

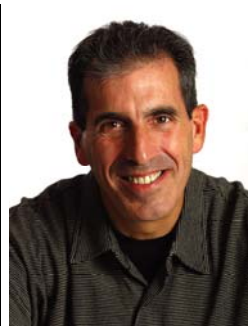
A Season of Milestones

1949/50 – 2009/10



*Bringing our diverse community
together for 60 years!*

Sponsorship proposal submitted by



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Executive Director

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Community Theatre of Greensboro
200 North Davie Street, Box #9 • Greensboro, NC 27401
www.ctgso.org

Overview

The Community Theatre of Greensboro has served the Triad and its surrounding areas for 60 years. CTG strives to enrich our community by bringing dramatic arts to everyone. Each year, CTG provides diverse theatrical entertainment in the form of mainstage productions and youth theatre productions. CTG also hosts dozens of classes, camps, and workshops for children, teens, adults, and seniors. CTG has established a generous scholarship program so that all may benefit from exposure to the arts.

Theatre Event Details — 60th Anniversary Season

Community Theatre of Greensboro's main stage productions for 2009-2010 are:

Wait Until Dark

by Frederick Knott

October 9, 10, 14, 15, 16, and 17, 2009 at 8 pm

October 11 and 18, 2009 at 2 pm

The Broach Theatre, 520 South Elm Street, Greensboro, NC 27406

Sponsored by



RBC Wealth Management

A Division of RBC Capital Markets Corp.

Three sinister characters trace the location of a “mysterious” doll to the Greenwich Village apartment of Sam Hendrix, and his blind wife, Suzy. A huge Broadway hit and a classic movie favorite, this masterfully constructed thriller will have you on the edge of your seat with an ending that will electrify. The perfect play for Halloween time!

THE WIZARD OF OZ

by L. Frank Baum Music by Herbert Stothart

November 13, 14, 20, and 21, 2009 at 7 pm

November 14, 15, 21, and 22, 2009 at 2 pm

Carolina Theatre, 310 South Greene St., Greensboro, NC 27401

Sponsored by



Neighborhood Associates

Celebrate the 15th anniversary of CTG's production of the timeless tale of Dorothy and her adventures “over the rainbow.” The cast changes and special effects are enhanced, but the love affair between our audience members—young and old alike—and this enchanting production never fades! See you in November, for truly... **“there's no place like home.”**

The Best Christmas Pageant Ever

by Barbara Robinson

December 18 and 19, 2009 at 7:30 pm

December 19 and 20, 2009 at 2 pm

The Odeon Theatre, Greensboro Coliseum Complex, 1921 W. Lee St. Greensboro, NC 27403

When the Herdmans show up at the church Christmas Pageant tryouts, everyone is horrified! Why? Because they are horrible children! They steal, burn down buildings, and terrorize the neighborhood. Students and families will love the story of how the Herdmans and their community learn to work together, while experiencing the true meaning of Christmas.

The Sunshine Boys

by Neil Simon

February 19, 20, 25, 26, 27, March 4, 5, and 6, 2010 at 8 pm

February 21, 28, and March 7, 2010 at 2 pm

CTG's Studio 413, 4th Floor, GCC, 200 N. Davie St., Greensboro, NC 27401

Al Lewis and Willy Clark played vaudeville as a team for 45 years, but a personal feud has kept them apart for 11 years. An opportunity to revive their act on a CBS "History of Comedy" special sparks a reunion that will have you rolling in the aisles! This is Neil Simon at his comedic best! Jack Klugman, Tony Randall, George Burns, and Walter Matthau are just some of the great stage and film actors who have loved being part of this hilarious comedy. Get ready to laugh your head off!!!

CTG's 60 YEARS OF BROADWAY

April 16 and 17, 2010 at 7:30 pm

April 17 and 18, 2010 at 2 pm

Carolina Theatre, 310 South Greene St., Greensboro, NC 27401

Imagine cameos by CTG's alumni and a stage filled with the Triad's top kids, teens, and adults performing the best show stopping numbers, spoofs, and scenes reflecting six decades of CTG Broadway entertainment. Enjoying highlights from *Peter Pan*, *West Side Story*, *Wizard*, *Fiddler on the Roof*, *The Music Man*, *Joseph*, *A Raisin in the Sun*, *The Odd Couple*, *Smokey Joe's Café*, *Anything Goes*, *Beauty and the Beast*, *A Chorus Line*, *Annie*, *Grease*, and the list goes on.

