



## Sponsorship and Fund Raising for **JESUS CHRIST SUPERSTAR!**

Following our critically-acclaimed 2013 summer production of **LES MISERABLES** at Yardley Hall, 2014 multi award-winning summer production of **BIG RIVER** at The Kauffman Center, 2015 award-winning production of **INTO THE WOODS** at Yardley Hall and massive production of **BIG FISH** at The Kauffman Center in 2016, The Culture House was presented with the challenge of deciding what large summer musical to produce for summer 2017. We ultimately decided on the powerful and challenging rock-opera, **JESUS CHRIST SUPERSTAR**. We are excited to bring this musical to the beautiful Polsky Theatre on July 20- 23, 2017.

A global phenomenon that has wowed audiences for over 40 years, **JESUS CHRIST SUPERSTAR** is a timeless work set against the backdrop of an extraordinary and universally-known series of events but seen, unusually, through the eyes of Judas Iscariot. It was the first musical by Andrew Lloyd Webber and Tim Rice to be produced for the professional stage and first came to major theatres when it debuted on Broadway in 1971. Less than 12 months after the Broadway show opened, the rock spectacle went to London, exploding onto the West End in a hugely successful production. By 1980, after 3,358 performances, **JESUS CHRIST SUPERSTAR** had become the longest running musical in West End history at the time.

This show requires excellence, professionalism, beautiful lighting, a huge set, an expansive orchestra, an enormously talented cast, and a beautiful performance space. The Culture House, like most community theaters, is non-profit and will require community support to make this show the success is MUST be. **Won't you join us in producing this work of art?**

Sponsoring The Culture House (TCH) is a great way to reach your target audience. Our families, students and audience members are loyal customers and their support of businesses identified with The Culture House is unprecedented.

- More than 35,000 audience members attend our productions each year.
- More than 800 Kansas City families are enrolled in classes at TCH Academy.
- More than 900 students attend dance, theatre, art and music classes each week.
- TCH environment is culturally, ethnically and economically diverse.
- TCH won the 2014 and 2015 *K.C. Parent Magazine* "Family Faves" contest in two categories: Dance Studio and Drama Studio. In 2013, TCH won in three categories: Dance Studio, Drama Studio and Music Studio.
- TCH has a reputation for the highest quality arts training, productions and education outreach.
- TCH productions draw audiences from the entire Metropolitan Kansas City area.
- TCH is home to the nationally recognized dance company, Störling Dance Theater.
- The *Kansas City Star* and *The Independent Magazine* have rated TCH productions among the best in the city.
- The summer 2014 production of **BIG RIVER** was nominated in nine out of 10 theater categories at the International Music & Entertainment Association (IMEA) Awards. The production walked away with these wins: Outstanding Musical, Outstanding Director, Outstanding Lead Actor, Outstanding Featured Actor, Outstanding Scenic Design and Outstanding Light Design.
- The summer 2015 production of **INTO THE WOODS** was nominated in six out of nine musical theater categories at the International Music & Entertainment Association (IMEA) Awards in Nashville. The production won: Outstanding Lead Actor, Outstanding Lead Actress and Outstanding Choreographer.

**Here is how you can help (due by May 1<sup>st</sup>):**

### **EXECUTIVE PRODUCER - \$50,000**

- Full Page Program Ad (**JESUS CHRIST SUPERSTAR** plus 8 other TCH main stage productions to follow)
- Headlining recognition (name above show title) in all promotion materials and program for all 9 season productions
- Logo and name on all promotion materials and program for all 9 season productions (5,000 programs printed each show)
- Venue Marketing (and booth if desired) at all 9 season productions
- Banner ad on all show email promotions (audience = 8,000 each) for all 9 season productions
- VIP Reception and Dinner on Opening Night of the production of your choice
- 20 VIP tickets to each of the 9 season productions
- Onstage recognition at all performances for all 9 season productions
- Logo and name on all cast t-shirts for all 9 season productions

- Ability to leave marketing materials in The Culture House lobby for an entire year
- Opportunity for a behind-the-scenes tour at the performance of your choice (for all 9 season productions)

