

2024

SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR (\$24,000)

The Middletown Arts Center celebrates our 16th year of connecting the Community through the Arts, and as Presenting Sponsor for 2024, your business will be front and center for all of the diverse programming the MAC offers throughout the year. Benefits include:

- Inclusion in all press and marketing materials
- Logo and Link on MiddletownArts.Org
- Inclusion in weekly e-mail blast (6000+ subscribers)
- Weekly social media posts (6000+ Facebook followers, 1985+ Instagram, 1750+ Twitter)
- Inclusion in post-show e-mails to attendees
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation During Select Events
- Back Covers of Playbills and Spotlight Program Guides
- Guaranteed pair of tickets for each show
- 10% Employee Discount for all Stage Productions

EXCLUSIVE STAGE / GALLERY NAMING RIGHTS (\$36,000)

The Middletown Arts Center is a 23,000 square foot facility that is home to a 240-seat theater, as well as a 1,400 square foot art gallery.

The **MAC Theater** annually plays host to some 70 performances, 260 rehearsals, and dozens of special events, meetings, and classes.

The **MAC Gallery** hosts multiple exhibits open to the public throughout the year, as well as art classes, meetings, and movement classes for Parkinsons' patients.

With over 60,000 patrons through the doors each year, your company will garner incredible exposure through the naming rights for either the Gallery or Stage at the Middletown Arts Center. Benefits include:

- Inclusion in all press and marketing materials
- Logo and Link on Middletownarts.org
- Inclusion in weekly e-mail blast (6000+ subscribers) and post-show e-mails to attendees
- Weekly social media posts (6000+ Facebook, 1985+ Instagram, 1750+ Twitter)
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation During Events
- Full Page ad in Playbills and Spotlight Program Guides
- Guaranteed Pair of Tickets for each show
- 10% Employee Discount for all Stage Productions

STAGE PRODUCTIONS INCLUDING THE MAC PLAYERS (\$7,500 - LIMIT 2 SPONSORS)

The Middletown Arts Center is proud to feature multiple stage productions throughout the year, including three from our in-house The MAC Players, as well as Dunbar Repertory Company and MAC Youth Theatre. 2024 productions include *Jesus Christ Superstar* and *Legally Blonde the Musical*. Benefits include:

- Inclusion in all Event press and marketing materials
- Logo & Link on MiddletownArts.Org
- Inclusion in weekly e-mail blast promoting shows (6000+ subscribers)
- Inclusion in post-show e-mails to attendees
- Weekly social media posts around productions (6000+ Facebook, 1985+ Instagram, 1750+ Twitter)
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation
- Inside Covers of Playbills and Spotlight Program Guides

FREE OUTDOOR SUMMER CONCERT & MOVIE SERIES (\$5,000 - LIMIT 4 SPONSORS)

Each summer the Middletown Arts Center hosts free concerts and movies on the lawn adjacent to the MAC and in our air-conditioned theatre. Featuring great local bands and fan-favorite movies, hundreds of people turn out each evening for summer fun through July and August. If the weather is bad, we take the show inside! Benefits include:

- Inclusion in all event press and marketing materials
- Logo and Link on MiddletownArts.Org
- Inclusion in weekly e-mail blast beginning one month prior continuing through series (6000+ subscribers)
- Weekly social media posts (6000+ Facebook, 1985+ Instagram, 1750+ Twitter) through series
- Space for On-site Activation
- Half-page ad in Playbills and Spotlight Program Guides

MAC MUSIC CAFÉ (\$4,500 - LIMIT 2 SPONSORS)

Once a month the MAC Music Café presents intimate acoustic performances in our theatre featuring some of the top singer-songwriters in the area. It's a delightful way to spend a late Sunday afternoon. Admission is FREE. Benefits include:

- Inclusion in all event press and marketing materials
- Logo and Link on MiddletownArts.Org
- Inclusion in weekly e-mail blast beginning one month prior continuing through series (6000+ subscribers)
- Weekly social media posts (6000+ Facebook, 1985+ Instagram, 1750+ Twitter) through series
- Lobby Space for Activation
- Half-page ad in Playbills and Spotlight Program Guides

COMMUNITY ART EXHIBITS (\$6,000 - LIMIT 2 SPONSORS)

The Middletown Arts Center Gallery hosts monthly art exhibits from wonderful organizations highlighting the incredible talent in our area, from teens to seniors. The 1400 square foot MAC Gallery has played host to groups like the American Watercolor Society, The Manasquan River Group of Artists, and NJ Teen Arts amongst others. Benefits include:

- Inclusion in all event press and marketing materials
- Logo and Link on MiddletownArts.Org
- Inclusion in weekly e-mail blast beginning one month prior continuing through series (6000+ subscribers)
- Weekly social media posts (6000+ Facebook, 1985+ Instagram, 1750+ Twitter) through series
- Lobby Space for Activation
- Half-page ad in Playbills and Spotlight Program Guides

