



2011-2012 SEASON SPONSORSHIPS

For Second Half of Season, January 2012 to June 2012

By partnering with Two River Theater to sponsor a theater production, businesses can enjoy access to unique opportunities—tailored to fit your needs and priorities—for promotion, client entertainment, and employee engagement. To follow is a list of the VIP access and marketing benefits your business could receive in exchange for your sponsorship support. **For more information, contact Jennifer Collins, Director of Development, at 732.345.1400 x1820 or jcollins@trtc.org.**

COLLATERAL INCLUSION

- Logo on program cover, title and sponsor pages for sponsored production.
- Logo on postcard mailings and opening night invitations for sponsored production.
- Advertisements in program for sponsored production.

ACKNOWLEDGEMENTS AND PUBLIC RELATIONS

- Recognition in curtain and opening night speeches during sponsored production.
- Inclusion in all press releases for sponsored production.

ONLINE EXPOSURE AND SIGNAGE

- Logo on posters and signs at theater front entrance, lobby and throughout Monmouth County.
- Logo on Two River Theater’s website home page and sponsor page.
- Logo and advertisements in eblasts related to sponsored production.

VIP ACCESS

- VIP access to our Victoria J. Mastrobuono Library to host client or other special guest events.
- Backstage tour for VIP event guests.
- Free tickets to opening nights and other performances.
- Free subscriptions for cultivating clients and colleagues throughout the year.
- Employee discounts on single ticket purchase for performances.

THEATER STATISTICS

<i>Patrons expected for 2011-2012 Season</i>	<i>50,000 Total Season 5,000 to 6,500 per production</i>
<i>Theater capacity</i>	<i>349 in the Joan and Robert Rechnitz Theater 107 in the Marion Huber Theater</i>
<i>Website – monthly unique visitors</i>	<i>5,890 unique visitors/month 6,890 monthly page views</i>

<i>Patron e-blasts</i>	<i>22,000 patrons in database 4 to 10 e-blasts per production</i>
<i>Postcard mailing list</i>	<i>15,000 patrons</i>
<i>Typical Patron Demographics</i>	<i>Affluent, residents of Monmouth County, theater lovers</i>