

pollard



theatre
company

**BECOME A SPOTLIGHT
SPONSOR**

**WE'RE READY TO
OPEN OUR DOORS**

CONTACT | KARA LUTHER-CHAPMAN

PHONE | (405) 693-1937

EMAIL

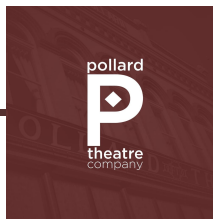
EXECUTIVEDIRECTOR@THEPOLLARD.ORG

THE POLLARD THEATRE COMPANY

GREAT THEATRE STARTS WITH YOU.

IF ANYONE CAN MAKE MAGIC OUT OF THESE TRYING TIMES, IT'S THEATER-MAKERS. HELP US RAISE THE CURTAIN. IT'S TIME TO REOPEN.

Visit our website www.thepollard.org
email | executivedirector@thepollard.org
phone | (405) 693-1937



Dear Community Partner,

At the Pollard Theatre Company, we value each and every donation we receive from our supporters. With this in mind, it is our mission to foster the arts, growth and development of our community, allowing us all to “experience a stage of inspiration”.

It's no secret: the performing arts are in trouble. Since March 2020, the Pollard Theatre Company has had to cancel over 120 performances. In response, we are now operating with a 91% reduction in staff as a necessary and painful step toward conserving our resources and ensuring the Pollard Theatre's long-term survival. If we can reopen in 2021, we will experience a shortfall of more than 85% of our average yearly revenue. That shortfall only increases if our closure continues. We need you. You can help us raise the curtain. As a not-for-profit organization, your gift is entirely tax-deductible. Please, consider giving today.

Since the Pollard Theatre Company and your business share so many community members, we'd like to enter into a partnership with your organization. Your contribution will continue to keep our doors open and enable us to provide live theatre, entertainment, and community development programs within the arts.

In turn, we will highlight your business as a valuable sponsor and integral supporter of the Pollard. We offer a wide range of sponsorship levels and can customize levels to suit your individual business needs.

If this excites you or your team, we'd love to continue this conversation. Please reach out to us at (405) 693-1937 or email us at executivedirector@thepollard.org

Please, help us raise the curtain at the historic Pollard Theatre and **be known for good.**

We look forward to hearing from you.

Sincerely,

Kara Luther-Chapman
Executive Director
executivedirector@thepollard.org
(405) 693-1937

ABOUT US

At its core, the theater is a collaborative and collective experience. We are committed to finding ways to strengthen our connections within our community. We recognize the theatre's power to cultivate our shared humanity and heal is needed more than ever.

Initially formed as a Resident Theatre Company in 1987, our sense of 'company' now extends to a local pool of talented artists, creators, and collaborators. The Pollard Theatre Company is a professional resident theatre recognized by patrons, critics, and artists as one of the leading theatrical producers in central Oklahoma. The Pollard typically presents six notable performances in a year-round season that demonstrate versatility and excellence in artistic standards while respectfully challenging artists, audiences, and communities alike.



EVENT DETAILS

May, 15th 2021 6PM

Join us for an evening of music, food, drinks, and friends—live music presented by Johnny Woods & Cross Rags & Young (formerly Cross Candian Ragweed). Leave the kids at home and experience the golden hours of the evening, safely outdoors at the elegant Magnolia Moon. All funds raised will benefit the Reopening of the Historic Pollard Theatre.

VIP Admission includes early admission, private meet & greet with the band, complimentary cocktails, and lite bites.

Seating is limited. Get your tickets now, and we will see you at the Moon!

WHY BECOME A SPONSOR?

Clear evidence indicates that the nonprofit arts and culture sector is a significant industry in the State of Oklahoma—one that generates \$872.8 million in total economic activity. This spending—\$331.2 million by nonprofit arts and cultural organizations and an additional \$541.6 million in event-related spending by their audiences—supports 29,165 full-time equivalent jobs, generates \$588.2 million in household income to local residents, and delivers \$84.5 million in local and state government revenue. When you become a Spotlight Sponsor, financial impact studies signal that you enhance our quality of life and invest in the State of Oklahoma's economic well-being when you support the arts.

DEFINING ECONOMIC IMPACT

Full-Time Equivalent (FTE) Jobs describes the total amount of labor employed. An FTE job can be one full-time employee, two half-time employees, etc. Economists measure FTE jobs, not the total number of employees, because it is a more accurate measure that accounts for part-time employment.

Resident Household Income (often called Personal Income) includes salaries, wages, and entrepreneurial income paid to residents. It is the money residents earn and use to pay for food, shelter, utilities, and other living expenses.