Special Event—Community Outreach & Talent Search



TRIAD IDOL

April–May 2010 (annual fundraising and outreach program)
The Odeon Theatre, Greensboro Coliseum Complex
The Carolina Theatre—Final Event

Triad Idol is the most recent addition to CTG's impressive roster of outreach programs. This singing competition attracted over 3,200 participants from 2006-2009 and over 10,000 spectators. With three age categories (Kids, 8-12; Teens, 13-18; and Adults, 19 and older), TRIAD IDOL provides an exciting chance for exceptional performers to connect with the arts community and share their talents on stage—in many cases, for the first time.

Children's Events—Education, Skill building, and Performances

The Adventures of Doctor Dolittle

Book, music and lyrics by Elliott B. Baker. Adapted from the classic book by Hugh Lofting.

May 14 and 15 at 7:30 pm

May 15 and 16 at 2 pm

The Broach Theatre, 520 South Elm Street, Greensboro, NC 27406

Because of his special love for animals, Doctor Dolittle becomes an animal doctor. The animals who love him are thrilled and they teach the good doctor how to talk to animals. The word of his extraordinary ability spreads and leads to the most exciting adventures. Join the enchanting world that results from the unique communication between the many unique animals and their wonderful friend!

Additional Sponsorship Opportunities

Centerstage & Centerstage, Jr.

Advanced classes with an emphasis on skill building

Summer Theatre Camps

June through August

Full week camps

Fall & Spring Classes

Meets once a week for 6 to 8 weeks

Winter Break & Spring Break

Event Significance to the Community

Community Theatre of Greensboro's mission is to provide the highest quality theatre productions and training possible to the widest audience available; and to foster a broad base of interest in the community in drama and in the dramatic arts. Quality arts productions help to create a vibrant community; one that inspires adults and children to excel and builds understanding across all cultures in the community. CTG productions are open and available to every segment of our community; from young families who look forward to our family oriented shows to our community's senior citizens who participate in and enjoy the performances of SRO – "Seniors Reaching Out" a touring theatre ensemble that tackles many issues facing senior citizens today. Community Theatre of Greensboro is proud of its long history of encouraging diversity – diversity in our staff, programming, volunteers, casts, artistic and technical crews, participants in our educational endeavors, and audience members. Every community benefits from CTG's productions and educational endeavors. Corporations in our community can benefit from incorporating the arts into the life of their companies by rewarding employees and their families with tickets to a performance about which they might not otherwise know. Corporate recruiters can promote the Triad's cultural community as a leading reason why people should come here to live and work. The arts experience can change lives and communities.

Your Sponsorship Investment Benefits Children and Education

When you invest in Community Theatre of Greensboro, you are also investing in the education of our community's children. Arts education and participating in art activities helps children to gain the tools necessary for understanding the human experience, adapting to and respecting others' ways of working and thinking, developing creative problem-solving skills, and communicating thoughts and ideas in a variety of constructive ways.

Acting Up is a CTG program that brings after school acting classes to elementary schools for children who do not have the opportunity or transportation to attend our classes held in our studios. These classes meet at the school twice a week and the children work towards putting on a show at the end of the school year.

Centerstage Youth Performing Group is a group of superstars ages 12 to 17 who audition for the opportunity to participate in this theatrical group. The focus of Centerstage is for these young performers to hone their craft by taking their productions to theatre competitions around the country where they have the opportunity to attend theatre workshops and compete with other theatre troupes from all over the United States and foreign countries.

Centerstage, Jr. Youth Performing Group is a group of even younger superstars ages 7 to 11 who audition for the opportunity to participate in this theatrical group. The focus of Centerstage, Jr. is for these young performers to hone their craft and advance up to the Centerstage, CTG Youth Theatre, and/or CTG mainstage shows.

CTG offers a myriad of ***classes, camps, and theatre workshops*** for toddlers through adults. Classes are offered during the fall, winter, and spring seasons and camps are held during the summer. CTG offers a generous scholarship program so that all may benefit from exposure to the arts!

