

**MAIN STAGE**
COMMUNITY THEATRE

ENGAGE • INSPIRE • CREATE

WELCOME

TO MAIN STAGE COMMUNITY THEATRE

We are delighted to bring you an amazing lineup of performances ranging from youth and adult theatre groups, dance troupes, music concerts, and regional acts. The artistic heartbeat of our community is truly reflected through our high quality theatrical productions and educational outreach programs in Bluffton and Hilton Head Island.



SPONSORSHIPS
& ADVERTISING OPPORTUNITIES



OUR HUMBLE BEGINNING FROM MAIN STREET TO MAIN STAGE

Main Street Youth Theatre, now *Main Stage Community Theatre*, began as the Hilton Head Community and Youth Theater in the early '90s. Productions were staged at the Community Playhouse located on Dunnagans Alley.



The Main Stage Community Theatre was founded with a goal to create a family-centered community-based theater where the performers are local children, parents and community adults. Our mission includes an objective to educate young local performers in all aspects of the theater, and to encourage family involvement in this activity. By exposing youth to a true theatrical experience, the Main Stage Community Theatre provides an avenue to increase their self-esteem as well as enlighten and educate them through the power of live performance.

Main Stage Community Theatre produces between two and four full scale shows per year. Each production has goal of casting youth between the ages of seven to 18, in addition to local adult talent. Recent past productions include *13*, *Beauty and the Beast*, *Shrek*, *The Addams Family*, and *All Shook Up*.



Our annual attendance is over 5,000 and includes local families as well as many visiting island tourists. Parents of cast members are encouraged to participate in the youth theatre experience both on stage and backstage. It is not unusual for performances to include parents and their children as cast members or siblings as cast members. And, for those family members who may be stage shy, there are plenty of other ways they can showcase their talents backstage.





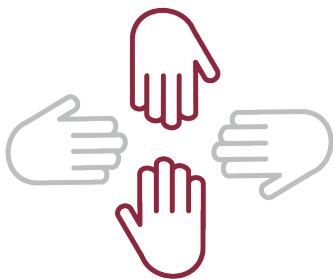
VISION

We envision a safe place for players to play, where they can be part of something bigger than themselves. A gathering place for the community to connect and celebrate around great storytelling. From the back of the stage to the front of the house, we are making an impact.



PURPOSE

The mission of Main Stage Community Theatre shall be to provide opportunities for adults and youth of Hilton Head Island, South Carolina and the surrounding areas to directly participate in live theater productions, to provide enhanced educational opportunities for youth in various disciplines of performing arts, to provide a venue for presentation of original theatrical materials, to cooperate with other local tax exempt organizations, and to offer family entertainment to the community and visitors to the community.



COMMITMENT TO OUR LOCAL COMMUNITY

The organization maintains a commitment to the community to develop and utilize the talent available in the local and surrounding areas to cast all productions. Our intention is to offer opportunities to local talent experienced in the performing arts, as well as those wishing to participate for the first time. The Main Stage Community Theatre is a nonprofit corporation with a 501(c)(3) IRS determination.

LOCAL THEATRE ENGAGEMENT

An encore performance

5,000+

Annual Theatre Patrons



We are proud to host sell out performances that entertain thousands of patrons each year.

3,000+

Social Media Followers



Fans and followers find fun and helpful posts on our growing social media channels.

4,000+

Email Recipients



Our local email list consists of families, individuals, business owners, and community-minded people waiting to hear from you.

25,000+

Website Views



Our website is a powerful tool that welcomes thousands of unique visitors and page views annually,

32,000+

Social Media Reach



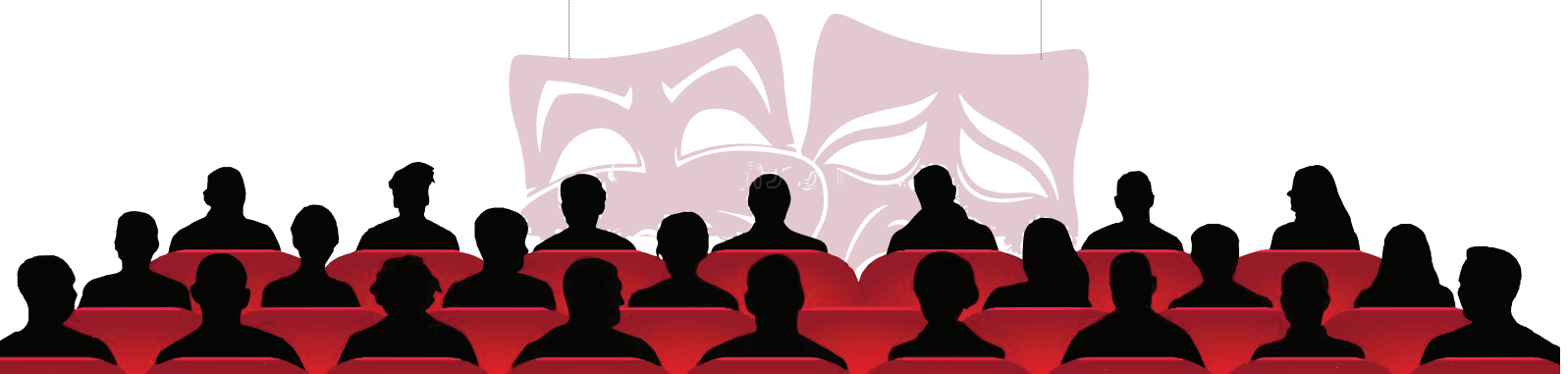
Our paid digital marketing and organic impressions extend far past our own fan base reaching thousands more.

