



Corporate Sponsor Marketing Packages 2023

**SUPPORT THE ARTS AND CONNECT
WITH YOUR TARGET MARKET**

Benefits of Local Marketing

By partnering with Bright Lights Theatre you'll not only be supporting the arts in Dallas, but you will receive an effective, comprehensive marketing package that will allow you to connect with your ideal client, generate leads, and receive promotion and visibility through our communication systems.

Demographic

Bright Lights Theatre serves families with kids between preK and 12th grade and produces shows available to anyone in the community. In 2023, our programming will involve roughly 200 students.

Goals

Our goal is to create a partnership with your business. We want to assist you, as a trusted family-oriented business, with client acquisition, lead generation, and by encouraging our sweet community to do business with you.

Here is how your sponsorship dollars will be put to use:

- Rent for Programming (we don't currently own our own building, so we are dependent on other spaces, namely churches, to allow us to rent their spaces for programming.)
- Yearly Admin and Safety Subscriptions (website domain, Square, Quickbooks, Ministry Safe, etc.)
- Licensing Rights for Shows
- Production Supplies: Costumes, sets, props, mic rentals, etc.
- Employee Salaries/Director Stipends



Sponsorship Packages

Radiant Lights - \$1,000+

- Full page ad in every production playbill
- Half page ad in every camp program
- A spot on the back of our Corporate Sponsor T-shirt (given free to every student who participates in 2023 productions and masterclasses)
- Recognition on our website as a 2023 Corporate Sponsor
- Individual Highlight in one of our 2023 monthly email Newsletter

Dazzling Lights - \$750+

- Half page ad in every production playbill
- Quarter page ad in every camp program
- A spot on the back of our Corporate Sponsor T-shirt (given free to every student who participates in 2023 productions and masterclasses)
- Recognition on our website as a 2023 Corporate Sponsor
- Individual Highlight in one of our 2023 monthly email Newsletter

Shining Lights - \$500+

- Quarter page ad in every production playbill
- Quarter page ad in every camp program
- Recognition on our website as a 2023 Corporate Sponsor
- Individual Highlight in one of our 2023 monthly email Newsletter

If you are interested in becoming a 2023 Corporate Sponsor, please email us at info@brightlightstheatre.org letting us know how much you would like to give. We will send you a W-9 and an invoice for your donation, in addition to asking for your 2023 full page, half page, or quarter page ad and get you set up for recognition.