



**BECOME A SPOTLIGHT  
SPONSOR**

**BE BOLD.  
BE HEARD.**

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EMAIL  
[EXECUTIVEDIRECTOR@THEPOLLARD.ORG](mailto:EXECUTIVEDIRECTOR@THEPOLLARD.ORG)

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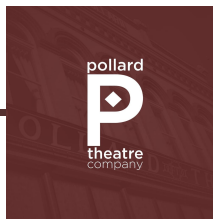
THE POLLARD THEATRE COMPANY

# GREAT THEATRE STARTS WITH YOU.

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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](http://www.thepollard.org)  
email | [executivedirector@thepollard.org](mailto:executivedirector@thepollard.org)



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](mailto: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,

Executive Director  
[executivedirector@thepollard.org](mailto:executivedirector@thepollard.org)

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# ABOUT US

The Pollard Theatre site was initially occupied by a large wooden dry goods store, built shortly after the Land Run of 1889. The current building, of brick and native stone, was constructed in 1901 as the Patterson Furniture Store. It also served as the local funeral parlor since it was a tradition for cabinet makers to manage the town's need for coffins.

In 1919 George Pollard purchased the building and converted it into a vaudeville theatre known as the Pollard Theatre, and has been entertaining Oklahoma audiences through the decades in various ways.

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 presents five MainStage productions and five Pollard Performance Series in a year-round season that demonstrates versatility and excellence in artistic standards while respectfully challenging artists, audiences, and communities alike.



# MISSION

As a not-for-profit theatre, the Pollard Theatre has as its simple mission, "Experience a Stage of Inspiration." We honor the historic 1919 Pollard Theatre's legacy that forged ahead to create, engage, inspire, entertain, educate, and challenge audiences with theatrical productions in the local community and beyond. With vibrant seasons that range from the classics to new works, we encourage growth in performers of all ages while providing artistic programming that promotes life-long passions to a diverse community; and we celebrate the essential power of the theatre to illuminate our shared humanity.

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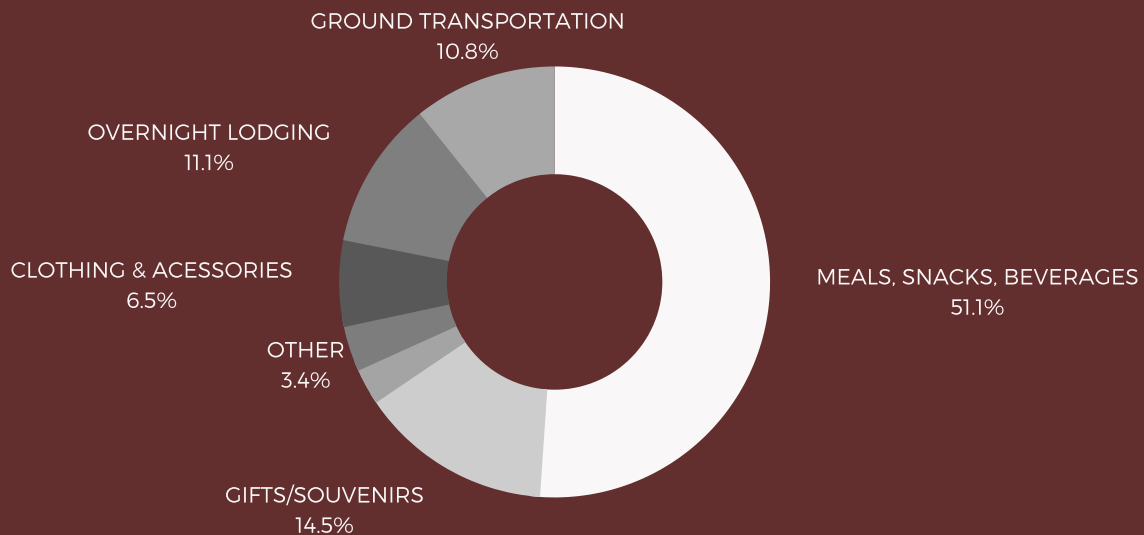
# WHY BECOME A SPONSOR?

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.