Revenue to Local and State Government includes revenue from local and state taxes (e.g., income, sales, lodging, real estate, personal property, and other local option taxes) as well as funds from license fees, utility fees, filing fees, and other similar sources. Local government revenue includes funds to governmental units such as city, county, township, and school districts, and other special districts.



THE ARTS IMPROVE THE
ECONOMY ... AND THE QUALITY
OF OUR PERSONAL LIVES

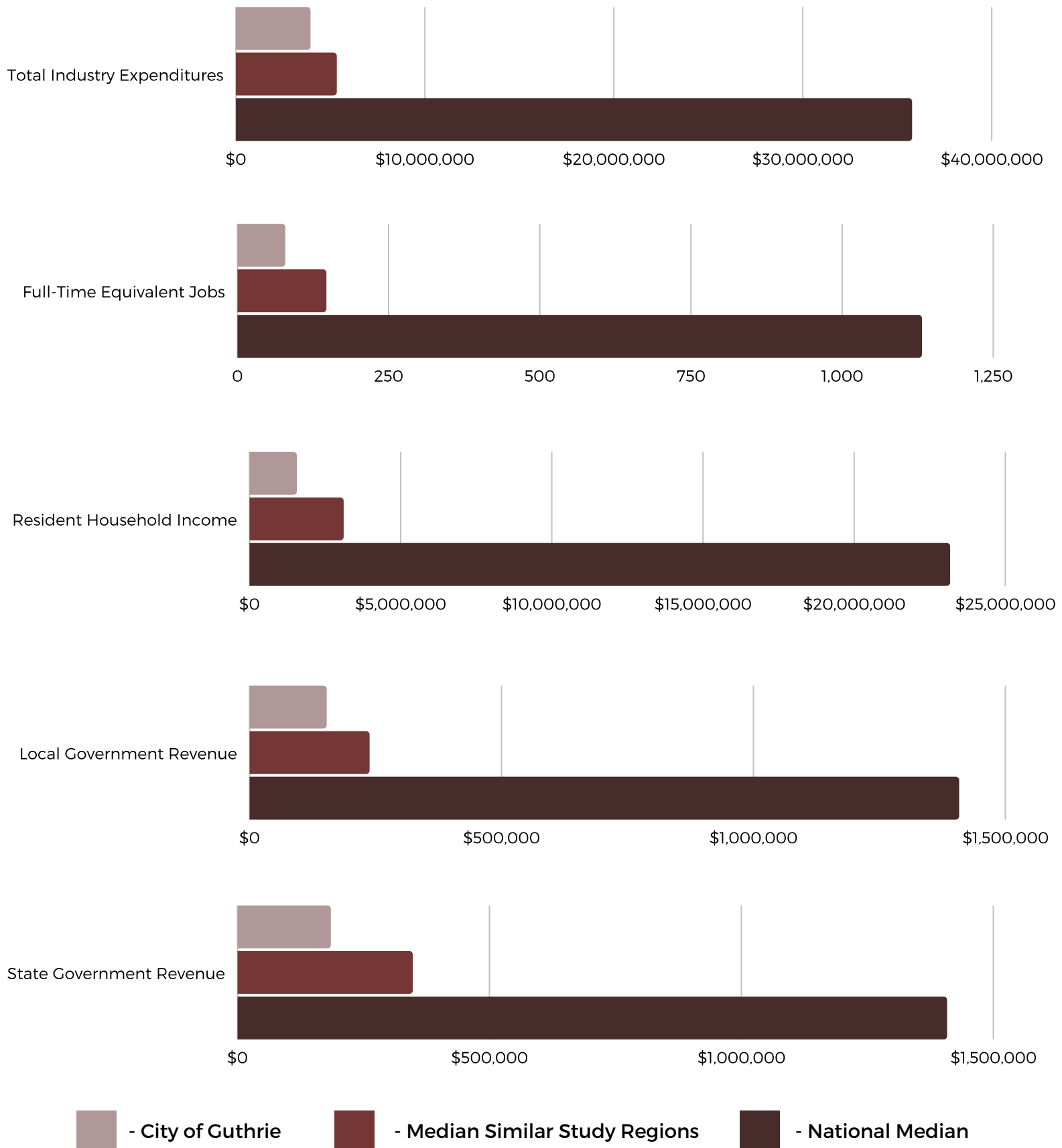
✓ 82 PERCENT OF AMERICANS
BELIEVE THE ARTS & CULTURE
ARE IMPORTANT TO LOCAL
BUSINESSES AND THE
ECONOMY

✓ 87 PERCENT OF AMERICANS
BELIEVE THE ARTS & CULTURE
ARE IMPORTANT TO THE
QUALITY OF LIFE.

