

ABOUT OPENSTAGE

Exceptional Live Theatre since 1973

OpenStage Theatre & Company is one of the longest running and most prolific theatres in Colorado.

An OpenStage season consists of seven carefully selected comedies, classics, and cutting-edge dramas creating the best of the national theatre scene in Fort Collins.

Each season OpenStage presents 76 individual performances at the Fort Collins Lincoln Center Magnolia Theatre, Theatre in the Park and in intimate non-traditional spaces, reaching over 11,000 patrons.

LET US PROMOTE YOU!

20,000+ direct mail postcards delivered to area households.

11,000+ audience members who hear your name mentioned from the stage.

10,000+ email contacts.

7,000+ season brochure in the information centers and households throughout Northern Colorado.

3,000+ social media fans.

300+ posters displayed across the region for each show. 100+ press releases sent to regional print, broadcast and social media.

AND Tickets for your clients and new customers.

SUPPORT LOCAL THEATRE & RECEIVE AMAZING BENEFITS — BECOME A SPONSOR

SPONSOR LEVEL		TAX DEDUCTIBLE AMOUNT*	LIVE, PRINT & DIGITAL EXPOSURE										SPONSOR TICKETS		
			'Thank You' from Stage	Logo or Name in Playbill	Logo in Brochure	Logo on Posters	Logo on Direct Mail	Ad in Program	Mention in Press Release	Donor Listing in Playbill	Logo on Website	Social Media Posts	Essential Season Tickets	etcetera Season Tickets	Promotional Tickets
Red Carpet Sponsor	\$10,000+	\$5,054*	66	6	6	6	7	4 (Full Page)	7	4	1	6	2 (\$258 Value)	2 (\$88 Value)	Preview or 100 Tickets (\$2,900 Value)
Essential Sponsor	\$5,000+	\$662*	48	4	4	4	7	4 (Half Page)	7	4	1	4	2 (\$258 Value)	2 (\$88 Value)	Preview or 100 Tickets (\$2,900 Value)
Producing Sponsor	\$3,000+	\$787*	12	4		1	1	1 (Full Page)	1	4	1	2	2 (\$258 Value)	2 (\$88 Value)	1/2 Preview or 50 Tickets (\$1,450 Value)
Supporting Sponsor	\$1,500+	\$222*	12	4		1	1	1 (Quarter Page)	1	4	1		2 (\$258 Value)	2 (\$88 Value)	1/4 Preview or 25 Tickets (\$725 Value)
Underwriting Sponsor	\$1,000+	\$662*	12	4		1	1		1	4			2 (\$258 Value)	2 (\$88 Value)	
Performance Sponsor	\$500+	\$162*	4	4						4			2 (\$258 Value)	2 (\$88 Value)	

*Tax deductible amount deducts the cost of goods provided in exchange for sponsorship. If goods exchanged are declined by the sponsor, the benefit amount can increase by the value of the good

ESSENTIAL SEASON

THE BOOK OF WILL

By Lauren Gunderson

Nov. 4 – Dec. 2, 2023

SWEAT

By Lynn Nottage

Jan. 13 – Feb. 10, 2024

BIG FISH - SMALL CAST EDITION

Book by John August

Music and Lyrics by Andres Lipppa

Based on the novel by Daniel

Wallace and the Columbia Motion

Picture written by John August

MAR. 23 – APR. 20, 2024

TWELFTH NIGHT

By William Shakespeare

Jun. 8 – July 13, 2024

This gives you an excellent opportunity to get increased exposure at a great value while supporting a local, grass roots organization.

ADS IN OUR PROGRAM

All programs are accessible by print and online via email and our website prior to, during, and after the show. On average, we have 2,000 attendees per run.

Ads are due 3 weeks prior to show opening. Digital versions include hyperlinks.

OUR AUDIENCE

- 9%** – 77+ years old
- 41%** – 58-76 years old
- 29%** – 42-57 years old
- 20%** – 25-41 years old
- 1%** – 24 years old and younger

REACH YOUR TARGET AUDIENCE

OpenStage patrons are active area residents seeking exciting and meaningful experiences. They are lovers of culture, food and drink, social gathering and investing in local community.

Let OpenStage bring your story to them.

SEASON ADVERTISER PACKAGES

ESSENTIAL SEASON ONLY

SPECS: PDF, fonts outlined, size (depending on purchase)

AD SIZE	SINGLE SHOW	FOUR-SHOW PACKAGE
Full Page – Color 4.75" w x 7.75" h	\$425	\$1,275
Full Page – BW 4.75" w x 7.75" h	\$350	\$1,050
Half Page – BW 4.75" w x 3.625" h	\$275	\$825
Quarter Page – BW 4.75" w x 1.875" h	\$215	\$645

Advertise for three show runs and get one show FREE!



Please send the completed forms with payment to jessica@openstage.com or **OpenStage Theatre & Co., P.O. Box 617, Fort Collins, CO 80522**

SPONSOR OPENSTAGE THEATRE

I would like to sponsor OpenStage at the \$ _____ level.

PLEASE CHOOSE ONE:

_____ I would like the entire gift to be tax deductible

_____ I would like to receive ticket benefits
(We will contact you about ticketing details)

Producing, Supporting, and Underwriting sponsors

Please select the show you would like to support:

The Book of Will Sweat Big Fish - Small Cast Edition
Twelfth Night

Underwriting Sponsors

Please select the production area you would like to support:

Acting Set Costumes Sound Lights Properties

\$1,000+ Sponsors

Please send a logo to brys@openstage.com.
EPS file type (preferred) or PNG. If you do not have a logo and would like
OpenStage to typeset your name, check here: _____

ADVERTISE WITH OPENSTAGE

Please select your ad size:

AD SELECTIONS		
SPECS: PDF, fonts outlined, size (depending on purchase)		
AD SIZE	SINGLE SHOW	FOUR-SHOW PACKAGE
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Advertise for three show runs and get one show FREE!		

Single show advertisers

Please select your shows:

The Book of Will Sweat Big Fish - Small Cast Edition Twelfth Night

Please send your ad and logo to brys@openstage.com. Ads are due three weeks prior to the opening of your selected show(s). Questions? Contact Brys at brys@openstage.com.

PAYMENT FORM

Business/Foundation/Individual Name: _____

Contact: _____

Email: _____

Phone: _____

Address: _____

City: _____ **State:** _____ **Zipcode:** _____

_____ **Check enclosed (make out to OpenStage Theatre & Co.)**

_____ **Let's discuss a payment plan**

_____ **Donate through Colorado Gives at coloradogives.org/OpenStageTheatreCompany**

Thank you for your support of OpenStage Theatre & Company!