \$305 | \$580 | \$820 | \$1,035 | \$1,220 |

Full Page Advertisers for 5 Shows receive:
- TWO season tickets (\$200 Value)
- Logo Advertising on www.SVCT.org (with a link to your website) as one of our valued sponsors

GENERAL INFORMATION

1. Artwork deadlines are: Black and White - 3 weeks prior to opening; Color - 6 weeks prior to opening.
2. Ads must be prepaid; submit payment with submission form.
3. Ad artwork is the responsibility of the advertiser. Ad artwork should be "camera ready". Preferred electronic file formats would be pdf or jpg.
4. Sizes of ads are all approximate and may be slightly adjusted for best placement within a show program at the discretion of the program designer. A proof copy of the ad is not supplied unless specifically requested.
5. Changes to ad copy for future program print productions can be made on request. Changes cannot be made to programs already printed.
6. SVCT has one children's show, one teen show, one major musical, and two additional shows for a total of five shows for the season. Each of the five shows typically has at least ten performances, adding up to 50+ total performances for the season. Ads purchased for more than one show may run into multiple seasons.
7. Performances are held at the Morgan Hill Community Playhouse near the corner of Monterey Road and Dunne Avenue. The Playhouse seats a maximum of 186.
8. SVCT is a non-profit community theater company serving the South County since 1967. Advertising is tax deductible as a donation to a non-profit group (for private individuals) and is tax deductible as an advertising expense (for businesses).
9. Programs are viewed by a captive audience and are frequently taken home by family members of the cast to be saved. They are also posted with show information on our website, www.SVCT.org (and retained on the website with our show archives). This all gives advertisers very good exposure to our audience (potential buyers).
10. For further advertising information, contact the program's coordinator or email advertising@SVCT.org.



SVCT PROGRAM ADVERTISING ORDER FORM

Select # of Shows:

- 5 Shows 4 Shows 3 Shows 2 Shows 1 Show

Type of Ad:

- BLACK & WHITE**
Artwork due 3 weeks prior to opening
- COLOR** (limited space, please check with program coordinator)
Artwork due 6 weeks prior to opening

- Quarter Page (approx 4" w x 2" h) Half Page (approx 4"x 4") Full Page (approx 4" w x 8" h)

For 5 Show color full page ad, please also provide desired logo and website link (for logo advertising on SVCT.org)

Your website url: _____

Full Page Ad: approximately 4" w x 8" h

Advertisement to appear in Show(s): _____

Business Name _____ Contact Person _____

Phone (____) _____ Fax (____) _____ Email _____

Amount Received _____ Check # _____ Special Notes _____

Sold by _____ Date Sold _____

***** PLEASE ATTACH CHECK TO FORM AND GIVE TO PRODUCER *****

Half Page Ad: approximately 4" w x 4" h

Quarter Page Ad: approximately 4" w x 2" h

NOTE: Sizes of ads are all approximate and may be slightly adjusted for best placement within a show program at the discretion of the program designer.