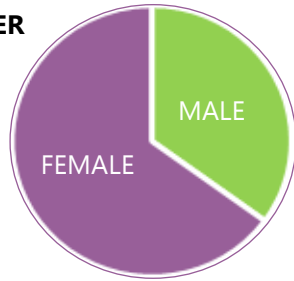
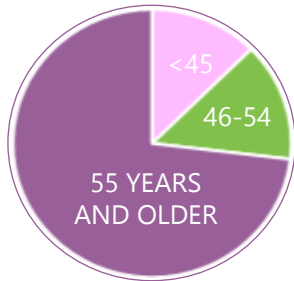


AUDIENCE DEMOGRAPHICS

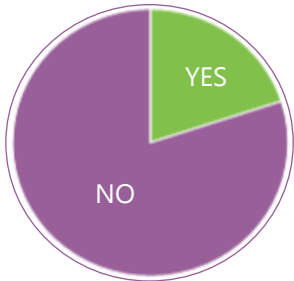
GENDER



AGE



CHILDREN AT HOME



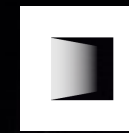
ABOUT FARMERS ALLEY

Let Us Entertain You!

FARMERS ALLEY THEATRE WAS ESTABLISHED AS A NOT-FOR-PROFIT REGIONAL THEATRE IN 2008. DESIGNED TO BE A THOUGHT-PROVOKING PROFESSIONAL THEATER, THE THEATRE ATTRACTS NATIONAL ARTISTS WHILE SIMULTANEOUSLY NURTURING LOCAL TALENT.

IN 2012, THE THEATRE WAS DESIGNATED AS A SMALL PROFESSIONAL THEATRE (STP) THROUGH A PERMANENT CONTRACT WITH THE ACTORS EQUITY ASSOCIATION (AEA) MAKING IT THE ONLY YEAR-ROUND EQUITY THEATRE IN WEST MICHIGAN.

SERVING MICHIGAN'S FOURTH-LARGEST METROPOLITAN AREA, THE THEATRE OFFERS MORE THAN 100 PERFORMANCES EACH YEAR REACHING OVER 15,000 AUDIENCE MEMBERS.



Farmers Alley Theatre



Forever Plaid, 2015



The Light in the Piazza, 2012

TO LEARN MORE ABOUT SPONSORSHIPS WITH FARMERS ALLEY THEATRE:

OFFICE: 269.343.2727

221 FARMERS ALLEY, KALAMAZOO

info@farmersalleytheatre.com



SPONSORSHIP/ ADVERTISING BROCHURE

ADVERTISE WITH FARMERS ALLEY THEATRE AND PRESENT YOUR MESSAGE TO THE MOST LOYAL AND GENEROUS CUSTOMERS IN KALAMAZOO.

EVEN WITH 98% SEATING CAPACITY, TICKET SALES ACCOUNT FOR JUST 48% OF THE THEATRE'S REVENUE. FUNDS RAISED THROUGH ADVERTISING AND CORPORATE SPONSORSHIPS ALLOW THIS YEAR-ROUND PROFESSIONAL EQUITY THEATRE TO CONTINUE ATTRACTING STELLAR NATIONAL TALENT AND TO MAINTAIN A STANDARD OF QUALITY THAT HAS BECOME SYNONYMOUS WITH FARMERS ALLEY THEATRE.

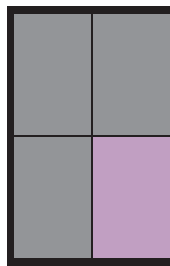
FARMERS ALLEY THEATRE PROVIDES ITS SPONSORS WITH AN EXCEPTIONAL EXPERIENCE.

BENEFITS ARE OFFERED AT VARYING LEVELS OF SUPPORT AND APPEAL TO A WIDE RANGE OF INTERESTS WITH STAFF WORKING CLOSELY WITH EACH SPONSOR TO RESPOND TO ALL INDIVIDUAL NEEDS.

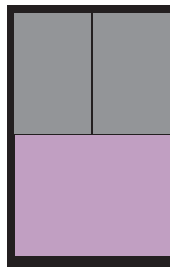
ADVERTISING RATES

BACK COVER, FULL PAGE COLOR	\$675
INSIDE FRONT COVER, FULL PAGE COLOR	\$675
INSIDE BACK COVER, FULL PAGE COLOR	\$675
INSIDE FULL PAGE	\$475
INSIDE ½ PAGE, VERTICAL	\$325
INSIDE ½ PAGE, HORIZONTAL	\$325
INSIDE ¼ PAGE, VERTICAL	\$250
INSIDE ¼ PAGE, HORIZONTAL	\$250

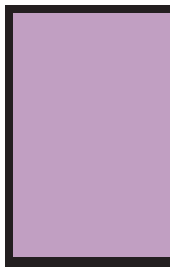
QUARTER PAGE
(2.4687"W X 3.9062"H)



HALF PAGE
(5"W X 3.9062"H)



FULL PAGE
(5"W X 7.875"H)



SPONSOR LEVELS

	PRODUCER (\$5,500)	DIRECTOR (\$2,750)	PRINCIPAL (\$1,250)
PRIVATE PERFORMANCE OR VOUCHERS			
FULL-HOUSE/50 VOUCHERS	✓		
HALF-HOUSE/25 VOUCHERS		✓	

PRIVATE PERFORMANCE OR VOUCHERS

FULL-HOUSE/50 VOUCHERS
HALF-HOUSE/25 VOUCHERS

COMPANY RECOGNITION

PRINTED MATERIALS
RADIO/TELEVISION
SOCIAL MEDIA
WEBSITE

PRINTED MATERIALS	✓	✓	✓
RADIO/TELEVISION	✓	✓	✓
SOCIAL MEDIA	✓	✓	✓
WEBSITE	✓	✓	✓

ADVERTISING

FULL-PAGE AD
HALF-PAGE AD
QUARTER-PAGE AD

FULL-PAGE AD	✓		
HALF-PAGE AD		✓	
QUARTER-PAGE AD			✓

MEDIAN HOUSEHOLD INCOME: \$100K

FARMERS ALLEY MAILINGS REACH OVER 5,000 HOUSEHOLDS WITH MATERIALS DISPLAYED THROUGHOUT KALAMAZOO

Demographic results based on a voluntary audience survey