



Celebrating 43 years of delighting and inspiring millions at Trinity Rep, Rhode Island's family holiday tradition is reimagined anew every year with a glorious telling of the classic story. Ebenezer Scrooge is guided by Jacob Marley and the ghosts of Christmas Past, Present, and Future on a heartwarming journey toward redemption. Scrooge, Tiny Tim, and a full ensemble make the spirit of the season come alive in a memorable holiday experience filled with hope and theatrical magic.

2020's production moves the holiday tradition online– Trinity Rep's *A Christmas Carol* will premiere in late November 2020 online and be available for on-demand, free streaming through the holiday season. Here's your chance to support the theater and connect your name with this beloved tradition, as we invite audiences from around the world to join us.

2020's presenting sponsor is Cardi's Furniture.

Available Sponsorship Opportunities for Individuals and Businesses

Spirit of the Season \$100,000

- Press release announcing your sponsorship (11/30 deadline)
- Your name/logo in:
 - Print ad (RI Monthly) (9/30 deadline)
 - Direct mail (9/30 deadline)
 - Posters for *A Christmas Carol* (9/30 deadline)
 - Show-related press releases (10/31 deadline)
 - Email blasts (11/15 deadline)
 - Video stream before show and after show (solo slide) (10/31 deadline)
- Enhanced advertising reach through inclusion in Cardi's Furniture advertising for *A Christmas Carol* (significant TV, print & outdoor) (9/30 deadline)
- Your hyperlinked name/logo in:
 - Pre-show and post-show emails to registered viewers (11/15 deadline)
 - Trinity Rep's webpage for *A Christmas Carol* (11/30 deadline)
- Social Media:
 - Announcement of your sponsorship (16K Facebook followers, 4,000 Instagram followers) (11/30 deadline)
 - Guest spot on "Your Half Hour Call with Curt" (Trinity Rep's Facebook live talk show hosted by artistic director Curt Columbus) for you or a company representative (10/31 deadline)
 - Sponsor spotlight video promotion on Facebook (short video provided by you/your company with 2-3 sentences on why you're committed to supporting *A Christmas Carol*) (11/15 deadline)

Trinity Rep's 2020 A Christmas Carol

- Online playbill for *A Christmas Carol* (10/31 deadline):
 - Full-page color ad (8" x 10.5")
 - Your name/logo on sponsor page
- Extended visibility through Trinity Rep Magazine:
 - Full-page color ad (8" x 10.5") in 3 quarterly issues (mailed to 7,000/issue - Nov, Feb, May). *Fair market value: \$2280. (9/30 deadline)*
 - Feature story about you/your company (11/30 deadline)
- Exclusive Behind-the-Scenes Event for your employees, clients, friends or family. Curt Columbus, director of *A Christmas Carol*, will join your group online for a behind-the-scenes look at this year's production. (9/30 deadline)

As Good As Gold (and Better) \$50,000

- Press release announcing your sponsorship (11/30 deadline)
- Your name/logo in:
 - Print ad (RI Monthly) (9/30 deadline)
 - Direct mail (9/30 deadline)
 - Posters for *A Christmas Carol* (9/30 deadline)
 - Show-related press releases (10/31 deadline)
 - Email blasts (11/15 deadline)
 - Video stream before show and after show (solo slide) (10/31 deadline)
- Enhanced advertising reach through inclusion in Cardi's Furniture advertising for *A Christmas Carol* (significant TV, print & outdoor) (9/30 deadline)
- Your hyperlinked name/logo in:
 - Pre-show and post-show emails to registered viewers (11/15 deadline)
 - Trinity Rep's webpage for *A Christmas Carol* (11/30 deadline)
- Social Media:
 - Announcement of your sponsorship (16K Facebook followers, 4,000 Instagram followers) (11/30 deadline)
 - Guest spot on Your Half Hour Call with Curt (Trinity Rep's Facebook live talk show hosted by artistic director Curt Columbus) for you or a company representative (10/31 deadline)
 - Sponsor spotlight video promotion on Facebook (short video provided by you/your company with 2-3 sentences on why you're committed to supporting *A Christmas Carol*) (11/15 deadline)
- Online playbill for *A Christmas Carol* (10/31 deadline):
 - Full-page color ad (8"w x 10.5"h)
 - Your name/logo on sponsor page
- Extended visibility through Trinity Rep Magazine:
 - Full-page color ad (8"w x 10.5"h) in 3 quarterly issues (mailed to 7,000/issue - Nov, Feb, May). *Fair market value: \$2280. (9/30 deadline)*
 - Feature story about you/your company (11/30 deadline)

