



A Flat Rock Playhouse Christmas

Dates: Nov. 26th – Dec. 19th; Shows run Wed. – Sun.

Location: Flat Rock Playhouse Mainstage

Tickets Available: 8,946 (426 seat house / 21 performances)

The tradition continues on the Rock after going virtual! Bring the whole family to this dazzling holiday celebration, Playhouse-style! An all-new show with the same great spirit and quality, A Flat Rock Playhouse Christmas 2021 will feature many seasonal classics along with several new adaptations and medleys. Showcasing a cast of Flat Rock favorites, this song and dance revue is sure to bring you great holiday joy!

Show Sponsorship Levels:

\$5,000 - Standing Ovation Sponsorship, Non-exclusive

\$2,500 - Backstage Sponsorship, Non-exclusive

\$1,000 - Bravo Sponsorship, Non-exclusive

\$5,000 Standing Ovation Sponsor, Non-Exclusive

Recognition Benefits:

- Name recognition in Pre-Show Announcement at every performance.
- Virtual Playbill Ad included in Fall 2021 Virtual Playbill through 12/31/2021.
 - Virtual Playbill will be hosted on our website and accessible for patrons via a QR code included on a one-page, glossy, printed playbill.
 - Organization Logo included on the printed, one-page playbill.
 - Virtual Details: Half-Page, Full-Color (*Value: \$1,400*)
 - *Deadline to submit: 11/10/2021 – If submitted earlier, can be included in the Autumn at the Opry Playbill as well.*
- Name/Logo will be included in a Winter 2021 Sponsor Thank You Newspaper Ad completed by FRP.
- Name/Logo included on Flat Rock Playhouse website through 12/31/2021.
- Name/Logo OR Ad included in show reel via outdoor lobby televisions.
- Option for a 30 second, voiceover-ad to play during the pre-show house music.
- Option to use one marquee located at the front of the theater for promotion.
- Logo/Name (with clickable link) included in all e-blasts through the run of the show.
- Logo/Name included as a featured story in our weekly e-newsletter.
- Logo/Name included as a special social media post as well as any show-specific posts.
- Name/Logo included in digital/print marketing materials as able due to ad schedules.

Event Benefits: Each option valued at \$2,500

- Option 1 – 25 vouchers (50 tickets) for *A Flat Rock Playhouse Christmas*.
 - Excludes final weekend: 12/15 – 12/19.
- Option 2 – 50 ticket block for a one evening performance (not valid for weekend matinees). Option to use FRP space and tables/tablecloths for a small reception paid for the organization.
- Option 3 – 25 vouchers (50 tickets) good for *Autumn at the Opry* or *A Flat Rock Playhouse Christmas* (2021 production).
 - Excludes final weekend: (*Opry*) 10/27 – 10/31; (*Christmas*) 12/15 – 12/19.



\$2,500 Backstage Sponsorship, Non-exclusive

Recognition Benefits:

- Name recognition in Pre-Show Announcement at every performance.
- Virtual Playbill Ad included in Fall 2021 Virtual Playbill through 12/31/2021.
 - Virtual Playbill will be hosted on our website and accessible for patrons via a QR code included on a one-page, glossy, printed playbill.
 - Organization Logo included on the printed, one-page playbill.
 - Virtual Details: Quarter-Page, Full-Color (*Value: \$900*)
 - *Deadline to submit: 11/10/2021 – If submitted earlier, can be included in the Autumn at the Opry Playbill as well.*
- Name/Logo will be included in a Winter 2021 Sponsor Thank You Newspaper Ad completed by FRP.
- Name/Logo included on Flat Rock Playhouse website through 12/31/2021.
- Name/Logo OR Ad included in show reel via outdoor lobby televisions.
- Logo/Name (with clickable link) included in all e-blasts through the run of the show.
- Logo/Name included as a featured story in our weekly e-newsletter.
- Logo/Name included as a special social media post as well as any show-specific posts.
- Name/Logo included in digital/print marketing materials as able due to ad schedules.

Event Benefits: Each option valued at \$1,200.

- Option 1 – 12 vouchers (24 tickets) *A Flat Rock Playhouse Christmas*.
 - Excludes final weekend: 12/15 – 12/19.
- Option 2 – 24 ticket block for a one evening performance (not valid for weekend matinees). Option to use FRP space and tables/tablecloths for a small reception paid for the organization.
- Option 3 – 12 vouchers (24 tickets) good for *Autumn at the Opry* or *A Flat Rock Playhouse Christmas* (2021 production).
 - Excludes final weekend: (*Opry*) 10/27 – 10/31; (*Christmas*) 12/15 – 12/19.



\$1,000 Backstage Sponsorship, Non-exclusive

Recognition Benefits:

- Name recognition in Pre-Show Announcement at every performance.
- Virtual Playbill Ad included in Fall 2021 Virtual Playbill through 12/31/2021.
 - Virtual Playbill will be hosted on our website and accessible for patrons via a QR code included on a one-page, glossy, printed playbill.
 - Organization Logo included on the printed, one-page playbill.
 - Virtual Details: Quarter-Page, Full-Color (*Value: \$500*)
 - *Deadline to submit: 11/10/2021.*
- Name/Logo will be included in a Winter 2021 Sponsor Thank You Newspaper Ad completed by FRP.
- Name/Logo included on Flat Rock Playhouse website through 12/31/2021.
- Name/Logo OR Ad included in show reel via outdoor lobby televisions.
- Logo/Name (with clickable link) included in all e-blasts through the run of the show.
- Logo/Name included in any show-specific social media posts or e-blasts.
- Name/Logo included in digital/print marketing materials as able due to ad schedules.

Event Benefits: Each option valued at \$500.

- Option 1 – 5 vouchers (10 tickets) for *A Flat Rock Playhouse Christmas*.
 - Excludes final weekend: 12/15 – 12/19.
- Option 2 – 10 ticket block for a one evening performance (not valid for weekend matinees).
- Option 3 – 5 vouchers (10 tickets) good for *Autumn at the Opry* or *A Flat Rock Playhouse Christmas* (2021 production).
 - Excludes final weekend: (*Opry*) 10/27 – 10/31; (*Christmas*) 12/15 – 12/19.