SEASON 21

PARTNERSHIP & SPONSORSHIP KIT

New Village Arts
2787 STATE ST | CARLSBAD | 92008
www.newvillagearts.org | 760.433.3245

THEATRE | ART | MUSIC
Season 21

PROGRAM ADS & DIGITAL SIGNAGE

To discuss advertising opportunities, please contact Sakshi Tiwari, Manager of Marketing and Engagement, at sakshi@newvillagearts.org

<table>
<thead>
<tr>
<th>POSITION</th>
<th>DIMENSION (WxH)</th>
<th>SINGLE PROGRAM RATE</th>
<th>SEASON RATE (4 SHOWS)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside Cover</td>
<td>6&quot; x 8.5&quot; (plus 0.125&quot; Bleed)</td>
<td>$600</td>
<td>$2,200</td>
</tr>
<tr>
<td>Full Page</td>
<td>6&quot; x 8.5&quot; (plus 0.125&quot; Bleed)</td>
<td>$500</td>
<td>$1,800</td>
</tr>
<tr>
<td>Half Page</td>
<td>5.5&quot; x 4&quot;</td>
<td>$250</td>
<td>$850</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>2.33&quot; x 4&quot;</td>
<td>$125</td>
<td>$400</td>
</tr>
<tr>
<td>Digital Inclusion</td>
<td>1920 x 1080 (16:9)</td>
<td>$200</td>
<td>$700</td>
</tr>
</tbody>
</table>

DIGITAL INCLUSION

Any advertiser may choose to add a digital component to their advertisement. Digital ads will run in the lobby beginning one hour before showtime, during intermission, and as patrons exit. In addition, a sponsor section will be included in the digital program. We can incorporate an advertisement, a promotional film, a blog, and so forth. There are numerous advertising options available!

SPECIFICATIONS

Camera ready ads may be submitted as PDF or JPEG files, with all Spot or PMS colors converted to CMYK. Resolution for images should be 300 dpi and all text converted to outlines or embedded. All images must be properly licensed for commercial usage. For Full-Page or Inside Cover ads, a 0.125” bleed is required on all sides, with a 0.25” safe zone (safe zone dimensions: 5.5” x 8”). Digital specifications: PNG or JPEG file, 1920 pixels by 1080 pixels. Send files to: sakshi@newvillagearts.org
Season 21

CORPORATE SPONSORSHIPS

New Village Arts’ Corporate Sponsorship offers the opportunity for your organization to be a recognized as a supporter of the arts and make a direct impact on our ability to offer all audiences an artistic experience unlike any other in North County San Diego! For a full list of benefits, please visit our website by following the QR code.

<table>
<thead>
<tr>
<th>SEASON SPONSOR</th>
<th>MUSICAL SPONSOR</th>
<th>PLAY SPONSOR</th>
<th>CO-SPONSOR</th>
</tr>
</thead>
<tbody>
<tr>
<td>$25,000</td>
<td>$15,000</td>
<td>$10,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>$20,000 Tax Deductible</td>
<td>$12,000 Tax Deductible</td>
<td>$8,000 Tax Deductible</td>
<td>$4,000 Tax Deductible</td>
</tr>
</tbody>
</table>

Benefits include:
- 8 seats to Opening Night of each production
- Curtain speech opportunity on opening night
- 12 additional seats for every season production
- Invitation for up to 4 guests to every production’s Cast Dinner Party
- 20% discount on tickets for your employees
- Logo recognition on all Season Materials
- Full page ad in each program
- Lobby signage
- Social Media Posts having reach of 10k following

Benefits include:
- 4 seats to Opening Night of each musical
- Curtain speech opportunity on opening night
- 6 additional seats to musicals
- Special Rate for one performance of each musical
- Logo Recognition on all musical materials
- Logo Recognition in musical programs
- Full Page ad in musical programs
- Half Page ad in other season production’s programs
- Lobby signage
- Social Media Posts having reach of 10k following

Benefits include:
- 2 seats to Opening Night of sponsored production
- 4 additional seats to sponsored production
- Logo recognition on all sponsored production materials
- Logo Recognition in sponsored production’s program
- Full page ad in sponsored production program
- Lobby signage
- Social Media Posts having reach of 10k following

Benefits include:
- 2 seats to Opening Night of sponsored production
- 2 additional seats to sponsored production
- Logo recognition on all sponsored production materials
- Logo Recognition in sponsored production’s program
- Quarter page ad in sponsored production program
- Social Media Posts having reach of 10k following

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New Village Arts’ Artist Advocate Sponsorship Program allows you to directly support the most important aspect of our productions: the artists themselves. We pride ourselves on our diverse, talented village of collaborators, and your support can help NVA continue to secure the most exciting artists currently working in Southern California. NVA is a professional theatre, which means all artists who contribute to our productions are paid for their work. By becoming an Artist Advocate, you are showcasing your commitment to the arts, and your sponsorship recognizes the incredible work of these dedicated artists.

