

Make a Lasting

IMPRESSION



2017 SPONSORSHIP & ADVERTISING OPPORTUNITY



The City of Henderson presents The Huntsman Entertainment Production of

Disney's *The Little Mermaid*
Friday & Saturday, March 24 & 25
Friday & Saturday, March 31 & April 1
7:30pm-10pm | Doors open 6:30pm

Henderson Pavilion,
200 S. Green Valley Pkwy.

Your marketing dollars are precious in any year, and even more so today. They have to work harder and do more. That's why your presence at Disney's *The Little Mermaid* should be included in your 2017 marketing plan.

Based on one of Hans Christian Andersen's most beloved stories and the classic animated film, Disney's *The Little Mermaid* is a hauntingly beautiful love story for the ages. With music by eight-time Academy Award winner Alan Menken, lyrics by Howard Ashman and Glenn Slater, and a compelling book by Doug Wright, this fishy fable will capture hearts with its irresistible songs, including "Under the Sea," "Kiss the Girl" and "Part of Your World." The City of Henderson presents The Huntsman Entertainment Production of The City of Henderson presents The Huntsman Entertainment Production of

Expected audience per show: 1,200, total: 4,800.

IT'S SMART TO PARTNER WITH HENDERSON

The City of Henderson is pleased to offer sponsorship opportunities for a variety of exciting events held throughout the year. Designed to support corporate and organizational marketing, promotional and outreach strategies, our packages offer:

- Visibility, impact and access to a family-oriented target in the Henderson and Southern Nevada market.
- Opportunities to build image and awareness of products/services, sampling and distribution of promotional/educational material.
- An association with some of the community's premier special events that attract a variety of audiences and an opportunity to be an integral part of City of Henderson programs.

In-kind sponsorships are always welcome.

It all adds up to a great opportunity to make a lasting impression.

For more information about sponsorship or program advertising with the City of Henderson for Disney's *The Little Mermaid* at the Henderson Pavilion or any other city event, please call 702-267-4035 or email sponsor@cityofhenderson.com.

DISNEY'S *THE LITTLE MERMAID* AT THE HENDERSON PAVILION

2017 SPONSORSHIP OPPORTUNITIES Agreement

Per Show Sponsorship

\$500

- 10'x10' booth space with table, chairs and tent (if available) to distribute materials. Gates open one hour before the show and there will be a 15-minute intermission.
- Display one banner (maximum 80 square feet and provided by sponsor) or park one vehicle (car dealerships only) in Pavilion Courtyard.

Sponsorship for All Four Shows

\$1,500

- 10'x10' booth space with table, chairs and tent (if available) to distribute materials. Gates open one hour before the show and there will be a 15-minute intermission.
- Display one banner (maximum 80 square feet and provided by sponsor) or park one vehicle (car dealerships only) in Pavilion Courtyard.
- Sponsor name included on 6'x4' sponsor recognition banner displayed during VIP dinner and character meet-and-greet.

\$2,000

Includes all benefits above plus:

- Sponsor logo included in event collateral and show program (production deadline: January 19)*
- Linked sponsor name on HendersonPavilion.com event webpage.

\$2,500

Includes all benefits above plus:

- Sponsor name included in citywide event email blasts.
- Sponsor name included in event promotions on City of Henderson social media sites.
- Linked sponsor logo on HendersonPavilion.com event webpage.
- Sponsor logo included on 6'x4' sponsor recognition banner displayed during VIP dinner and character meet-and-greet.*

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DISNEY'S *THE LITTLE MERMAID* AT THE HENDERSON PAVILION

2017 SPONSORSHIP OPPORTUNITIES Agreement

\$5,000

Exclusive Sponsorship

Only one available and includes all benefits above plus:

- 10'x 20' booth space with table, chairs and tent (if available) to distribute materials. Gates open one hour before the show and there will be a 15-minute intermission. Each additional 10'x10' booth or car space (car dealers only) with table, chairs and tent (if available) is \$200.
- Display one banner (maximum 80 square feet and provided by sponsor) and park one vehicle (car dealers only) in Pavilion Courtyard.
- Sponsor name and logo printed on all print-at-home tickets (production deadline: January 19).
- Thank-you banner with sponsor name or logo displayed at the Pavilion.*
- Sponsor acknowledged and thanked from stage prior to each performance.
- Full-page color ad in show program. Print-ready artwork due March 6; contact us for acceptable file formats.

**Provide high-resolution logo – eps vector format, no less than 300 dpi, 3" x 3" – with agreement.*

Contact us for in-kind sponsorship opportunities.

TOTAL SPONSORSHIP: \$ _____ CHECK #: _____

Credit card (Visa, MasterCard, Discover) and electronic payments are accepted. Please call 702-267-4035.

COMPANY/ORGANIZATION NAME: _____

CONTACT: _____ ADDRESS: _____

CITY/STATE/ZIP: _____

ORGANIZATION WEBSITE: _____

PHONE: _____ FAX: _____

EMAIL: _____

Signature of Authorization: _____ Date: _____

Return completed and signed sponsorship agreement with check made payable to **City of Henderson** to:

City of Henderson
Debra Haskell
Public Affairs MSC 135
PO Box 95050
Henderson, NV 89009-5050

Thank you for your sponsorship and support!

DISNEY'S *THE LITTLE MERMAID* AT THE HENDERSON PAVILION

2017 ADVERTISING OPPORTUNITIES Event Program Advertising Agreement

Advertise and make a lasting impression.

Copies of the full-color 12-page program for Disney's *The Little Mermaid* will be distributed at all four performances and taken home by approximately 5,000 audience members. Programs are 5½"x8½" folded.

Space is limited.

Ad Sizes, Specifications and Rates.

No bleeds. Please contact us for acceptable file formats.

- \$500
1/4-page vertical 2.375"x3.875"
- \$750
1/2-page horizontal 5"x3.875"
- \$950
Full-page vertical 5"x8"

TOTAL AD BUY: \$ _____ CHECK #: _____

Credit card (Visa, MasterCard, Discover) and electronic payments are accepted. Please call 702-267-4035.

COMPANY/ORGANIZATION NAME: _____

CONTACT: _____ ADDRESS: _____

CITY/STATE/ZIP: _____

ORGANIZATION WEBSITE: _____

PHONE: _____ FAX: _____

EMAIL: _____

Signature of Authorization: _____ Date: _____

Return completed and signed sponsorship agreement with check made payable to **City of Henderson** to:

City of Henderson
Debra Haskell
Public Affairs MSC 135
PO Box 95050
Henderson, NV 89009-5050

Thank you for your sponsorship and support!