



Chillicothe Civic Theatre, Inc.
83 S. Walnut Street
P.O. Box 356
Chillicothe, Ohio 45601
info@cctchillicothe.com
(855) 723-3768

April 2016

Dear Potential Run, Walk & Boom Sponsor,

Thank you for your willingness to help Chillicothe Civic Theatre!

Chillicothe Civic Theatre (CCT), a 501(c)(3), purchased in building at 83 South Walnut Street in December 2013 with the intention of turning it into a small, 100-seat theatre with administrative offices and storage space. This is the first time in the organization's history that we have owned property, and it will be of great benefit to us to centralize our operations. The project will also benefit the citizens of Ross County and surrounding communities by ensuring continued access to a year-round season of live theatre and a place for local artists to perform.

Having a "storefront" just a half-block south of the Post Office will give us visibility that we've never enjoyed before. We expect to continue to perform our large stage musicals at the Majestic Theatre, but instead of renting space for our smaller plays and Children's Theatre productions, we will be producing those shows in our own theatre. Having our own space will also allow for expanded services, including additional children's programming such as workshops and other educational opportunities, and extended production runs allowing more opportunities for the community to enjoy our offerings.

As one of our fundraising efforts, CCT will host a 5K fun run/walk through Yoctangee Park and downtown Chillicothe on July 2, 2016. We are looking for sponsors for our Second Annual Run, Walk & Boom! All sponsors giving \$100 or more will be recognized on event t-shirts, literature, the CCT website, and at upcoming productions, as outlined in the accompanying sponsorship form. In addition, sponsors contributing \$2,500 or more will be recognized as Event Sponsors with increased visibility at the event.

Since our Inaugural Run, Walk & Boom event, we've made considerable strides, including obtaining an easement from the City of Chillicothe to provide an expanded lobby for our patrons; finalizing our architectural designs; and filing to obtain the necessary permits. We have also awarded 3 bids for some of the work for the initial phase of the project and are currently seeking bidders for the 4th element. We fully expect a significant portion of the renovations to be completed by the time our runners and walkers hit the streets!

We appreciate your consideration and hope you will sponsor our Second Annual Run, Walk & Boom!

Thank you,

Theresa Snyder
President
Chillicothe Civic Theatre, Inc.
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Dr. Jennifer Mowry-Fisk, MD
Fund Development Committee Chair
Chillicothe Civic Theatre, Inc.
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JULY 2, 2016
9:00am
YOCTANGEE PARK
CHILLICOTHE, OH
5K/1 mi

Chillicothe Civic Theatre, Inc.
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83 South Walnut Street
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2016 Sponsor Form

\$2,500 Event Sponsor (2 available)	<ul style="list-style-type: none">★ Top line listing/event co-branding, including 96" x 30" signage display on our start/finish banner★ Premier placement on event t-shirts, advertising, promotional materials, and the CCT website★ Director's Circle recognition in all remaining 2016 CCT playbills, in the new lobby, and on the website★ Full page ad in remaining 2016 CCT playbills★ Showcase table at the post-race party
\$1,000 Red Sponsor (2 available)	<ul style="list-style-type: none">★ Prominent 60" x 30" signage display on our start/finish banner★ Prominent placement on event t-shirts, advertising, promotional materials, and the CCT website★ Director's Circle recognition in all remaining 2016 CCT playbills, in the new lobby, and on the website★ Half page ad in remaining 2016 CCT playbills★ Showcase table at the post-race party
\$500 White Sponsor (4 available)	<ul style="list-style-type: none">★ 30" x 30" signage display on our start/finish banner★ Placement on event t-shirts, advertising, promotional materials, and the CCT website★ Creative Circle recognition in all remaining 2016 CCT playbills, in the new lobby, and on the website★ Quarter page ad in remaining 2016 CCT playbills★ Showcase table at the post-race party
\$100 Blue Sponsor (unlimited available)	<ul style="list-style-type: none">★ Placement on event t-shirts, advertising, promotional materials, and the CCT website★ Creative Circle recognition in all remaining 2016 CCT playbills, in the new lobby, and on the website★ Showcase table at the post-race party

Enclosed is my sponsorship of \$ _____ for the Second Annual Run, Walk & Boom!

Contact name: _____

Business name: _____

How would you like to be listed? _____

Address: _____

Telephone: _____

Email: _____

Website or Facebook Page: _____



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9:00am
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CHILLICOTHE, OH
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2016 Sponsor Form Attachment Advertising and Promotional Materials

If you are curious as to what we have planned for “advertising and promotional materials” beyond the items already detailed on the sponsor form, this list should help!

- ★ Your sponsorship will be listed in the periodic email blasts we will send out from now through race day to current participants, past participants, our membership, and other parties who’ve signed up for our mailing list.
- ★ Your sponsorship will be included on our posters that will be displayed around town (this assumes your sponsorship information is received prior to printing).
- ★ We have made arrangements to produce one to two commercials that will run on Horizon cable. Your sponsorship will be mentioned in this spot (this also assumes your sponsorship information is received prior to production).
- ★ Chillicothe Civic Theatre has regular monthly radio spots on WBEX/WKKJ. Your sponsorship will be mentioned during each spot that discusses our Run, Walk & Boom event.
- ★ We will include a listing of sponsors in our goody bags at the race. If you would like to arrange to include your own additional advertising materials (flyers, menus, coupons, etc.), we would be happy to include those too.
- ★ Your sponsorship will be included on RunSignUp.com, which is the registration site we use. We have a description of the event, within which we will mention your sponsorship, and we also have a banner picture, for which we will create a collage of logos of our sponsors.
- ★ We will include your sponsorship listing in most of our Facebook posts and your listing will also be included on the page of the Run, Walk & Boom event.
- ★ We will present live ads at our upcoming productions: “Steel Magnolias” on April 29-30, 2016 and May 1, 2016, and “My Fair Lady” on June 23-26, 2016. We will present a 15 second ad for White Sponsors (\$500), a 30 second ad for Red Sponsors (\$1,000), and a 60 second ad for Event Sponsors (\$2,500).
- ★ Your sponsorship will be featured at our opening gala event, our inaugural presentation in our new theatre.

Advertising and promotional items previously listing on the sponsor form include:

- ★ Display on our start/finish banner.
- ★ Placement on event t-shirts and the event page of our website.
- ★ Recognition in all remaining 2016 CCT playbills (programs), in the new lobby, and on our website.
- ★ Ads within the remaining 2016 CCT playbills (programs).
- ★ Showcase table at the event for your own promotional materials/staff.

We are brainstorming for more ideas, but we are excited about the current advertising and promotional plan! Please consider supporting this important event to help us secure our future and help improve the downtown area!