



Interested in sponsoring a seat? Click here!

<https://badgettplayhouse.tix.com/Event.aspx?EventCode=1126543>

A NEW VISION FOR THE BADGETT PLAYHOUSE

Dear Patrons -

As we enter into this new year, we would like to take a moment to inform you of an exciting new vision that we have initiated through our existing non-profit and Minihan Productions, LLC. In October 2018, our non-profit formerly known as *ProjectGuat* was officially renamed with the Kentucky Secretary of State's office to the *Kentucky Global Arts Initiative* (EIN number 81-1455532).

All previous projects started with the former non-profit will continue uninterrupted (funding for Grace English School in Chimaltenango, Guatemala).

Future Plans

The goal of this new vision is to reflect the increased scope of the organization including working with nonprofits in the community as well as school districts in Western Kentucky. We appreciate your support in our vision and we hope that you will join us as we move forward in this exciting journey.

This new approach includes using the Badgett Playhouse as the center of operations for the newly named organization and the lease for the building has been assigned to the Kentucky Global Arts Initiative so that it can function as a non-profit with all of the benefits associated with that designation. The current entity that leases the theatre - Minihan Productions, LLC - will continue to produce professional theatrical shows, primarily on the weekends.

Plans for the Non-profit include:

- Fundraising assistance to other nonprofits and schools by doing special shows.
- Interactive Language Classes in Western Kentucky schools including online lessons with students and teachers in Guatemala.
- New shows designed for kids as well as special summer camps.
- Sponsored shows that will allow school field trips to come to the theater so that students can experience professional theater first-hand.
- Language Camps for all ages in the summer months that will create a unique "immersion" experience with native speakers.



We thank you for your continued support of the Badgett Playhouse and hope that you will join us in enhancing a new vision of providing opportunities to individuals and organizations. Big things are happening in 2019, and we thank you for believing in an initiative that will leave a lasting impact for years to come. For more information - or to become a partner - please feel free to contact us at 1-888-362-4223 or info@badgettplayhouse.com.

Here's how you can help!

Badgett Playhouse Seat Sponsorship

- ***\$100 per seat per year***
- ***An engraved plaque will be put on the armrest of a chair in your name or in honor of a loved one.***
- ***You will receive a "Patron's Pass" which is a pass that allows you to come to all regularly priced shows in 2019 for half price.***
- ***For \$600, you will receive a Season's Pass for TWO people allowing you to come to all regularly priced shows in 2019 for FREE.***
- ***You will also receive 2 seats sponsorships that can be named as you like.***
- ***SPECIAL PRICE FOR FIRST 10 PURCHASES of this option. Enter code FIRST10PASS at checkout for an additional \$100 this already great deal! Only 10 being sold like this so order now! That's \$500 for a PAIR of season's passes!***

We need your help!

Please consider sponsoring a seat and in turn helping us to help a lot of great organizations and schools in the area! Thank you for allowing us to be a part of your community for 15 years!

Ask us about corporate sponsorship as well!

Fun Legal Stuff: Woo Hoo!

Any donation to the Kentucky Global Arts Initiative will be eligible to be a tax-deductible donation to a registered non-profit in the USA. According to the IRS, for any value received because of a donation, that amount would not be eligible as a tax-deductible gift. Because of this, when a sponsor gives money to support the theater and they receive a gift or service because of that donation - such as ad space or tickets - then that donation would not be considered tax-deductible.



Clear as mud? OK!

To keep things simple, only those donors who give a financial gift to the non-profit (The Kentucky Global Arts Initiative) and receive nothing in return would receive a gift receipt showing a tax-deductible gift has been made.

For those that receive merchandise or tickets for their sponsorship - such as those that buy seat sponsorships and then receive a Patron's Pass or for any businesses that buy ad space - they will be given a receipt from Minihan Productions, LLC. In many instances, these can be used as marketing expenses for businesses and therefore be tax-deductible in that sense.

SPONSOR A SEAT + FREE PATRON PASS!

By sponsoring a seat at the Badgett Playhouse, you will have the opportunity to have your name engraved on a medal plaque, which will be placed on the armrest of one of our chairs. Please note that this does not guarantee a specific seat to your party for performances, but will allow for your donation to be recognized throughout our season. Once a seat sponsorship has been purchased, you will receive one FREE patron pass, which will allow you to attend our performance at 1/2 price. *Restrictions apply in regards to specialty events and murder mystery dinners.*

SEASON PASS SPECIAL!

