



# COMMUNITY PARTNERSHIP PROGRAM

**Community Partnerships** are designed to assist both Santa Cruz Shakespeare and its partner organization in reaching a common audience or customer base. In-kind support as well as direct cash investment can connect your local organization with our audience: fervent and proud supporters of the Santa Cruz community.

Our **Community Partners** include restaurants, hotels, caterers, bookshops, wineries, and other retailers who provide gifts in-kind and extend discounts and other special offers that *add value* for Santa Cruz Shakespeare **Members** and **Donors**. These partners benefit from cross-promotional mailings, as well as online marketing and social media. Partnership benefits are scaled to the total value of the contribution and may include:

	In-Kind value of \$250	In-Kind value of \$500	In-Kind value of \$1000	In-Kind value of \$2000	In-Kind value of \$5000
<b>PROMOTIONAL &amp; MARKETING OPPORTUNITIES</b>					
Sponsorship acknowledgement in 2018 Season Playbill (17,000+ impressions)	*	*	*	*	*
Right to use SCS name and logo on company website and other approved collateral for purposes of promoting partnership	*	*	*	*	*
Strategic cross-promotional opportunities with Facebook, Twitter, Instagram, and other social media platforms		*	*	*	*
Recognition on the SCS website on the "Partner with Us" page	<i>Listing</i>	<i>Listing with link</i>	<i>Logo with link</i>	<i>Logo with link</i>	<i>Logo with link</i>
Sponsorship recognition on Plan Your Visit page of SCS website	<i>Listing</i>	<i>Listing with link</i>	<i>Logo with link</i>	<i>Logo with link</i>	<i>Logo with link</i>
Recognition in e-newsletter with a link to your website	<i>Name only</i>	<i>Name only</i>	<i>Name &amp; Logo</i>	<i>Name &amp; Logo</i>	<i>Name &amp; Logo</i>
Opportunity to sponsor exclusive donor event or performance and display company signage and branded materials			<i>Co-Sponsor (limit of 3)</i>	<i>Sponsor (limit of 2)</i>	<i>Presenting Sponsor</i>
<b>BUSINESS DEVELOPMENT OPPORTUNITIES</b>					
Complimentary tickets to mainstage and Fringe productions	2/show	2/show	4/show	6/show	8/show
Ability to purchase VIP house seats throughout the season	*	*	*	*	*
Employee discounts on regularly priced single tickets	10%	10%	20%	20%	20%
Invitations to annual member events	2	2	4	6	6

For more information, please contact Lane Jovet, Marketing Director at (831) 460-6396 ext. 6.