

65TH SEASON — 2010-2011

SEPTEMBER 17-OCTOBER 3, 2010
Pirates of Penzance

NOVEMBER 5-21, 2010
DIAL M FOR MURDER

MAIN STAGE
JANUARY 21-FEBRUARY 6, 2011
Crimes of the Heart

MARCH 18-APRIL 3, 2011
GUYS AND DOLLS

MAY 6-22, 2011
IT RUNS IN THE FAMILY

FEBRUARY 11-20, 2011
SECOND STAGE
YELLOW MAN

APRIL 8-17, 2011
MISS WITHERSPOON

OCTOBER 8-17, 2010
RENT

DECEMBER 3-18, 2011
the Santaland Diaries

FEBRUARY 12, 2011
SPECIAL EVENTS
TODD MURRAY IN CONCERT

MELODY, MISCHIEF AND MAYHEM

BATON ROUGE LITTLE THEATER

BAKER PRINTING "THE PRINTING PEOPLE"

CFA COMMUNITY FUND FOR THE ARTS

LAMAR

Dow Louisiana Federal Credit Union
www.dowlafcu.org

arts COUNCIL

COX COMMUNICATIONS

LOUISIANA STATE OF THE ARTS

[DC] **wrkt 89.3** 2010-2011

Media Kit 2010 - 2011



*Support quality theater in the
South and boost your sales*

The Baton Rouge Little Theater (BRLT) gearing up for the *Season of Melody, Mischief and Mayhem in 2010 – 2011*. BRLT offers a full season of theater to help enhance your image and boost your sales and represents the best in quality live theatre produced by the community, for the community. We touch the lives of over 30,000 people in the Greater Baton Rouge Area each year.

Become part of one of the oldest and most distinguished theaters in the South. BRLT produces a full season of classical, contemporary and musical theater and is a positive force in our community.

We rely on the support of community-minded organizations like you to accomplish all we do. Sponsors, supporters, advertisers are all welcome and needed to ensure that The Baton Rouge Little Theater succeeds in bringing in new opportunities and entertainment to the residents and visitors of Baton Rouge and surrounding area. If you advertise with The Baton Rouge Little Theater, your business is sure to get plenty of positive attention.

The Baton Rouge Little Theater is recognized as a leader by producing work of the highest quality, premiering new plays, developing the skills of professional artists, investing in youth and families and contributing to the quality of life in our community.



BATON ROUGE



LITTLE THEATER

Corporate Sponsorship

Through the generosity of our corporate sponsors, the Baton Rouge Little Theater is able to feature and develop world-class theatre, entertaining patrons of all ages. Building an effective and rewarding corporate sponsorship with us aligns you with BRLT's commitment to quality and will enhance your company profile.

A partnership with BRLT can also help to provide you with benefits uniquely designed to reflect your corporate objectives. Enhance your corporate profile and image through sponsorship and recognition of the arts and their community value, and be proud that you and your company have played a key role in supporting the development of outstanding performing arts.

Sponsorship Opportunities include:

SEASON UNDERWRITER

\$10,000 Level

- 20 Tickets to each Main Stage production (100 tickets total)
- Logo or other display in the BRLT lobby throughout the Season (July – May)
- Listing as a Production Sponsor on the Playbill Cover for each Main Stage Production
- Listing on the BRLT Annual Fund
- Listing as a Season Sponsor in all Advertising including: TV appearances, PSA's, radio announcements and commercials, billboards and print ads for the Season
- Complimentary use of the Lobby/Social Room for company event
- Full Page ad in the Playbill for each Main Stage Production

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LITTLE THEATER

PRODUCTION SPECIFIC SPONSOR

Director (\$3,000)

- 20 Tickets to the production
- Full Page Ad in the production Playbill
- Logo or other display in the BRLT lobby throughout the run of the show
- Listing as Production Sponsor on the Playbill Cover and on the title page
- Listing on the BRLT Annual Fund
- Listing as Production Sponsor in all Advertising including TV appearances; PSAs; radio announcements and commercials; billboards; print ads for the production
- Complimentary use of the Lobby/Social Room for company event

Guest Director or Set Designer (\$1,500)

- 10 Tickets to the production
- ½ Page Ad & listing as a Sponsor in the production Playbill
- Listing on the BRLT Annual Fund
- Acknowledgement in all Print Advertising, including Billboards for the production

Costume Designer (\$1,000)

- 10 Tickets to the production
- ½ Page Ad & listing as a Sponsor in the production Playbill
- Listing on the BRLT Annual Fund
- Acknowledgement in all Print Advertising, including Billboards for the production

Stage Manager (\$750)

- 6 Tickets to the production
- Listing as a Sponsor in the Playbill
- Listing on the BRLT Annual Fund
- Acknowledgement in all Print Advertising, including Billboards for the production

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Guest Performer in a Musical (One Performance) (\$750)

- 6 Tickets to the production
- Recognition as a Sponsor for (1) one Musical performance
- Listing on the BRLT Annual Fund

Orchestra (One Performance) (\$400)

- 4 Tickets to the production
- Recognition as Orchestra Sponsor for (1) one Musical performance
- Listing on the BRLT Annual Fund



BATON ROUGE



LITTLE THEATER

Playbill Ad Rates

AD SIZE	DIMENSION	SINGLE	SUMMER	SEASON/SUMMER
Full Page Plus Web	4.5wx8.0h	\$650	\$950	\$4,500
Back Cover	4.5wx8.0h	\$575	\$750	\$3,750
Inside Front	4.5wx8.0h	\$500	\$650	\$3,000
Inside Back	4.5wx8.0h	\$500	\$650	\$3,000
Full page	4.5wx8.0h	\$450	\$600	\$2,750
Half Page	4.5wx3.875h	\$350	\$500	\$2,000
Quarter Page	4.5wx1.875h	\$250	\$400	\$1,500

Benefits Include:

- World-class entertainment
- Excellent networking opportunities for your guests, clients, or employees
- Brand awareness and reinforcement
- Recognition in Baton Rouge Little Theater advertising and promotion
- Special inserts in house programs
- On-site signage & marketing
- Complimentary and/or discounted tickets for staff or clients
- Opportunities for private backstage tours

BATON ROUGE



LITTLE THEATER

Contact

For further information and the opportunity for discussion, please contact:

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