

SEASON 2017/18 at The OOH!

Advertising Opportunities!

The biggest bang for your advertising DOLLAR!



Visitors by the bus load, by the car load – and lots of our local residents on foot ... we get a lot of attention these days and we share it with our Advertisers. We give them a variety of options to choose from – all with terrific promotional benefits which exposes them to both a local and a visiting audience of thousands.

Summer Theatre
Barefoot in the Park
by Neil Simon

Bedtime Stories
By Norm Foster

Weekend Comedy
by Jeanne & Sam Bobrick

Christmas 2017: Dicken's A Christmas Carol
Plus: It's a Dean & Jerry Christmas!

Summer Concerts
Jesse Cook

George Canyon

The Orillia Opera House has earned the distinction of being the entertainment choice of local and visiting audiences from far and wide. We have topnotch professional productions of popular shows, a great venue where everyone's close to the action, a fantastic location, affordable rates and a dynamic marketing campaign. This success has made us one of Simcoe County's premiere attractions. That's good for our theatre, good for our community and good for our Sponsors! A full parking lot means a full house of happy people. And when they hear about us, they hear about you. When they see our shows, they see you, too!



ORILLIA
OPERA HOUSE

Hits from Last Season!

Season Brochure Rate Card

We heard from a number of local businesses that they would like the opportunity to simply purchase ad space in our Season Brochure.

Our Season Brochure has a distribution of 10,000 Copies, and quite possibly more!

Our professionally-designed brochure is the wrapper for our theatre playbills and is distributed locally during the summer months. While the exposure is not as broad and sustained as one of our Season, Production or Set/Costume/ Props Sponsorships, it is a great way to get your message in front of our audiences.

Full-Page Ad **\$500**

Half-Page Ad **\$300**

Quarter-Page Ad **\$175**

Please note that the format of our brochure this year will be determined by our ad space needs. They will either be:

- 5.5" x 8.5" Booklet Format or
- 8.5" x 3.5" Brochure Format

Full tech specs will be provided at press time. Please note that Brochure Deadline is April 20th!

SPONSORSHIP = ADVERTISING!

SEASON SPONSORSHIP

(\$3000) only 2 available

MAXIMUM exposure ALL Season

- Premium Prominence in SEASON BROCHURE (x10,000 distributed in-theatre and locally)
- **PROMO VIDEO** on our Theatre Website!
(Checkout an example at the00H.ca)
- Premium Prominence Website LOGO and LINK
- Pre-show announcement for all performances
- 30 tickets for Summer Theatre (\$960 Value)
- Opening Night Event Invitations
- FULL PAGE Ad in our PLAYBILL for all audiences

PRODUCTION SPONSORSHIP

(\$1,200) 7 available

Exposure entire Season. EXTENSIVE exposure during run of sponsored show

- Prominence in our SEASON BROCHURE (x10,000)
- **PROMO VIDEO** on our Theatre Website (the00H.ca)
- Prominent LOGO and LINK on our Website
- Logo on all advertising for sponsored show
- Pre-show announcement for all performances of sponsored show
- 20 Sponsor tickets for Season (\$640 Value)
- Opening Night Event Invitations
- Lobby sign
- 1/4 Page Ad in Show PLAYBILL

NEW this year: **SEASON SPONSORS** receive ad space on the back of 10,000 tickets issued to our patrons!



Special Sponsorships:

SET SPONSORSHIP (\$250)/SHOW

- Exposure entire Season
- LOGO and LINK on our Website
- 6 Sponsor tickets for Season (\$192 Value)
- Opening Night Event Invitations
- Sponsor Logo in Brochure & Show Programs

COSTUME / PROPS SPONSORSHIP (\$250)/SHOW

- Exposure entire Season
- LOGO and LINK on our Website
- 6 Sponsor tickets for Season (\$192 Value)
- Opening Night Event Invitations
- Sponsor Logo in Brochure & Show Programs

To take advantage of these Sponsor Benefits for your business or organization, contact:

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