

DVC Drama Advertising Options

last updated: September 15, 2010

Dear Community Business Member:

Diablo Valley College: Department of DRAMA is an award-winning, stellar theatrical training program. We are dedicated to creating avenues for aspiring theatre professionals to explore and hone their skills and talents, while sharing their passion for live theatre through programs that entertain, engage and inspire our community.

Diablo Valley College: Department of Drama is located in the heart of Pleasant Hill, at 321 Golf Club Road. We have an audience base of thousands annually.

I am asking that you consider advertising your business with Diablo Valley College: Department of Drama for our upcoming season. Here are some key reasons to join us:

- *Each DVC: Drama season includes five, fully produced shows.
- * Patrons of our theater are diverse, representing a variety of backgrounds and demographics.
- *We have a season subscriber base, in addition to a strong, and growing individual/walk-up sales history. (*We had a growth of 20% in our ticket sales in 2008-09 and 2009-2010.*)
- *We also have developing relationships with several high schools in the area and cater to their students and staff by providing high school matinee performances and events.
- *Diablo Valley College is a wonderful institution of higher education. You can feel good about where you are doing business. Rest assured that you are supporting a cause with integrity and dedication to the community at large.
- * We are members of several Arts Organizations and your donation will not go “unnoticed”.
- * “Arts” advertising, in general, is expensive. We are not.
- * You can afford this.

I am hoping that a partnership with DVC Drama appeals to you and your company. We have a few advertising options available to you as a local area business. All of our materials are produced using high quality graphics and detail. I have detailed our donations/ad options below. Feel free to call me with any questions.

- Nicole Hess Diestler
(925) 685-1230 ex: 2337
DVC Drama: Marketing Director/ DVC Professor
Theatre Columnist: Community Focus Newspaper

OPTION A: DVC DRAMA PRODUCER

Your Company's name and a statement of our gratitude will be proudly displayed in the Performing Arts Center Lobby during all DVC Drama productions and sponsored events. We will also provide a verbal "thanks," to you and your company at all DVC Drama Galas and Fundraising Events. You will be recognized in all departmental materials and publications. As a DVC Drama Producer, your name and logo will be included and imprinted onto our 2009-2010 season full-color, departmental jackets. In addition to being imprinted on all departmental season materials- you will also receive a full one-page, B/W ad in each of our five show programs. Each show program is printed and produced two weeks prior to opening and your ad could change with each season offering, if you so choose. We will ask that you create the ad in a word doc. or PDF. and send it to us three weeks prior to show openings to ensure proper proofing and edits. You will be given a calendar of ad deadlines upon selection of this option.

Tax-deductible donation amount of \$5000.00 or more

OPTION B: SEASON PRODUCER

As a Season Producer, your name and logo will be included and imprinted onto our Season 09-10 full-color, departmental jackets. In addition to being imprinted on all departmental season materials- you will also receive a full one-page, B/W ad in each set of show programs, five in total. Each show program is printed and produced two weeks prior to opening and your ad could change with each season offering. We will ask that you create the ad in a word doc. or pdf., and send it to us three weeks prior to show openings to ensure proper proofing and edits. You will be given a calendar of ad deadlines upon selection of this option.

Tax-deductible donation amount of \$2500.00

OPTION C: TICKET PRODUCER (great opportunity for coupons!)

You may choose to insert your ad/coupon/calling card/optioned text to the backside of our tickets that are used in the DVC Box Office. Our paper tickets are used for DVC Drama Productions, Music Events, Speech Nights, Dance Shows and Athletic Games. Your ability to reach a variety of peoples and potential clientele is broad and diverse. For this option, you will submit design and have final approval of the graphics- we also have the ability to split the backings, meaning you could run a few different ad/coupon options. *We order the tickets in lots of 10,000. We are selling 4 backing options for the 2009-2010 season. Meaning, we have 4 advertising openings, each at 2 backings per.*

Tax-deductible donation amount of \$600.00

**OPTION D:
5 PROGRAM ADS**

You may insert a:

... 1 page, B/W ad in each of our five show programs for your donation of \$ 1725.00

... 1/2 page, B/W ad in each of our five show programs for your donation of \$ 1350.00

... 1/4 page, B/W ad in each of our five show programs for your donation of \$ 900.00

**OPTION E:
1 PROGRAM AD**

You may insert a:

... 1 page, B/W ad in one of our five show programs for your donation of \$ 575.00

... 1/2 page, B/W ad in each of our one show programs for your donation of \$ 450.00

... 1/4 page, B/W ad in each of our one show programs for your donation of \$ 300.00

OPTION F:

We could provide supplies/goods from your company for purchase during intermission at DVC Drama sponsored events and productions. Traditionally our intermission lasts 15 minutes, so the goods must be quick purchase only. For this option we would ask for a commission of the product sold, in addition to a \$100 per production, donation. This option is on a show-to-show basis and will be set with the DVC House Manager and DVC Marketing Director.*

Let me know which of these options appeals to you and please don't hesitate to give a call with any questions. I look forward to our work with and for each other.

- Nicole Hess Diestler,
Marketing Director
(925) 685-1230 EX:2337