



## **Autumn at the Opry - Flat Rock Playhouse**

**Dates: Oct. 7<sup>th</sup> – 31<sup>st</sup>; Shows run Wed. – Sun.**

**Location: Flat Rock Playhouse Mainstage**

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

Grab your guitars and dust off your cowboy boots before heading back out to the Playhouse Barn for the second chapter in our Pickin' and a Grinnin' Series. Autumn at the Opry showcases everything from bluegrass to honky-tonk, tin pan alley to pop standards, and the blues to rock-n-roll. This ode to The Grand Ole Opry guarantees a hand-clappin,' foot-stompin' good time.

### **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: 9/20/2021*
- 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/Ad included in on-stage projection screen reel during the pre-show (30 minutes).
- 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 10/31/2021.
- 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 *Autumn at the Opry*.
  - Excludes final weekend: 10/27 – 10/31.
- 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: 9/20/2021*
- 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/Ad included in on-stage projection screen reel during the pre-show (30 minutes).
- Logo/Name (with clickable link) included in all e-blasts through 10/31/2021.
- 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 is valued at \$1,200.

- Option 1 – 12 vouchers (24 tickets) for *Autumn at the Opry*.
  - Excludes final weekend: 10/27 – 10/31.
- 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.
  - Value - \$1200
- 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: 9/20/2021*
- 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/Ad included in on-stage projection screen reel during the pre-show (30 minutes).
- Logo/Name (with clickable link) included in all e-blasts through 10/31/2021.
- 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 is valued at \$500.

- Option 1 – 5 vouchers (10 tickets) for *Autumn at the Opry*.
  - Excludes final weekend: 10/27 – 10/31.
- 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.