



2022 ADVERTISING FORM

860-376-7640

griswolddramasales@gmail.com

www.griswolddrama.com

267 Slater Avenue
Griswold, CT 06351



SPRING MUSICAL

DATE:

February 17, 2022

SUBMISSION DEADLINE:

March 30, 2022

~ Any sponsorship packages received by March 4th will appear on our promotional posters at no additional cost to you.

Dear Griswold Drama Supporters,

Preparation is underway for the Griswold High School Drama Department's upcoming production of *Grease!* This spectacular musical will take the stage from April 27th through April 30th and is sure to bring the community together for an evening of comedy, music, and entertainment!

Currently, GHS students are working vigorously to construct sets, design costumes, layout the playbill, and market the production. Now is the time for you to secure your company's advertisement space in this year's new Video Billboard format. Throughout the years, Griswold's musicals have drawn crowds from Connecticut, Rhode Island, and Massachusetts. 2,640 attendees are expected to attend over the course of four shows.

As we are all painfully aware, the events of the past few years have been unimaginably difficult for our students, our school, our community, and the world. Among the many plans completely upended and put on hold have been the past 2 seasons of GHS musical productions, with sets left half-constructed, costumes unworn, tickets unsold and seats unfilled.

In our newly designed Video Billboard campaign, your advertisement will be prominently displayed throughout the lobby and in the theater before curtain and during intermission. All ads purchased will run as video billboards on a continuous loop during each performance. To increase the value of your advertising dollar, additional spots can be purchased for a fraction of the cost for a single viewing. Space will also be available for purchase on our E-ticketing platform, putting your advertisement on each ticket sold for a given performance.

Additionally, we have established the Phoenix Fund, an all-voluntary donation program designed to re-seed the coffers of the GHS Drama Department & recover from the losses of the last 2 years of empty theaters. In recognition of your generosity, your name will appear in our reformatted playbill. Any donation you can give toward this effort will be an enormous help in ensuring the continued success of the program. Our students are counting on you.

All of the orders/payments must be received by March 30, 2022.

On behalf of the entire Griswold High School Drama department, thank you for your support and generosity, which continues to help GHS Drama educate our students by providing an authentic theater production experience.

Sincerely,

Graham Thompson, Faculty Marketing Advisor

Sydney Hart, Alex Mehrens, Emma Retan, Noelle Christie & Madi Wooten
GHS Student Directors of Marketing



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PAYMENT METHODS

CHECK

PAYABLE TO:
GHS DRAMA

MAIL PAYMENT TO:
GHS Drama Advertising
ATTN: Graham Thompson
267 Slater Avenue
Griswold, CT 06351

CREDIT CARD

Processing fees apply

griswolddrama.com/advertise

PHOENIX FUND

Donations can be made during checkout or visit our "Phoenix Fund" page on GriswoldDrama.com

CONTACT US

GRAHAM THOMPSON
FACULTY MARKETING
ADVISOR

GRISWOLDDRAMASALES@GMAIL.COM

FOLLOW US ON
FACEBOOK
[@GHSSpringMusical](https://www.facebook.com/GHSSpringMusical)

PLATINUM SPONSORSHIP | \$5,000+

- Special "On-Set" Logo Showcase displayed on Jukebox throughout the entire run of the show. Only 16 spots available (first come, first served, see cover letter for more info).
- LIVE Pre-show and Intermission announcements recognizing your company
- TV Ad (includes your company logo) airing during show week in the GHS lobby and auditorium before show and during intermission
- 12 Complimentary Show Tickets

GOLD SPONSORSHIP | \$2,500+

- Special "On-Set" Logo Showcase displayed on Jukebox throughout the entire run of the show. Only 16 spots available (first come, first served, see cover letter for more info).
- LIVE Pre-show and Intermission announcements recognizing your company
- TV Ad (includes your company logo) airing during show week in the GHS lobby and auditorium before show and during intermission
- 8 Complimentary Show Tickets

SILVER SPONSORSHIP | \$1,000+

- Special "On-Set" Logo Showcase displayed on Jukebox throughout the entire run of the show. Only 16 spots available (first come, first served, see cover letter for more info).
- TV Ad (includes your company logo) airing during show week in the GHS lobby and auditorium before show and during intermission
- 4 Complimentary Show Tickets

BRONZE SPONSORSHIP | \$500+

- Special "On-Set" Logo Showcase displayed on Jukebox throughout the entire run of the show. Only 16 spots available (first come, first served, see cover letter for more info).
- TV Ad (includes your company logo) airing during show week in the GHS lobby and auditorium before show and during intermission
- 2 Complimentary Show Tickets

E-TICKET AD | \$250

Showcase your business and services on our e-tickets and printed tickets for one night's performance (655 tickets per show). Only 4 spots available (first come, first served).