Interested in attending our performances at no charge? Give our Box Office a call today at 1-888-362-4223 to claim your two season passes! This \$600 deal (originally valued at \$430 per pass) makes the perfect gift for your 2019! By purchasing with this offer, you will have the opportunity to sponsor two seats in our venue.

Restrictions apply in regards to murder mystery dinners and specialty events.



BUSINESS ADVERTISING

Interested in promoting your business at the Badgett Playhouse in conjunction with the Kentucky Global Arts Initiative? Check out our options below.

AD SPACE

8x8 - \$75

This advertisement will be placed on the right and left hand sides of our venue, when entering the front doors. This will include the image of your choice and any information that you wish to promote. Advertisements will be placed on a tile format, and will be visible to our 30,000 patrons per year.

12x12 - \$125

This advertisement option will be placed on the outskirts of the concession stand. We have 20 spaces available for purchase. This includes the front facing section as you walk in, and the two side wall spaces. You may add your logo and contact information to these tiles.

2x3 - \$250

This advertisement option will be placed on the walls under the lights on the left and right hand side of the audience. You may include your logo, contact information, and any additional details that can be included in the dimensions.

16x16 - \$200

This advertisement will be placed on the upper portion of the lobby on the left and right hand sides. You will have the option of including logo, contact info, and additional details.

12x12 & 2x3 - \$350

This package deal includes a tile placed on the outskirts of the concession stand, as well as a large banner with your business credentials place inside the theater. This can include logo, contact info, and any additional details.

30 Second Commercial -\$500

This advertisements video footage of your business and the opportunity to be promoted before the show and during intermission. For this rate, you will be able to have your business advertised for every show during the season.



To learn more about this opportunity, please feel free to give our Box Office a call at 1-888-362-4223, or send us an email to info@badgettplayhouse.com. We thank you for your support in this new vision. Thank you!

Badgett Playhouse Advertising Rate Sheet

Screen Ads

Spring (April/May) - \$75
 Summer (June/July/August) - \$125
 Fall (September/October) - \$75
 Winter (November/December) - \$125

Full Year: \$350 (\$50 Savings!)
 Spring/Summer or Fall/Winter: \$175 (\$25 Savings!)

- Ads are shown on our main screens in the theater, once before the show and again at intermission. Ads will loop for 30 to 45 minutes before each show and for 10 minutes during intermission. We will have continuous ads playing on loop in our lobby.
- Your ad on the ad loop will show 4-7 times during the evening depending on the amount of other ads for approximately 12 seconds each time.
- Ads are full color (720 W x 480 H pixel dimension, .JPG preferable)
- 20,000 on average per season

Playbill Ads

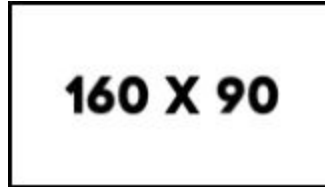
<p><u>Interior Pages</u> Quarter Page: \$175 Half Page: \$300 Full Page: \$500</p>	<p><u>First/Last Page:</u> Half: \$500 Full: \$750</p>	<p><u>Back Page:</u> Full: \$1000</p>
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Inserts: Call for quote

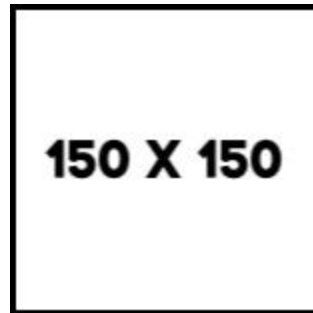
- Printed full color on 100 Pound Gloss Text Paper
- Given to each patron at each show. Many keep them as souvenirs of the show. Audience members peruse the playbill as they wait for the show to begin.
- Price is for a printing of 10,000 pieces. These will be included in the playbill as long as they last. 10% discounts available for double printing.



Web Ads



\$50 Per Month



\$75 Per Month

These dimensions will be listed on the webpage at the BUY TICKETS link, and will be switched out on a month-to-month basis. **Above quotes are for camera ready artwork. Ad design available at extra cost.

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