## ECONOMIC IMPACT

AVERAGE PER PERSON AUDIENCE  
EXPENDITURES IN GUTHRIE



**AVERAGE AUDIENCE MEMBER SPENDS: \$56.28  
PER EVENT - NOT INCLUDING ADMISSION**

\*Excluding Price of Admission

\*Information Based on 2019 Bureau of Labor Statistics Information

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

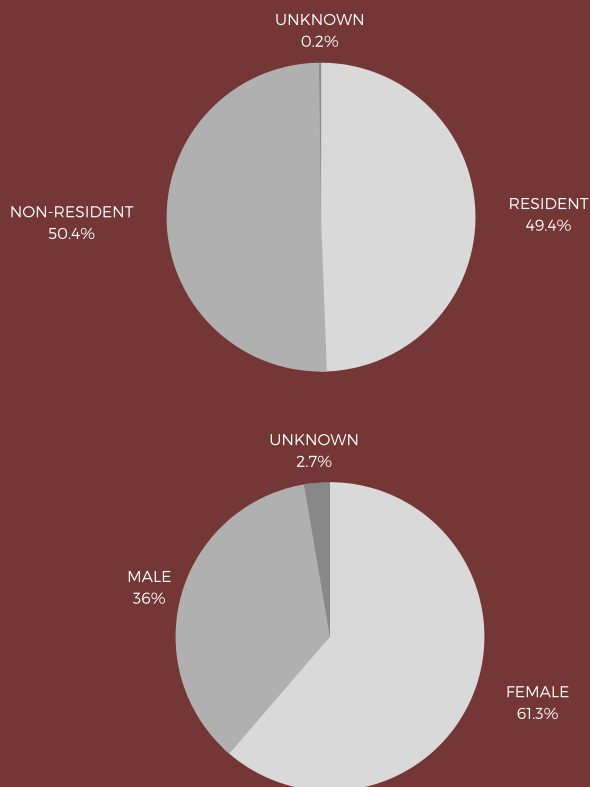
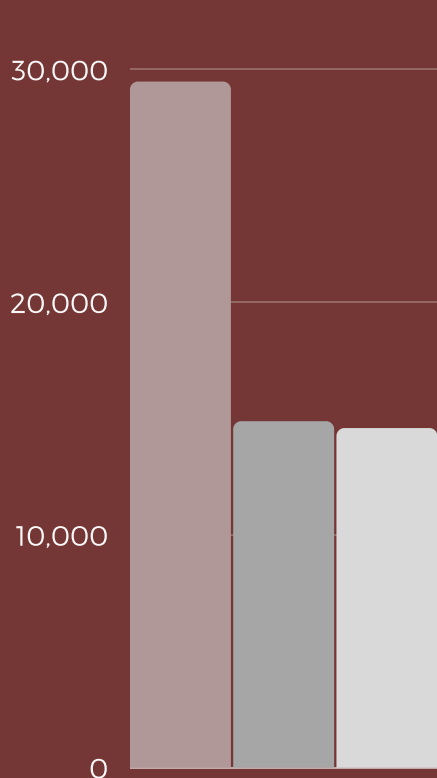
## THE ARTS MATTER

The nonprofit arts and culture sector is a **\$3.9 million industry in the City of Guthrie**—one that supports 79 full-time equivalent jobs and generates \$338,000 in local and state government revenue.

\*Based on 2016 Bureau of Labor Statistics



## STUDIES INDICATE NON-RESIDENT PATRONS SPEND MORE & FEMALE PATRONS ON AVERAGE SPEND MORE PER EVENT



\*BASED ON BUREAU OF LABOR & STATISTICS  
\*DATA BASED ON 2017-2018 PATRON DATA & SALES

- TOTAL TICKET SALES (2017-2018)
  - NON-RESIDENT AUDIENCE
  - RESIDENT AUDIENCE

# SPONSORSHIP LEVELS

## Spectator Sponsorship Levels

Price: \$500

- **1/8 Page Ad in Playbill for 2021-2022 Season**
- **Two General Admission Vouchers for One (1) MainStage Production**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast & Website**
- **Name or Company Recognition in Lobby**
- **Exclusive access to special events held for Sponsors**
- **Receive Annual Pollard Role-Call Newsletter for Donors**

## Contributing Sponsorship Levels

Price: \$1000

- **1/4 Page Ad in Playbill for 2021-2022 Season**
- **Four General Admission Vouchers to One (1) MainStage Production**
- **Business Information Featured on Mobile App**
- **Social Media Recognition - Community Spotlight Sponsor**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast & Website**
- **Exclusive access to special events held for Sponsors**
- **Receive Annual Pollard Role-Call Newsletter for Donors**

# SPONSORSHIP LEVELS

## Supporting Sponsorship Levels

Price: \$1500

- **1/4 Page Ad in Playbill for 2021-2022 Season**
- **Two Premium Seating Vouchers to One (1) MainsStage Production**
- **Logo or Name Recognition on Lobby Signage**
- **Business Information Featured on Mobile App**
- **Social Media Recognition - Community Spotlight Sponsor**
- **Name or Company Recognition in Playbill for 2021-2022 Season**
- **Name or Company Recognition in Email Blast & Website**
- **Exclusive access to special events held for Sponsors**
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## Sustaining Sponsorship Levels

Price: \$2500

- **1/2 Page Ad in Playbill for 2021-2022 Season**
- **Four Premium Seating Vouchers to One (1) MainStage Production**
- **Logo or Name Recognition on Lobby 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

- Full Page Ad in Playbill for 2021-2022 Season
- Presentation Credit on (1) Pollard Performance Show & All Signage for Production
- Four Premium Admission Vouchers to One (1) MainStage Production
- Four VIP Parlor Passes
- Logo or Name Recognition on Lobby 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)
- Presentation Credit on (1) MainStage Performance & All Signage for Production
- Headlining Sponsorship Logo on Website for Full Year
- Billboard Logo Recognition
- Recognition during Opening Announcements
- Six Premium Seating Vouchers to One (1) MainStage Production
- Six VIP Parlor Passes
- Logo or Name Recognition on VIP Signage
- Logo or Name Recognition on Lobby 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 for each show**
- **Headlining Sponsorship Logo on Website for Full Year**
- **Recognition during Opening Announcements**
- **Eight Premium Seating Vouchers Tickets to (1) One MainStage Production**
- **Eight VIP Parlor Passes**
- **Logo or Name Recognition on Lobby 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**

## 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 August, 1st or monthly installments must be arranged** through any of these payment methods:

- **Bank Transfer**
- **Post Dated or Dated Cheque**
- **Cash**
- **Funds Transfer**
- **Reoccurring Billing**
- **Paypal**

## 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 DEFINITION 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 the 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