



Nicole d'Entremont
Sponsorship Manager, RRTC
1519 Monaghan Lane, Kanata, ON K2W 1B4

I am writing to invite you to sponsor the 2013 season of West Carleton's vibrant community theatre troupe, The Rural Root Theatre Company. Now in our 8th season, we are a growing team of local actors, production crew and volunteers committed to bringing affordable, fun theatre to audiences from Carp, Constance Bay, Dunrobin, Fitzroy Harbour, Kanata, Kinburn, Stittsville and beyond.

Our 2012 season was a huge success, reaching an audience of more than 1,000 with performances of *Curious Savage* and the two one-act plays, *The Morgue the Merrier* and *Grave Matters*. The one-act plays were taken to theatre festivals in Perth and Kingston, garnering praise and award nominations.

We hope you had the opportunity to enjoy our performances. Our 2013 season will open in May with the Tony Award winning musical, *The Drowsy Chaperone*, which will feature a live band and promises to be spectacular. Performances run from May 7 to 12 with five evening shows and two matinees. We are expecting a total audience of up to 750 for this production.

We would love to have you on board as a sponsor this season. Your sponsorship brings with it many important benefits, including publicity, all listed in the attached sponsorship package. The sponsorship form is attached for you to complete and return to us by email or mail. In order to ensure that you are recognized on the posters and foyer signs for our spring production, we appreciate your written commitment by **March 20, 2013**.

With your assistance, our community benefits from great theatre! We hope you will join us in 2013.

Yours sincerely,

Nicole d'Entremont
Sponsorship Manager, RRTC



SPONSORSHIP PROGRAM
2013 SEASON
www.ruralroot.org

Join The Rural Root Theatre Company in 2013 as a sponsor for our community theatre productions. Sponsorship provides you with a unique opportunity to promote your business with our growing audience. Every spring and fall, our productions attract hundreds of theatre-goers from West Carleton and Ottawa.

Sponsor Benefits

The sponsorship year runs for a calendar year and covers two performances.

Platinum Level (\$500 and up)

- 4 free tickets for one performance of each show (fall & spring)
- advanced reserved seating
- name and logo on the sponsor board at shows
- advertisement in the program for each show
- acknowledgement and thank you announcement at each performance
- special thanks on RRTC Facebook group and Twitter (6 X per year)
- logo on RRTC website
- logo on promotional posters

Gold Level (\$250 and up)

- 2 free tickets for one performance of each show (fall & spring)
- advanced reserved seating
- name and logo on the sponsor board at shows
- small advertisement in the program for each show
- special thanks on RRTC Facebook group and Twitter (4 X per year)
- logo on RRTC website
- logo on promotional posters

Silver Level (\$100 and up)

- 2 free tickets for one performance of each show (fall & spring)
- advanced reserved seating
- name on the sponsor board at shows
- logo in the program for each show
- special thanks on RRTC Facebook group and Twitter (2 X per year)
- name on RRTC website

- name on promotional posters

Bronze Level (\$50 and up)

- Buy 1 ticket, get one free ticket for one performance of each show (fall & spring)
- advanced reserved seating
- name in program
- name on the sponsor board at shows
- name on RRTC website

Friends Level (\$25 and up)

- name on the sponsor board at shows
- name on program

About Rural Root

The Rural Root Theatre Company was started in 2005 to bring community theatre to the West Carleton area. The group has presented two high quality productions every year since then, providing the opportunity for local actors, directors and others interested in the theatre to express their talent and giving local residents fun, inexpensive entertainment.

Volunteer-driven

RRTC is a volunteer, non-profit organization. We rely on ticket sales and sponsorships to cover expenses. Volunteers provide all behind-the-scenes effort, including set and lighting design, stage management, production, etc. We are always on the look-out for specific props for our productions.

Our Location

The Constance and Buckham's Bay Community Centre at 262 Len Purcell Drive is the permanent home of the RRTC. This facility, which includes a bar and kitchen, has a fine stage with lighting and sound system, and can seat over 100 patrons.

Our Audience

Our productions average over 100 persons per performance. Our patrons come from all over the Ottawa area and as far afield as Orleans, Brockville and Arnprior, and span all ages.

The Need

All of the work for RRTC is done through volunteers, but there are still significant direct costs, which are often required to be paid "up front" before any revenues from ticket sales are received. These include play royalties (license fees), scripts, set materials, costumes, promotion and advertising, etc. The RRTC does not receive any grants. Sponsorship by individuals or local businesses assists with these costs. It can be in the form of cash or in-kind, such as supplying items or services for our productions.

How to Become a Sponsor

There are 2 ways to become a sponsor.

1. You can complete the attached form and send it along with a cheque made out to The Rural Root Theatre Company, c/o Nicole d'Entremont, 1519 Monaghan Lane, Kanata, ON, K2W 1B4
2. You can go to our website at www.ruralroot.org to complete the sponsorship form online.

Please be sure to include any letterhead and logos you wish to have displayed in publicity materials and on our website.

Sorry, we do not accept credit cards in person or by phone, however, you can pay by credit card via Paypal on our website at www.ruralroot.org.

SPONSORSHIP COMMITMENT

I would like to make a cash sponsorship donation at the following level:

- Platinum Level
- Gold Level
- Silver Level
- Bronze Level
- Friend Level

Please complete the following details and include your cash or cheque.

Name: _____

Title: _____

Business: _____

Phone: _____

Email: _____

We look forward to collaborating with you!