**PRESENTING BENEFACTOR - \$25,000**

- Full Page Program Ad (*JESUS CHRIST SUPERSTAR*) and 8 Half Page Program Ads (for 8 other TCH main stage productions to follow *JESUS CHRIST SUPERSTAR*)
- Headlining recognition in all promotion materials and program for all 9 season productions
- Logo and name on all promotion materials and program for all 9 season productions (5,000 programs printed each show)
- Venue Marketing (and booth if desired) at all 9 season productions
- Banner ad on two show email promotions (audience = 8,000 each) for each of the 9 season productions
- VIP Reception on Opening Night of the production of your choice
- 15 VIP tickets to each of the 9 season productions
- Onstage recognition at all performances for all 9 season productions
- Logo and name on all cast t-shirts for all 9 season productions
- Ability to leave marketing materials in The Culture House lobby for an entire year
- Opportunity for a behind-the-scenes tour at the performance of your choice (for all 9 season productions)

**DIAMOND SPONSOR - \$15,000**

- Half Page Program Ad (*JESUS CHRIST SUPERSTAR* plus 5 other TCH main stage productions to follow)
- Logo and name on all promotion materials and program for all 9 season productions (5,000 programs printed each show)
- Venue Marketing at 5 season productions
- Name recognition on two show email promotions (audience = 8,000) for *JESUS CHRIST SUPERSTAR* and one other show
- 10 VIP tickets to each of the 9 season productions
- Onstage recognition at all performances for all 9 season productions
- Logo and name on all cast t-shirts for all 9 season productions
- Ability to leave marketing materials in The Culture House lobby

**PLATINUM SPONSOR - \$10,000**

- Half Page Program Ad (*JESUS CHRIST SUPERSTAR* plus 3 other TCH main stage productions to follow)
- Logo and name on all promotion materials and program for all 9 season productions (5,000 programs printed each show)
- Venue Marketing at 3 season productions
- Name recognition on two show email promotions (audience = 8,000) for *JESUS CHRIST SUPERSTAR*
- 5 VIP tickets to each of the 9 season productions
- Ability to leave marketing materials in The Culture House lobby

**GOLD SPONSOR - \$5,000**

- Half Page *JESUS CHRIST SUPERSTAR* Program Ad (plus one other TCH mainstage production)
- Name recognition in program for all 9 season productions (5,000 programs printed each show)
- Name recognition on one show email promotion (audience = 8,000) for *JESUS CHRIST SUPERSTAR*
- 10 VIP Tickets to *JESUS CHRIST SUPERSTAR*

**SILVER SPONSOR - \$2,500**

- Quarter Page *JESUS CHRIST SUPERSTAR* Program Ad
- Name recognition in program for all 9 season productions (5,000 programs printed each show)
- 5 VIP Tickets to *JESUS CHRIST SUPERSTAR*

**BRONZE SPONSOR - \$1,000**

- Name recognition in program for all 9 season productions (5,000 programs printed each show)
- 2 VIP Tickets to *JESUS CHRIST SUPERSTAR*

**JESUS CHRIST SUPERSTAR SPONSOR - \$500**

- Name recognition in program (5,000 programs printed)
- 2 VIP Tickets to *JESUS CHRIST SUPERSTAR*

**JESUS CHRIST SUPERSTAR SUPPORTER - \$250**

- Name recognition in program (5,000 programs printed)

**PROGRAM ADS**

1/8 Page = \$75	1/2 Page = \$200	Inside Back Cover = \$400	Back Cover = \$500
1/4 Page = \$125	Full Page = \$300	Inside Front Cover = \$450	Center Spread = \$650

**INTERESTED? Please contact Amy Sander, TCH General Manager, at [amy@culturehouse.com](mailto:amy@culturehouse.com).**

\*Special rates available for multi-show advertising. Please call Amy Sander, TCH General Manager, at 913-393-3141.

\*All donations are tax deductible. The Culture House is a 501c3 organization.