SOURCE: AMERICANS FOR THE ARTS' 2016
SURVEY OF 3,020 ADULTS BY IPSOS PUBLIC
AFFAIRS

Total Economic Impact of the Nonprofit Arts & Culture Industry in the City of Guthrie

(Combined Spending by Nonprofit Arts & Culture Organizations & their Audiences)



SPONSORSHIP LEVELS

Spectator Sponsorship Levels

Price: \$300 - \$499

- **1/8 Page Ad in Playbill for 2021-2022 Season**
- **Two General Admission Tickets to Benefit Concert**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast**
- **Exclusive access to special events held for Sponsors**
- **Receive Annual Pollard Role-Call Newsletter for Donors**

Contributing Sponsorship Levels

Price: \$500 - \$999

- **1/8 Page Ad in Playbill for 2021-2022 Season**
- **Four General Admission Tickets to Benefit Concert**
- **Business Information Featured on Mobile App**
- **Social Media Recognition**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast**
- **Exclusive access to special events held for Sponsors**
- **Receive Annual Pollard Role-Call Newsletter for Donors**

SPONSORSHIP LEVELS

Supporting Sponsorship Levels

Price: \$1000 - \$2999

- **1/4 Page Ad in Playbill for 2021-2022 Season**
- **Two Reserved Admission Tickets to Benefit Concert**
- **Logo or Name Recognition on Event T-shirt & Signage**
- **Business Information Featured on Mobile App**
- **Social Media Recognition**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast**
- **Exclusive access to special events held for Sponsors**
- **Receive Annual Pollard Role-Call Newsletter for Donors**

Sustaining Sponsorship Levels

Price: \$3000 - \$4999

- **1/2 Page Ad in Playbill for 2021-2022 Season**
- **Four Reserved Admission Tickets to Benefit Concert**
- **Logo or Name Recognition on Event T-shirt & Signage**
- **Business Information Featured on Mobile App**
- **Social Media Recognition**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast**
- **Exclusive access to special events held for Sponsors**
- **Receive Annual Pollard Role-Call Newsletter for Donors**

SPONSORSHIP LEVELS

Leader Sponsorship Levels

Price: \$5000 - \$9999

- Full Page Ad in Playbill for 2021-2022 Season
- Four VIP Admission Tickets to Benefit Concert
- Two Front Row Tickets to Season Opener including VIP Cocktails & Private Usher
- Logo or Name Recognition on Event T-shirt & Signage
- Business Information Featured on Mobile App
- Social Media Recognition
- Name or Company Recognition in Playbill for 2021-2022 Season
- Name or Company Recognition in Email Blast
- Exclusive access to special events held for Sponsors
- Receive Annual Pollard Role-Call Newsletter for Donors

Producer Sponsorship Levels

Price: \$10,000 +

- Inside Front or Back Full-Page Ad in Playbill for 2021-2022 Season (two available)
- Headlining Sponsorship Logo on Website for Full Year
- Concert Billboard Logo Recognition
- Recognition during Opening Announcements
- Six VIP Admission Tickets to Benefit Concert
- Four Front Row Tickets to Season Opener including VIP Cocktails & Private Usher
- Logo or Name Recognition on Event T-shirt & Signage
- Business Information Featured on Mobile App
- Social Media Recognition
- Name or Company Recognition in Playbill for 2021-2022 Season
- Name or Company Recognition in Email Blast
- Exclusive access to special events held for Sponsors
- Receive Annual Pollard Role-Call Newsletter for Donors

SPONSORSHIP LEVELS

Founder Sponsorship Levels

Price: \$20,000 +

- **Outside Back Cover in Playbill for 2021-2022 Season (one available)**
- **Logo Recognition on all Signage for 2021-2022 Season**
- **Opening Announcement Recognition for 2021-2022 Season**
- **Billboard Logo Recognition**
- **Headlining Sponsorship Logo on Website for Full Year**
- **Recognition during Opening Announcements**
- **Eight VIP Admission Tickets to Benefit Concert**
- **Six Front Row Tickets to Season Opener including VIP Cocktails & Private Usher**
- **Logo or Name Recognition on Event T-shirt & Signage**
- **Business Information Featured on Mobile App**
- **Social Media Recognition**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast**
- **Exclusive access to special events held for Sponsors**
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A la carte - Let us Design a Custom Package

- **Let us design a custom package that works for you and your business.**
- **Mix and match options to suit your needs.**
- **Package pricing will vary.**

TERMS & CONDITIONS

The donation fees must be made to the organization **on or before May 1, 2021**, through any of these payment methods:

- **Bank Transfer**
- **Post Dated or Dated Cheque**
- **Cash**
- **Funds Transfer**

TERMS AND CONDITIONS OF SPONSORSHIP AGREEMENT

The Sponsor has agreed to Sponsor an event(s)/activity, or activities, of the Pollard Theatre Company. The Pollard has agreed to provide the Sponsor with the benefits set out in their Agreement.

