

SOUTH VALLEY CIVIC THEATRE ADVERTISING

South Valley Civic Theatre (SVCT) offers a variety of productions at the Playhouse, ensuring 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.

2022-2023

Black & White Advertising

Advertise in our programs at the Morgan Hill Playhouse. Programs are distributed to all audience members. Each production has 10+ performances, and the Playhouse has a capacity of 175 attendees.

Color Advertising

Limited color ad space (front and back program covers) is available for the full 5-show season only.

Sponsorship Opportunities

A sponsor’s logo is placed on all posters, direct mail, bulk email, and program covers. It reaches all SVCT subscribers—over 4000 by email and 1500 by postcard—in addition to the show’s attendees. This type of advertising is more “institutional” in nature, promoting the sponsor as a supporter of local theater.

Contact:

Scott Lynch advertising@SVCT.org

THE 2022-2023 PLAYHOUSE SEASON

Children’s Musical, “Honk JR” - Based on the classic fairy tale, *The Ugly Duckling*, this musical adaptation will be performed by local children. With its familiar plot and enchanting characters, it will provide entertainment for all ages. The audience is expected to be composed of children and parent- and grandparent-aged, family-focused adults.

Holiday Classic, “A Christmas Story” - Based on the stories and humor of the beloved 1983 movie, this play will attract audiences of all ages, looking for wholesome family fun. Our holiday shows are extremely popular, typically having several sold out performances.

Hilarious Musical Farce, “The Drowsy Chaperone” - 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.

Tony Award-Winning Tale of Love, Murder & Revenge, “Sweeney Todd” - This intense Sondheim masterpiece has instant name recognition. It is not performed frequently so we expect to draw both casting and audiences from a broad geographical area.

Matilda the Musical”, based on Roald Dahl’s Beloved Novel - Our large family musical is anticipated to appeal to theater goers of all ages. Given the broad appeal of the children’s novel, the acclaim of the musical production, and anticipated parent and grandparent attendance, we expect many of the performances to sell out.



SOUTH VALLEY CIVIC THEATRE PROGRAM ADVERTISING

Advertise in our show programs. Reach up to 9000 customers and clients who see your ads at each of 50+ performances at the Morgan Hill Community Playhouse during the season.

Rates are extremely reasonable and visibility is high. **And it's tax deductible!**

Black & White Ad Rates - Ads are placed throughout the program

Advertise in multiple shows and save!

	1/4 Page	1/2 Page	Full Page
1 Show	\$102	\$186	\$ 318
2 Shows	\$192	\$354	\$ 606
3 Shows	\$276	\$504	\$ 858
4 Shows	\$348	\$636	\$1080
5 Shows	\$408	\$744	\$1272

Full page black & white advertisers for 5 shows receive TWO season tickets (\$320 Value)

Color Ad Rates - Color space is limited to the inside program cover (3 pages available)

Color ads are only offered for for the full 5-show season.

	1/4 Page	1/2 Page	Full Page
5 Shows	\$474	\$864	\$1464

Full page color advertisers for 5 shows receive:

- TWO season tickets (\$320 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 & 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 are 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 production can be made on request. Changes cannot be made to programs already printed.
6. SVCT (at the Morgan Hill Community Playhouse) has one children’s show, one teen show, one major musical, and two additional productions 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. Ad space is specifically sold for performances held at the Morgan Hill Community Playhouse near the corner of Monterey Road and Dunne Avenue. The Playhouse seats a maximum of 175.
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 to be saved. They are also posted with show information on our website, www.SVCT.org, (and retained on our website with our show archives). This all gives advertisers very good exposure to our audience (potential buyers). For further advertising information, contact advertising@SVCT.org.

SVCT PROGRAM ADVERTISING ORDER FORM

BLACK & WHITE Artwork due 3 weeks prior to opening

Select # of Shows

5 Shows 4 Shows 3 Shows 2 Shows 1 Show

and Type of Ad

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.