



Restaurant Partner Information

2021 – 2022 Season

Stage Door Theatre is a 501[c]3 non-profit theatre and will always place an emphasis on quality and professionalism, while continuing to educate and expand the theatrical knowledge and experience of both our audiences and our artists. Stage Door Theatre's vision is to be respected and recognized for artistic excellence inviting artists and audiences to an intimate theatre to engage with performances that broaden and deepen their connection to our collective narrative. We challenge ourselves to ensure that qualified, diverse plays, playwrights, performers, technicians and staff represent the community we serve. Stage Door Theatre's focus and commitment is to serve the entire community and to develop new theatre going audiences.

Take a few minutes to review these marketing opportunities. Let us help you find new ways to become a part of what makes Dunwoody and your Dunwoody theatre great! We would welcome your questions about other ways to sponsor our theatre and market your company! We have several special sponsorship opportunities!

MISSION

To **Engage, Inspire, Educate,** and **Entertain** the Community through the production of Professional Quality theatre. We challenge ourselves to ensure that qualified, diverse plays, playwrights, performers, technicians and staff represent the community we serve.

5339 Chamblee Dunwoody Rd
Dunwoody GA 30338
770-396-1726 X5

Why would you want to participate with the theater in this program?

- ◆ Priority marketing opportunity
- ◆ Exclusivity - Limited number of restaurants will be selected to participate.
- ◆ Each Restaurant Partner recognized from the stage *at every play*.
- ◆ Theatre patrons are encouraged to frequent our restaurant partners before and after the show.
- ◆ Restaurant Partners will receive a **half page ad** in print and digital versions of all play programs (5" W x 3.85"H) (\$1650 value). You may upgrade that ad size for a discounted rate if you like – ask the office how you may do that..
- ◆ Your Restaurant logo on our website with a click over to your site.

Why is this program important?

These opportunities bring new clients to your door that may not have ever experienced what you have to offer and reintroduces you to those that have not been to see you in a while.

- ◆ Approximately 16,000 patrons annually
- ◆ Over 1,000 Season Subscribers
- ◆ Season Subscribers from over 70 zip codes
- ◆ Theatre patrons represent a cross-section of the community, from students to seniors, and are well-educated, affluent, and culturally diverse.
- ◆ We're the only Classical Repertory theatre in Atlanta
- ◆ Demonstrate your community support by participating in our Program marketing.
- ◆ Program marketing in the past was for six shows and your logo on our website. This year we have expanded your market reach through this program.
 - We will be offering both our digital and printed program advertising at this one very reasonable price.
 - Digital programs will also have a clickable link over to your company.
 - Digital programs for each show will be accessible through a QR code on our website, through our marketing for the program, and when patrons enter the building for the show.
- ◆ FULL Color AD for Full-page and One-Half (½) ads.

Our Expectations of this partnership program?

- ◆ Host an **Opening Late-Night Party** for cast and guests at your restaurant.
 - Hosting involves appetizers, desserts and a cash bar for approximately 50 people after the play on opening night. (*Approximately 10:15 pm - midnight.*)
- ◆ If you cannot host at your location, we will have many opportunities to supply food and beverages for special events, pre-show events and/or food for the final tech weeks for the cast and crew.
- ◆ Restaurant Partners are required to offer a 15 – 25% discount to those that support the theatre as a Thank You for pre or post-show dinner when they show their tickets.
- ◆ If you have additional ideas, we're open for discussion... all are a conversation, that's why it's a partnership!

Stage Door Theatre is committed to serving the entire community and to continually developing new theatre-going audiences. Take a few minutes to review, let us help you find new clients, and become a part of what makes your Dunwoody theatre great!

Restaurant Partner Agreement & Ad Information

Business Name: _____

Address: _____

City: _____ **St:** _____ **Zip Code:** _____

Contact Name: _____ **Phone:** _____

Email: _____ **Signature:** _____

UPGRADE? New Ad Size _____ **Check:** _____ **Visa** ___ **MC** ___ **AmEx** ___

Name on CC: _____

CC# _____ **Exp. Date:** _____ **CSV:** _____ **ZIP** _____

PLAY	SHOW TO SPONSOR	OPENING NIGHT	AD DUE DATE	SPECIAL NOTES:
Becoming Dr Ruth		8/19/2021	8/1/2021	
Midsummer Night's Dream		9/4/2021	8/15/2021	
Romeo & Juliet		10/1/2021	9/10/2021	
Christmas Carol		12/3/21	11/12/2021	
The Importance of being Earnest		2/4/2022	1/14/2022	
Pirates of Penzance		4/1/2022	3/11/2022	
Shakespeare Festival		7/9/2022	5/15/2022	
New Play Festival		8/5/2022	6/1/2022	

OTHER IDEAS	EVENT TO SPONSOR	DATES	SPECIAL NOTES:
Cast & Crew Meals			
Special Pre-Show Events			
Special Fundraising Night Discounts			
Any Cabaret Night			
Other			

Advertising must be paid in full before going to print.

Email Camera Ready, High Resolution PDF and JPG files Ad: Marketing@StageDoorTheatregal.org

Questions? 770-396-1726 X5