

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.



2024-2025

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 (just three sides of front and back program covers) is available for only the full six shows at the Playhouse.

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:

advertising@SVCT.org

THE 2024-2025 SEASON AT THE PLAYHOUSE

A Comedy of Tenors - By Tony-Award winning playwright Ken Ludwig, the production of this hilarious comedy will benefit from name recognition. As it is not frequently performed, we will draw from a broad geographic area.

Finding Nemo JR - The Junior versions of Disney movies are universally popular children's productions. With its strong young hero, positive messaging, and title recognition among families, this will appeal to audiences of all ages, including children and parent- and grandparent-aged, family-focused adults.

Pippin - This Tony Award-winning classic was revived on Broadway with acclaim in 2013. We anticipate that it will attract auditioners and audiences from a broad geographic area, as well as our traditional adult audiences.

Mean Girls - 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. This musical, in particular, has a strong teen following.

An Unnecessary Farce - A modern comedy, this will attract our regular theater goers as well as others who appreciate the talented playwright, Paul Slade Smith (whose "The Outsider" was a hit with our audiences).

The Prom - Our large musical typically appeals to theater goers of all ages, and this one is relatively new and, with its message of inclusion and acceptance, is very popular. Our closing show is always the season's production with the highest attendance, including adults and children, along with family and friends.



SOUTH VALLEY CIVIC THEATRE PROGRAM ADVERTISING

Advertise in our show programs. Reach up to 11,000 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	\$110	\$205	\$ 350
2 Shows	\$210	\$390	\$ 665
3 Shows	\$305	\$555	\$ 945
4 Shows	\$385	\$700	\$1,190
5 Shows	\$450	\$820	\$1,400
6 Shows	\$540	\$980	\$1,680

Full page black & white advertisers for 5 or 6 shows receive TWO season tickets (up to \$420 Value)

Color Ad Rates - Color space is limited to just 3 pages.

Color ads are only offered for for the full set of 6 shows at the Morgan Hill Playhouse.

	1/4 Page	1/2 Page	Full Page
6 Shows	\$625	\$1,140	\$1,755

Full page color advertisers for 6 shows receive:

- TWO season tickets (\$420 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.