TUESDAY NIGHT MUSIC CLUB (\$7,500 - LIMIT 3 SPONSORS)

Join the MAC and Brookdale Public Radio 90.5 the Night for the Tuesday Night Music Club, a twice-monthly evening of music and discussion about some of the greatest albums and concert films of all time. From Bowie to Bruce, from Prince to Nirvana, enjoy a deep dive into some classic works. Benefits include:

- Inclusion in all event press and marketing materials
- Logo and Link on MiddletownArts.Org
- Inclusion in weekly e-mail blast (6000+ subscribers)
- Weekly social media posts (6000+ Facebook, 1985+ Instagram, 1750+ Twitter)
- Lobby Space for Activation
- Full page ad in Playbills and Spotlight Program Guides
- Inclusion in on-air promos and e-mail blasts from 90.5 the Night

SUMMER ARTS CAMP (\$5,000 - LIMIT 4 SPONSORS)

Every year, more than 1,000 families take advantage of the Middletown Arts Center Summer Arts Camps program, giving your business tremendous exposure to the young families of Middletown. Benefits include:

- Inclusion in all Summer Camp press and marketing materials
- Logo and Link on Middletownarts.org
- Inclusion in Summer Camp e-mail blasts (6000+ subscribers)
- Weekly social media posts before and during camp (6000+ Facebook, 1985+ Instagram, 1750+ Twitter)
- Inclusion on Electronic Sign next to Middletown Train Station
- Lobby Space for Activation
- Full page ad in Playbills and Spotlight Program Guides

CHRISTMAS TREE / MENORAH LIGHTING (\$2,500 - LIMIT 4 SPONSORS)

Celebrate the Holidays at the Middletown Arts Center as the town gathers for the annual Christmas Tree and Menorah lightings. Hot Chocolate, songs, Santa, and more! Benefits include:

- Inclusion in all event press and marketing materials
- Logo and Link on MiddletownArts.Org
- Inclusion in e-mail blasts prior to events (6000+ subscribers)
- Social media posts week of event (6000+ Facebook, 1985+ Instagram, 1750+ Twitter)
- Space for Activation

MIDDLETOWN ARTS CENTER AD PROGRAM

The Middletown Arts Center publishes a minimum of four Playbills and four Spotlight Program Guides that are handed out at every performance and available to all visitors in our lobby. Opportunities include a FULL PAGE AD (\$1,000) or HALF PAGE AD (\$600).

MIDDLETOWN ARTS CENTER SCHOLARSHIP FUND

10% of all sponsorship money will go to the Middletown Arts Center Scholarship Fund, which provides merit scholarships for graduating Middletown seniors as well as need-based scholarships for families to take advantage of Middletown Arts Center programming free of charge.

The Middletown Arts Center is a 501(c)3 non-profit organization. Your sponsorship may be tax deductible, consult your tax advisor.

2024

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP FORM

- Presenting Sponsor \$24,000
- Exclusive Stage Naming Rights \$36,000
- Exclusive Gallery Naming Rights \$36,000
- Stage Productions Sponsor \$7,500
- Free Outdoor Summer Concerts Sponsor \$7,500
- Movie Series Sponsor \$7,500
- Mac Music Café \$4,500
- Community Art Exhibition Sponsor \$6,000
- Tuesday Night Music Club Sponsor \$7,500
- Summer Arts Camps Sponsor \$5,000
- Christmas Tree Lighting/Menorah Sponsor \$2,500
- Middletown Arts Center Ad Program FULL PAGE \$1,000
- Middletown Arts Center Ad Program HALF PAGE \$600
- Middletown Arts Center Scholarship Fund _____

PAYMENT INFORMATION:

Name _____

Business Name _____

Address _____ City _____ State _____ Zip _____

Phone _____ E-mail _____

Enclosed please find my check in the amount of \$ _____ payable to Middletown Township Cultural Arts Council, Inc.

Please charge my American Express/Visa/MasterCard in the amount of \$ _____

Cardholder's name _____ Signature _____

Credit card # _____ Exp. Date _____ Security Code _____

ADVERTISING SPECS:

- Back Cover Size (Color): 4.75" W x 7.75" H
- Inside Cover Size Size (Color): 4.75" W x 7.75" H
- Full Page Size: 4.75" W x 7.75" H
- Half Page Size: 4.75" W x 3.8" H

AD CREATIVE

- Please help design my ad (provide content to jen.s.watson@gmail.com)
- We'll email print-ready ad to tj.middletownartscenter@gmail.com

File Format: CMYK Full-Color, High-Resolution PDF or JPG

RETURN COMPLETE FORMS TO:

tj.middletownartscenter@gmail.com OR Middletown Arts Center, 36 Church Street, Middletown, NJ 07748

FOR MORE INFORMATION, CONTACT:

TJ Brustowicz, Director of Community Engagement & Development
Email: tj.middletownartscenter@gmail.com | Phone: 917.603.3882