10+

Lowcountry Schools



Our routine cast of talented youth actors proudly represent over 10 Lowcountry area schools.



Followers and statistics are subject to change without notice.

ADVERTISING PACKAGES

Annual Title Sponsor

ANNUAL SPONSORSHIP FOR ALL PERFORMANCES AND COMMUNITY MARKETING

- This is a limited opportunity based on availability.
- Featured digital banner ad placement with link on MSCT's website
- Featured full-page print ad placement in all show's *Stagebill*
- Featured digital banner ad in all pre-show email marketing
- Custom article published on MSCT's website blog
- Pre-show Video Advertising, Premium positioning
- Title Sponsor's Name on Event Poster/Signage
- Inclusion in pre-show social media content, tagging, and advertising

ASK FOR RATES AND AVAILABILITY

Individual Show Sponsor

SPONSORSHIP FOR ONE SPECIFIC SHOW,
INCLUDES ALL PERFORMANCES AND INCLUSION
INTO ALL PRE-SHOW AND LOCAL MARKETING

Sponsorship: \$1,000

- Digital sponsor banner ad placement with link on MSCT's website
- Full-page print ad placement in the show's *Stagebill*
- Digital sponsor banner ad in pre-show email marketing
- Logo and name included in pre-show video advertising
- Inclusion in pre-show social media content, tagging and advertising

Local Business Ad

ADVERTISING IN A SPECIFIC MSCT *STAGEBILL*

1/4 Page Ad: \$150 **1/2 Page Ad:** \$250

- Print ad placement in our show *Stagebill*

Full-Page Ad: \$500

- Print ad placement in our show *Stagebill*
- Digital sponsor banner ad in our pre-show email marketing
- Your business logo and name will be included in our pre-show video advertising

Parent/Performer Sponsor

RECOGNIZE YOUR SPECIAL PERFORMER WITH
A PERSONALIZED AD IN THE *STAGEBILL*

1/4 page	1/2 page	Full-page*
\$75	\$100	\$150

- Print ad placement in our show *Stagebill*
- Performers only, no business advertising
- Full-page* ads will appear in pre-show video

4,000+

Stagebills Printed Annually



Every great show deserves a great Showbill! Follow along during the performance and then take home afterwards to cherish your favorite show.

