



Online Marketing Benefits:

- Website Recognition
 - Logo with a clickable link included on Flat Rock Playhouse Sponsor Page
- E-blast Recognition - Weekly Newsletter (reach 13,500)
 - Logo with a clickable link included on Newsletter e-blasts
 - Location determined by sponsorship level
- E-blast Feature - Weekly Newsletter (reach 13,500)
 - Highlighted story that can include copy, images, links, video
- Social Media Feature
 - One post on FRP’s Facebook, Instagram and/or Twitter page
 - Facebook Reach (19,000 +), Instagram & Twitter
 - Content approved in partnership w/ FRP can include: Image, Video, Quote, Promotion
- Virtual 2021 Season Playbill
 - Full 2021 Season Playbill displayed on FRP website
 - Recognition will include logo with clickable links.
 - Playbill displayed on FRP Website, shared on Social Media, and emailed directly to patrons.
- Confirmation Email Recognition/Ad – Logo or small ad included on all confirmation emails to Flat Rock Playhouse patrons.
 - Ad or Logo will include a clickable link and can be updated periodically for limited promotions.

Direct Marketing Benefits:

- Cling for organization office window to showcase support for the arts.
- Radio Features - Use FRP radio spots on WTZQ/WHKP to feature sponsor organization
 - Content can include pre-recorded adds, in-person interviews, etc.
 - Audio of radio spots will be posted on FRP social media pages
- Print Ad Space - Use FRP local print ad space to feature the sponsor organization

\$250	\$500	\$1,000	\$2,500	\$5,000
Cling for the office Eblast Recognition Virtual Playbill Listing Website Recognition	Cling for the office Eblast Feature (1) Eblast Recognition Social Media Feature (1) Virtual Playbill Listing Website Recognition	Cling for the office Eblast Feature (2) Eblast Recognition Social Media Feature (2) Virtual Playbill Listing Virtual Playbill Ad (1/4) Website Recognition Radio Feature (1)	Cling for the office Eblast Feature (2) Eblast Recognition Social Media Feature (2) Virtual Playbill with video Website Recognition Virtual Playbill Ad (1/2) Virtual Playbill Video Radio Feature (2) Print Ad (1)	Cling for the Office Eblast Feature (2) Eblast Recognition Social Media Feature (2) Virtual Playbill with video Website Recognition Virtual Playbill Ad (full) Virtual Playbill Video Radio Feature (2) Print Ad (1) Confirmation Email Recognition/Ad