Festive Fezziwig \$25,000

- Your name/logo in:
 - Print ad (RI Monthly) (9/30 deadline)
 - Direct mail (9/30 deadline)
 - Posters for *A Christmas Carol* (9/30 deadline)
 - Show-related press releases (10/31 deadline)
 - Email blasts (11/15 deadline)
 - Video stream before show and after show (solo slide) (10/31 deadline)
- Your hyperlinked name/logo in:
 - Pre-show and post-show emails to registered viewers (11/15 deadline)
 - Trinity Rep's webpage for *A Christmas Carol* (11/30 deadline)
- Social Media:
 - Announcement of your sponsorship (16K Facebook followers, 4,000 Instagram followers) (11/30 deadline)
 - Sponsor spotlight video promotion on Facebook (short video provided by you/your company with 2-3 sentences on why you're committed to supporting *A Christmas Carol*) (11/15 deadline)
- Online playbill for *A Christmas Carol* (10/31 deadline):
 - Half-page color ad (7.25"w x 4.75"h)
 - Your name/logo on sponsor page
- Extended visibility through Trinity Rep Magazine:
 - Quarter-page color ad (3.5"w x 4.75"h) in 3 quarterly issues (mailed to 7,000/issue - Nov, Feb, May). *Fair market value \$640.* (9/30 deadline)
 - Feature story about you/your company (11/30 deadline)

Deck the Halls \$10,000

- Your name in:
 - Print ad (RI Monthly) (9/30 deadline)
 - Direct mail (9/30 deadline)
 - Posters for *A Christmas Carol* (9/30 deadline)
 - Show-related press releases (10/31 deadline)
- Your name/logo in:
 - Email blasts (11/15 deadline)
 - Pre-show and post-show emails to registered viewers (linked) (11/15 deadline)
 - Trinity Rep's webpage for *A Christmas Carol* (linked) (11/30 deadline)
 - Video stream after show (10/31 deadline)
- Social Media:
 - Announcement of your sponsorship (16K Facebook followers, 4,000 Instagram followers) (11/30 deadline)

Trinity Rep's 2020 A Christmas Carol

- Sponsor spotlight video promotion on Facebook (short video provided by you/your company with 2-3 sentences on why you're committed to supporting *A Christmas Carol*) (11/15 deadline)
- Online playbill for *A Christmas Carol* (10/31 deadline):
 - Quarter-page color ad (3.5"w x 4.75"h)
 - Your name/logo on sponsor page

Hearth Warmer \$5,000

- Your name in:
 - Show-related press releases (10/31 deadline)
- Your name/logo in:
 - Email blasts (11/15 deadline)
 - Pre-show and post-show emails to registered viewers (linked) (11/15 deadline)
 - Trinity Rep's webpage for *A Christmas Carol* (linked) (11/30 deadline)
 - Video stream after show (10/31 deadline)
- Social Media:
 - Announcement of your sponsorship (16K Facebook followers, 4,000 Instagram followers) (11/30 deadline)
- Online playbill for *A Christmas Carol*:
 - Your name/logo on sponsor page (10/31 deadline)

Merry-Maker \$3,000

- Your name in:
 - Pre-show and post-show emails to registered viewers (linked) (11/15 deadline)
 - Trinity Rep's webpage for *A Christmas Carol* (linked) (11/30 deadline)
 - Video stream after show (10/31 deadline)
- Online playbill for *A Christmas Carol*:
 - Your name/logo on sponsor page (10/31 deadline)

Cup of Cheer \$1,500

- Your name in:
 - Trinity Rep's webpage for *A Christmas Carol* (linked) (11/30 deadline)
 - Video stream after show (10/31 deadline)
- Online playbill for *A Christmas Carol*:
 - Your name on sponsor page (10/31 deadline)

Donations of all sizes are warmly welcomed.