As an Artist Advocate, you will receive these benefits:
- Your name in the show program next to your artist’s name
- Recognition at the appropriate level as an NVA donor
- An invitation to the first read-through of the play and a meet and greet with the cast
- An invitation to the cast dinner on the final Saturday of the run
- A behind-the-scenes tour of the theatre
- A discount code for your friends and family to use during the show
- A show poster signed by the cast and crew

Each play and musical springs from the playwright’s imagination. The characters, conflicts, and creativity of each production starts with the playwright. Playwright Advocates assist in the support of established playwrights, or in the case of new works, support exciting new voices in our space.

Though you may never notice their work, it is the director who oversees all aspects of the production. They coordinate the designers and work directly with the actors to develop a unique and satisfying production. Their work starts months before opening night, as they pore over the script time and time again. Though you may not see it, it is their imagination that is put on stage for us to enjoy.

Your donation will help support the salary of an actor of your choice. Whether they make you laugh or cry, our actors are the lifeblood of our theatre. NVA was founded by performers, and you can honor their work with your sponsorship.

The designers are the ones to translate the director’s vision into something tangible on stage. They are responsible for the lights, sound, props, scenery, and imagery. From the simplest stagings to the most outlandish, the designers work tirelessly into the early morning hours to create unforgettable images and exciting sounds.

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<table>
<thead>
<tr>
<th>PLAYWRIGHT ADVOCATE</th>
<th>DIRECTOR ADVOCATE</th>
<th>ACTOR ADVOCATE</th>
<th>DESIGNER ADVOCATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>$2,500</td>
<td>$1,000</td>
<td>$500</td>
<td>$250</td>
</tr>
<tr>
<td>Fully tax deductible</td>
<td>Fully tax deductible</td>
<td>Fully tax deductible</td>
<td>Fully tax deductible</td>
</tr>
</tbody>
</table>
COMMUNITY PARTNERSHIPS
New Village Arts’ Community Partner Program is designed to raise awareness and support for NVA and its partner organizations. NVA is seeking partner organizations (PO) per production for its 21st Season. The PO will be a nonprofit serving the needs of San Diego residents, specific to the production’s subject matter.

Benefits
- 4 seats to the Opening Night of the sponsored production
- Promo code for the partner organization (PO) to distribute in their community
- Feature in the printed/digital program
- Logo loop on the digital screens
- Printed inserts at the box office provided by partner organization (PO)
- Feature Marketing emails

TRADE OPPORTUNITIES
New Village Arts is happy to negotiate trade opportunities with local businesses—you provide your goods and services, and we provide tickets to our shows or advertising space! We are always looking for:

- Snack platters for VIP receptions
- Bar sponsors
- Advertising and marketing trades
- In-kind professional services
1222 OCEANFRONT
by Dea Hurston

The sold-out 2021 musical sensation, 1222 OCEANFRONT: A BLACK FAMILY CHRISTMAS, returns to New Village Arts this holiday season! Featuring lively original songs, an eclectic and lovable cast of characters, and a heaping helping of seasonal cheer, 1222 OCEANFRONT is a celebration of Black culture, family, and love with universal themes of love and letting go. Meant for audiences of all backgrounds and identities, 1222 OCEANFRONT reminds us that the holiday spirit has the power to unite us together in love, song, and joy. Be a part of theatre that teaches us to see the beauty in each other at Christmas- and year ‘round.

THE FERRYMAN
by Jez Butterworth

This world premiere outside of Broadway and the West End, directed by Kristianne Kurner, takes place in Northern Ireland, 1981 during the heart of The Troubles. The Carney farmhouse is a hive of activity with preparations for the annual harvest - but this year they will be interrupted by a visitor. THE FERRYMAN is the winner of the 2019 Tony Award and universally acknowledged as one of the greatest plays of the modern era. “An endlessly vibrant work... It revels in the addictive power of artfully unfolded narratives. And I mean all kinds of narratives: classical epics and homey fairy tales, barroom ballads and chronicles of hopeless love, multigenerational family sagas and ghost stories with a body count... [a] richness rarely seen outside of Shakespeare.” - The New York Times

THE ROOMMATE
by Jen Silverman

THE ROOMMATE explores the search for connection at times when life is constantly changing, with humor and a wicked sense of anarchic fun. The play cleverly navigates the rocky roads of change and hilariously examines what happens when the wheels come off. THE ROOMMATE is a dark comedy about “reinvention, resilience, and the elasticity of identity.” - DC Theatre Arts

SINGIN' IN THE RAIN
by Betty Comden, Adolph Green, Nacio Herb Brown & Arthur Freed

Perfect for any fan of the golden age of movie musicals! The “Greatest Movie Musical of All Time” is faithfully and lovingly adapted by Broadway legends Betty Comden and Adolph Green from their original award-winning screen-play in SINGIN' IN THE RAIN. Each unforgettable scene, song, and dance is accounted for, including the show-stopping title number. In true NVA fashion, our production will offer a wholly unique take on this beloved musical comedy.

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