Producing Partner Benefits

As a sponsor of a Community Theatre of Greensboro production, your company will receive a comprehensive package of benefits dependent upon your level of sponsorship:

Title Sponsorship Benefits of a \$10,000 gift:

A title sponsorship provides the highest level of recognition affording the sponsoring company complete ownership of a production.

Visual Advertising

As a sponsor, you will be printed on the playbill cover, which will be received by all theatregoers throughout the run of the show.

As a sponsor, you will be printed on a theatre lobby placard or displayed on our marketing display.

As a sponsor, you will receive special recognition as a producing partner on the CTG website with a link to your company website.

As a sponsor, you will have the *opportunity* to place an advertising/marketing insert in approximately all playbills for each production.

As a sponsor, you will be printed on all posters displayed in local businesses and all other distribution points.

As a sponsor, you will be printed on all postcards mailed to Greensboro and surrounding area households.

Media Advertising

CTG's media spend for each production is a combination of budgeted funds allocated for the purchase of advertising along with in kind contributions from local newspaper, print, radio, network and cable television stations.

As a sponsor, you will be included on all press releases promoting the show, as printed or announced by the media receiving the press release.

As a sponsor, you will be printed on all display advertisements in local newspapers for the show.*

As a sponsor, you will be included in all radio spots and television spots broadcast on area television and radio stations.*

*If CTG purchases advertising, we are allowed to ad our sponsors to the advertisement. If the advertisement is an in-kind donation from the media source, many times they will not include our for-profit sponsors.

General Benefits

As a sponsor, you will receive a block of 200 tickets good for any performance throughout the run of the show. These tickets may be used at the Producing Partner's discretion; given to employees and their families or given as part of a customer appreciation promotion. You may have the use of the Carolina Theatre's beautiful Renaissance Room for a reception before or after the show, subject to availability.

Premier Sponsorship Benefits of a \$5,000 gift:

Premier sponsorship provides great exposure affording your company a shared sponsorship opportunity at a great price!

As a sponsor, you will appear on all advertising and promotional materials.

As a sponsor, you will receive recognition in the production playbill and on a sign in the theatre lobby or displayed on our marketing display.

As a sponsor, you will receive special recognition at a specific performance including an on-stage, pre-show presentation.

As a sponsor, you will receive special recognition as a sponsor on the CTG website with a link to your company website.

As a sponsor, you will have the ability to place an insert in approximately 3,000 to 5,000 playbills for throughout the run of the production.

As a sponsor, you will receive a block of 150 tickets.

Full Sponsorship Benefits of a \$2,500 gift:

Full sponsorships are the foundation of CTG's community support and will provide your company the following benefits:

As a sponsor, you will receive recognition in the production playbill and sign in the theatre lobby or displayed on our marketing display.

As a sponsor, you will receive heightened recognition at a specific performance including on-stage mention.

As a sponsor, you will receive special recognition as a sponsor on the CTG website with a link to your company website.

As a sponsor, you will receive a block of 100 tickets.

Co-Sponsorship Benefits of a \$1,250 gift:

A co-sponsorship allows your company to be involved in the support of CTG at an affordable rate!

As a sponsor, you will receive recognition in the production playbill and on a sign in the theatre lobby or displayed on our marketing display.

As a sponsor, you will receive special recognition as a sponsor on the CTG website with a link to your company website.

As a sponsor, you will receive a block of 50 tickets.

Quarter Sponsorship Benefits at the \$625.00 level:

A Quarter Sponsorship allows your company to be involved in the support of CTG at an affordable rate!

As a sponsor, you will receive recognition in the production playbill and on a sign in the theatre lobby or displayed on our marketing display.

As a sponsor, you will receive special recognition as a sponsor on the CTG website with a link to your company website.

As a sponsor, you will receive a block of 20 tickets.

Thank you for the opportunity

Thank you for your consideration in becoming a Producing Partner for Community Theatre of Greensboro's 2009-2010 season and for choosing to make an important investment in the community in which we both serve. Feel free to contact me or the CTG staff concerning any questions or thoughts you may have concerning this sponsorship proposal and marketing opportunities.



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CTG Management and Staff

The members of CTG's management and staff are available to answer any questions and to assist you in any way with your company's sponsorship.

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