



Sponsorship Rate Card



"LEAD"
\$100

Logo in program

"SECOND"
\$250

Quarter page
2.25" w x 3.875" h

+ social media shoutout

"SKIP"
\$1000

Full page
5" w x 8" h

+ social media feature
+ logo featured on set

"VICE"
\$500

Half page
5" w x 3.875" h

+ social media shout-out

"CHAMPION"
\$1500

Full page
5" w x 8" h

+ social media feature
+ logo featured on set
+ logo on show poster



What you get being in our program:

- Program will be distributed at all projected performances (10) taking place in St. John's, Gander, Grand Falls-Windsor, Corner Brook, and Stephenville, giving you province-wide exposure.
- Thousands of our social media followers will see your advertisement.
- You will be supporting local theatre and local artists.

- * **Social Media Shoutout** – we'll thank you/your organization on our social media feeds (Facebook, Instagram, Twitter)
- * **Social Media Feature** – we'll thank you/your organization on our social media feeds and work with you on a feature. This could be advertising a product, publicizing an event, etc. Beyond just a thank you, we'll promote what you'd like us to help in promoting!

Our social media stats:
 Facebook – over 3600 followers
 Twitter – over 700 followers
 Instagram – over 1600 followers

- * **Logo featured on set** – the set for *SECOND SHOT* is, not surprisingly, a curling rink! And curling rinks have boards around the side that feature logos for organizations and companies. We'll be doing exactly that for our production. Not only would you have an ad in the program, but your logo would be featured on the actual set for the show! That means visible to the audience throughout every performance!

Why support Best Kind and why support this show?



- **Best Kind Productions** was founded by Kyle McDavid in the fall of 2010 in his basement apartment in St. John's, created to produce the show [*title of show*] (yes, the title of the show is [*title of show*]. It's very meta.) Since then, Best Kind has produced **over 40 events** in the St. John's metro area, including mainstage musicals, outdoor kids musicals, original works, readings, and cabarets. We produced our first original musical in May of 2017 and have several other original pieces in development, including *SECOND SHOT*.
- **Best Kind Productions** also has a commitment to **community-building**. For many productions, we've included a community component, be that through service or donations. We've built the "Best Kind Family," the group of people involved in Best Kind Productions, from a small group of 8 to over 300 strong. We were founded on a mutual joy in making theatre. And every show we do, be it a mainstage musical with a small cast, to a reading of a brand-new play, to a show that has fifty preteens belting their hearts in Bowring Park, begins and ends with a love of theatre and a joy of collaboration.
- This production is our largest endeavor ever. Not only is it a fully original show, with every scene and every song written by local theatre makers, but taking a show on the road is a new thing for us. We've had some small presentations in other communities, but never something on this scale.

We know that this can be a great success. We know that it can be a joyful evening in the theatre, celebrating this uniquely Canadian sport through song and dance and humor, hopefully taking our minds away from the struggles we've all experienced in the past year and a half, at least for a couple of hours. **We believe in this project.**

But we also know that to make it the best show it can possibly be, we'll need the support of our community. We absolutely can't do it alone.

So we hope that you'll consider joining our team and sponsoring our production, showing support for local theatre companies like ours, and locally written original musical theatre, like *SECOND SHOT*.