ADVERTISING SPECIFICATIONS

STAGEBILL PUBLICATION

Full Page

Trimmed
8.5" H x 5.5" W

Add 0.125"
for Bleed

Horizontal Half Page

4.25" H x 5.5" W

Vertical Half Page

8.5" H x
2.7" W

Quarter Page

4.0" H x
2.7" W

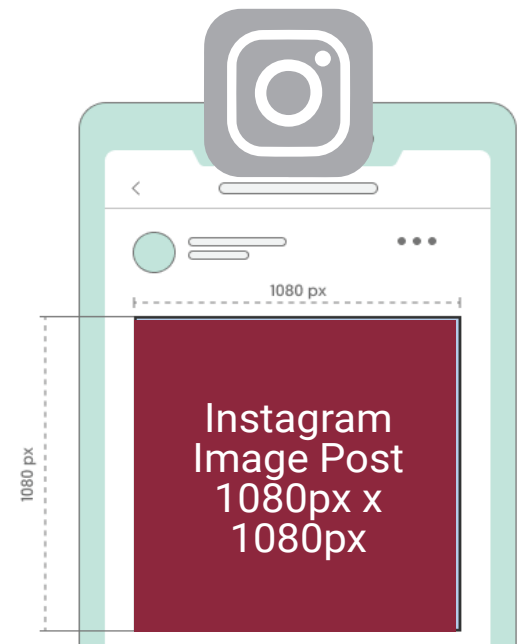
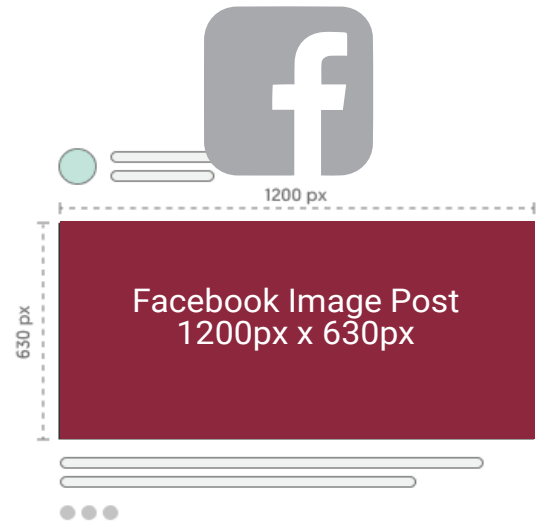
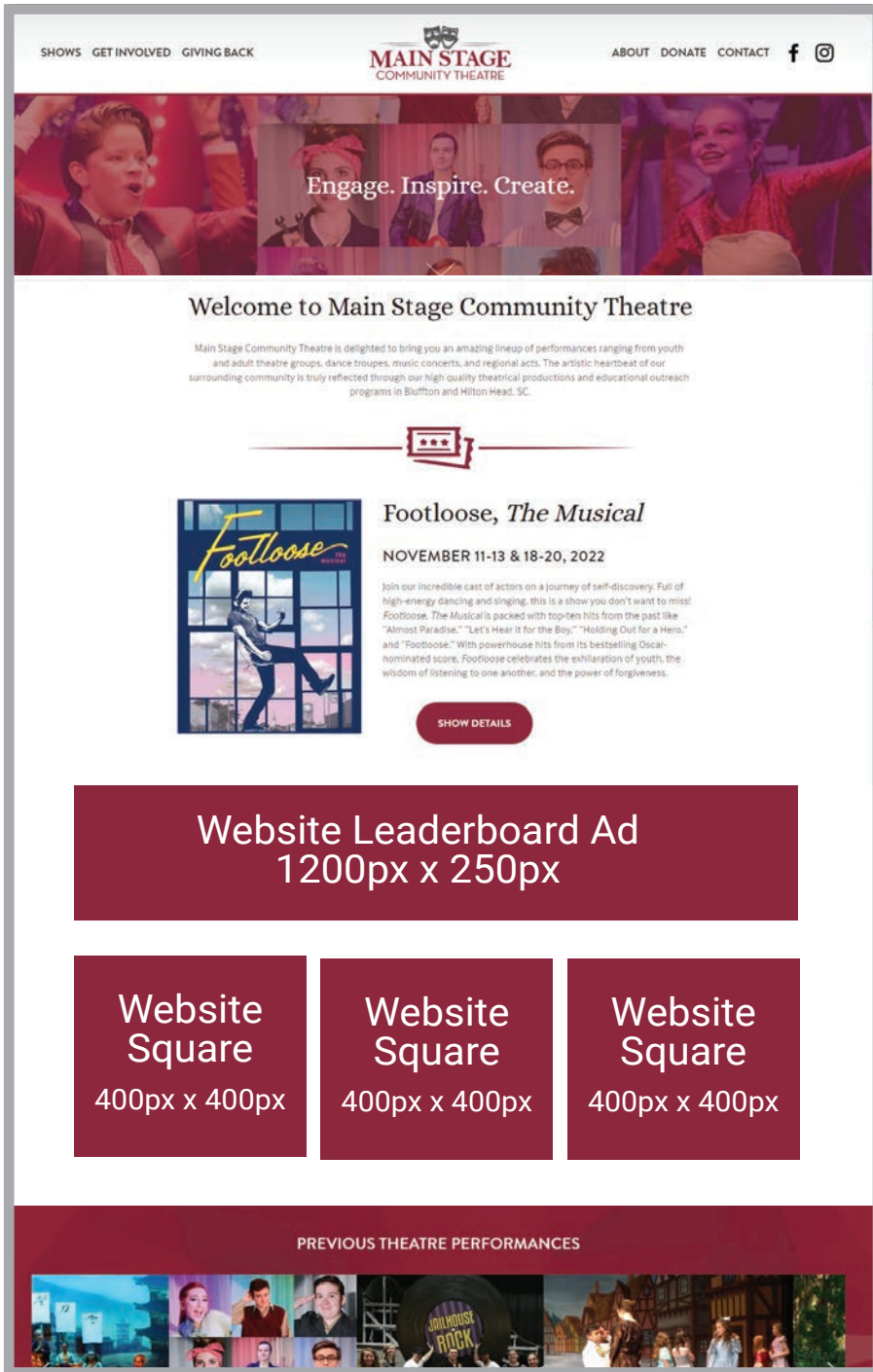


AD SPECIFICATIONS & FILE FORMAT

Ads must be submitted as a press-ready PDF or JPG file formatted at 100% of the ad size ordered with a resolution of 300 dpi in grayscale or CMYK format. No other file formats will be accepted. **Ad design services are available for a separate fee.**

Email Banner Ad 728 px x 180px

WEBSITE, EMAIL, & SOCIAL MEDIA BANNERS



- mainstagecommunitytheatre.org
- facebook.com/MSCTheatre
- instagram.com/MainStageCommunityTheatre




MAIN STAGE
 COMMUNITY THEATRE
 ENGAGE • INSPIRE • CREATE

Engage the ARTIST in anyone.
Inspire the ARTS in everyone.

501 (C) 3 nonprofit organization, EIN #58-2325670.
Registered charity with the SC Secretary of State