For additional information, please contact Jen Canole, director of development, at (401) 453-9234 or jcanole@trinityrep.com, or visit www.trinityrep.com/sponsor.



A Christmas Carol 2020 Sponsorship Opportunities
as of 9/8/20

Benefit	Potential Reach	Sponsorship Level							deadline
		<i>Spirit of the Season</i> \$100,000	<i>As Good As Gold (and Better)</i> \$50,000	<i>Festive Fezziwig</i> \$25,000	<i>Deck the Halls</i> \$10,000	<i>Hearth Warmer</i> \$5,000	<i>Merry-Maker</i> \$3,000	<i>Cup of Cheer</i> \$1,500	
Exclusive Behind-the-Scenes Private Event (online)	your network	*							9/30
Cardi's Advertising Enhancement	significant TV & outdoor	*	*						9/30
Press Release Announcing Your Sponsorship	150+ media outlets	*	*						11/30
Guest Spot on "Your Half Hour Call"	16K FB followers	*	*						10/31
Inclusion in Rhode Island Monthly Ad (full page)	162K	logo	logo	logo	name				9/30
Direct Mail for A Christmas Carol	7K	logo	logo	logo	name				9/30
Posters for A Christmas Carol	150 sites	logo	logo	logo	name				9/30
Press Releases about A Christmas Carol	150+ media outlets	*	*	*	*	*			10/31
Email Blasts related to A Christmas Carol	42K email list	logo	logo	logo	logo	logo			11/15
"Sponsor Spotlight" Video on Facebook	16K FB followers	*	*	*	*				11/15
Social Media Announcement of Sponsorship	16K FB + 4K Instagram	*	*	*	*	*			11/30
Pre-Show and Post-Show Emails	100K	logo	logo	logo	logo	logo	name		11/15
Link on Webpage for Production	150K	logo	logo	logo	logo	logo	name	name	11/30
Ad in Online Playbill for A Christmas Carol	100K	full page	full page	1/2 page	1/4 page				10/31
Sponsor Recognition in Online Playbill	100K	logo	logo	logo	logo	logo	name	name	10/31
Sponsor Recognition in Video Stream Before Show	100K	logo	logo	logo					10/31
Sponsor Recognition in Video Stream After Show	100K	logo	logo	logo	logo	logo	name	name	10/31
Ad in Trinity Rep Magazine (full season)	7K x 3 issues	full page	full page	1/4 page					9/30
Feature Story in Trinity Rep Magazine	7K	*	*						11/30
	<i>fair market value</i>	\$2,280	\$2,280	\$640	\$0	\$0	\$0	\$0	

Trinity Rep is a 501(c)3 not-for-profit organization (tax ID #22-2547262). Sponsorships are tax-deductible to the extent permitted by law (see above for fair market value information).

For additional information, please contact Jen Canole, director of development, at (401) 453-9234 or jcanole@trinityrep.com, or visit www.trinityrep.com.

Trinity Rep's 2020 A Christmas Carol

Secure your sponsorship of *A Christmas Carol* today at www.trinityrep.com/sponsor or complete and return this form.

- Please reserve our **sponsorship** at the following level:

___ Spirit of the Season (\$100,000)
___ As Good as Gold (and Better) (\$50,000)
___ Festive Fezziwig (\$25,000)
___ Deck the Halls (\$10,000)
___ Hearth Warmer (\$5,000)
___ Merry-Maker (\$3,000)
___ Cup of Cheer (\$1,500)

- We are unable to sponsor at this time, but **would like to make a gift of \$_____** to support the creation of 2020's *A Christmas Carol* and making it free to all.

Contact Name and Title

Organization/Business Name (if applicable)

Address

City

State

Zip

Phone

Email

- Please bill me/my organization.
- Enclosed is a check in the amount of \$_____ payable to Trinity Rep.
- Please charge my credit card \$_____. (*Visa, MasterCard, American Express, Discover*)

Card Type/

Card #

Exp. Date

CSC

Name (as stated on credit card)

Return this form to: Development, Trinity Rep, 201 Washington St., Providence, RI 02903. Or email to jcanole@trinityrep.com.