OPERATIVE PROVISIONS

1 DEFINITIONS AND INTERPRETATION

“Sponsorship Fee” means the fee set out in the Sponsorship Package Offer.

“Sponsorship Package Offer” means the Sponsorship Package Offer as presented by The Pollard Theatre Company.

2 SPONSORSHIP FEE

2.1 The Sponsor will pay The Pollard the Sponsorship Fee. The Pollard will issue a tax invoice for the Sponsorship Fee to the Sponsor at the specified time. The Sponsor must pay the Sponsorship Fee within 30 days of the date of the invoice from The Pollard.

3 SPONSORSHIP BENEFITS AND OBLIGATIONS

3.1 In consideration of the payment of the Sponsorship Fee by the Sponsor, The Pollard grants the Sponsor the non exclusive sponsorship rights contained within the Sponsorship package.

3.2 The Sponsor will act at all times in a manner which is consistent with the good name, goodwill and reputation of The Pollard.

3.3 The Pollard is responsible for administration of the event/activity and co-ordinating all details in relation to the venues at which such events/activities are held.

3.4 The Pollard may cancel or postpone any event at its discretion in which case The Pollard and the Sponsor will endeavor to develop an event of the same or similar value that is suitable to both parties to replace the cancelled event but no refund will be made.

3.5 The Sponsor must keep confidential and not use for any other purpose other than the performance of this agreement and must not disclose any information provided by The Pollard to the Sponsor which is identified as, by its nature is or would be reasonably considered as confidential.

3.6 Nothing in this agreement creates any relationship of employment, agency or partnership. This agreement contains the entire agreement and may only be varied in writing. It is governed by the law of Oklahoma. A waiver of an obligation by a party is not a waiver of any other obligation.

TERMS & CONDITIONS CONT.

4 USE OF LOGO AND INTELLECTUAL PROPERTY RIGHTS

4.1 The Sponsor will provide The Pollard with a copy of its logo or trademark in the form required by The Pollard for the purposes of this Agreement. The Pollard will only use any logo or trademark provided by the Sponsor for the purposes of this Agreement.

4.2 The Sponsor warrants that it has full power and authority to provide its logo or trademark as provided to The Pollard under this Agreement.

4.3 The Sponsor agrees to indemnify and keep indemnified The Pollard against any claims, actions, liabilities, losses, demands, suits, proceedings, damages, expenses or costs arising out of or in respect of the proper use by The Pollard of the Sponsor's logo or trademark under this Agreement, including but not limited to any claims in respect of any infringement of any third party intellectual property rights.

4.4 Nothing in this Agreement constitutes a grant or creates to or in favour of a party any goodwill or proprietary right in or relation to the other party or any of the other party's intellectual property, including but not limited to the other party's logo or trademarks.

4.5 Each party agrees not to take any action which may damage the validity or value of the other party's name, corporate logo or other identifying mark in connection with performance of this agreement.

5 TERMINATION AND CANCELLATION

5.1 The Pollard may terminate this Agreement immediately on written notice to the Sponsor, if the Sponsor fails to pay the Sponsorship Fee to The Pollard in accordance with the payment provisions of this Agreement;

5.2 Either party may terminate this Agreement if:

(a) the other party commits a breach of any provision of this Agreement and such breach is not rectified within 7 days after receipt of written notice from the first party requiring the breach to be remedied;

(b) one party commits any act or behaves in any manner, which in the reasonable opinion of the other party, brings the first party into disrepute; or

(c) one party becomes or threatens to become, or in the reasonable opinion of the other party is in jeopardy of becoming, subject to any form of insolvency administration.

5.3 The Sponsor will not be entitled to any refund of the Sponsorship Fee if the Sponsor terminates this Agreement other than in accordance with clause 5.2.

SPONSORSHIP ACKNOWLEDGEMENT & AGREEMENT

PLEASE COMPLETE THE FOLLOWING:

NAME OF COMPANY: _____

CONTACT: _____ TITLE: _____

ADDRESS: _____

CITY, STATE, ZIP _____

PHONE: _____

EMAIL: _____

WEBSITE: _____

NAME & TITLE OF AUTHORIZING PARTY: _____

SPONSOR LEVEL: _____

SIGNATURE OF AUTHORIZING PARTY

DATE