Dimensions: 3.75 in. x 7 in. **Deadline for this option is March 4th.**

TV AD | \$100 BASE PRICE + \$10/ADDITIONAL APPEARANCE

Display your business logo and services on all video screens throughout the lobby, including two large screens on stage (prior to each performance and during intermission) on the night of each show. Multiple pricing levels are available based on frequency of appearance and volume of ads received.

ADVERTISEMENT SUBMISSIONS

VISIT OUR WEBSITE

Please visit griswolddrama.com/advertise to fill out the appropriate online form based on your payment preference. Credit cards payments can be made online during your online form submission (processing fees apply). For check payments, please reference the information on this form.

- JPG
- PNG
- PDF
- ILLUSTRATOR
- INDESIGN
- PHOTOSHOP

SUBMIT YOUR AD

Please email your advertisement/logo to our gmail address. We will accept original artwork in the referenced formats (300DPI), no scans please.



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2022 MESSAGE & DONATION FORM

Dear Griswold Drama Supporters,

Preparation is underway for the Griswold High School Drama Department's upcoming production of *Grease!* This spectacular musical will take the stage from April 27th through April 30th and is sure to bring the community together for an evening of comedy, music, and entertainment!

As we are all painfully aware, the events of the past few years have been unimaginably difficult for our students, our school, our community, and the world. Among the many plans completely upended and put on hold have been the past 2 seasons of GHS musical production, with sets left half-constructed, costumes unworn, tickets unsold and seats unfilled by all of you, who we look forward to entertaining with each spectacular show.

Here's where you come in. For a \$20 donation, you can write a personal message to your favorite cast or crew member to wish them well as they work to put up the show. Or for \$10, you can join the ranks of Griswold "Friends of Drama" listed in thanks for their contributions.

We have also established the Phoenix Fund, an all-voluntary donation program designed to aid us in the daunting task of re-seeding the coffers with the necessary funds to purchase performance rights, set & costume materials, equipment rentals - all the moving parts required to ensure the highest quality theatrical production our community has come to expect from GHS Drama.

In recognition of your generosity for your Phoenix Fund donation, your name and message will appear in our reformatted playbill. Any donation you can give toward this effort will be an enormous help in ensuring the continued success of the program. Our students - your children - are counting on you.

The deadline for message placement and payment is March 30, 2022.

On behalf of the entire Griswold High School Drama department, thank you for your support and generosity, which continues to help GHS Drama educate our students by providing an authentic theater production experience.

Sincerely,

Graham Thompson, Faculty Marketing Advisor

Sydney Hart, Alex Mehrens, Emma Retan, Noelle Christie & Madi Wooten
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SOCIAL MEDIA

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GRAHAM THOMPSON
Faculty Marketing Advisor
GRISWOLDDRAMASALES@GMAIL.COM

GRISWOLD HIGH SCHOOL FRIEND OF DRAMA | \$10

Proudly display your name as "GHS Friend of Drama" on all video screens throughout the lobby, including two large screens on stage (prior to each performance and during intermission) on the night of each show. The Griswold Drama Department greatly appreciates your support!

PERSONAL MESSAGE | \$20

Express your support to your favorite cast member by writing a personal message that will be displayed on all video screens throughout the lobby, including two large screens on stage (prior to each performance and during intermission) on the night of each show.

PHOENIX FUND | ALL DONATIONS ACCEPTED

This year the Griswold Drama Department has established the Phoenix Fund, an all-voluntary donation program designed to re-seed the coffers of the GHS Drama Department & recover from the losses of the last 2 years of empty theaters. In recognition of your generosity, your name will appear in our reformatted playbill. Any donation you can give toward this effort will be an enormous help in ensuring the continued success of the program. Our students are counting on you.

SUBMISSIONS

VISIT OUR WEBSITE

Please visit griswolddrama.com/advertise to fill out the appropriate online form based on your payment preference. Credit cards payments can be made online during your online form submission (processing fees apply). For check payments, please reference the information on this form.

Donations to the Phoenix Fund can be made during checkout or visit our "Phoenix Fund" page on GriswoldDrama.com