



**PRESENTS DISNEY'S
THE LITTLE MERMAID
APRIL 12,13,14 & 15 (2018)**

SPONSORSHIP OPPORTUNITIES

WE NEED YOUR HELP IN *SUPPORTING YOUTH IN THE ARTS & EDUCATION*

THE PHILADELPHIA HIGH SCHOOL FOR CREATIVE AND PERFORMING ARTS

The Creative and Performing Arts High School in Philadelphia is one of the top ten performing arts high schools in the US. Many famous artists have attended our school such as Quest Love & Black Thought from the Roots, Boyz II Men, Jazmine Sullivan, Christian McBride and so many more.

Our Teens are so talented and fortunate to attend an incredible school where they can learn and perfect their craft while improving their academic skills. We are in need of your help with some funding for our production of **DISNEY'S.....THE LITTLE MERMAID**. Please see the following sponsorship opportunities:

\$15,000 PLATINUM PRESENTING SPONSOR

- 1) Banner with your company logo stating... Your Company *present's* CAPA's *THE LITTLE MERMAID*
- 2) Back Cover of Playbill and inside spread
- 3) The Little Mermaid & Characters Meet & Greet Event
- 4) Premium seating show tickets (50)
- 5) 2 tables near concessions for four nights with sampling opportunities
- 6) Posters to depict your company as presenting Sponsor hung in multiple places in Philadelphia
- 7) Social media campaign (Facebook, Twitter, Instagram) *Community BUZZ*
- 8) 3 CAPA newsletter mentions (750 contacts)
- 9) 4 Email blasts and CAPA newsletter mentions
- 10) Presenting Sponsor in Press Releases
- 11) Red Carpet main sponsor with multiple logos on banner screen and photographer
- 12) Sponsor thank you and mention at show



\$10,000 GOLD SPONSOR

- 1) Banner with your company logo and Gold Sponsor Stamp
- 2) Inside cover and full page Ad in Playbill
- 3) Little Mermaid & Characters Meet & Greet (10 passes)
- 4) Premium seating show tickets (30)
- 5) 1 table near concessions for four nights with sampling opportunities
- 6) Posters with your logo hung multiple places in Philadelphia
- 7) Social Media Campaign (Facebook, Twitter, Instagram) *Community BUZZ*
- 8) 3 Email blasts and CAPA newsletter mentions
- 10) Mention in Press Releases
- 11) Red Carpet brand ID on logo screen plus additional incentives
- 12) Sponsor mention and thank you at show

\$5000 SILVER SPONSOR

- 1) Banner with your company logo and Silver Sponsor Stamp
- 2) 2 full page ads in Playbill
- 3) Little Mermaid & Characters Meet & Greet (6 passes)
- 4) Premium seating show tickets (20)
- 5) 1 table near concessions for four nights at show with sampling opportunities
- 7) Social Media Campaign (Facebook, Twitter, Instagram) *Community BUZZ*
- 8) 1 CAPA newsletter mention (750 contacts)
- 9) Mention in Press Releases
- 10) Red Carpet Brand ID on logo screen

\$2500 BRONZE SPONSOR

- 1) Banner with your company logo and Bronze Sponsor Stamp
- 2) 2 full page ads we can have our graphic designer create for you
- 3) Little Mermaid & Characters Meet & Greet (4 passes)
- 4) Premium seating show tickets (10)
- 5) 1 table near concessions for two nights of show
- 6) Social Media Campaign (Facebook, Twitter, Instagram) *Community BUZZ*
- 7) CAPA newsletter (750 contacts)

Name _____

Company Name _____

Address _____

City/State/Zip _____

Phone _____

Email _____

If you have any questions, please email capahands@gmail.com

Please make checks payable to the CAPA Home and School Association or pay online at www.capahands.org

BUDGET OVERVIEW FOR CAPA's BROADWAY CALIBER PRODUCTION..... \$60,000

Licensing rights (Royalty).....\$5000
 Script Rental
 Production Director/Producer and asst.
 Music/Vocal Director
 Instrumental Director
 Acting Coach/Dir (Broadway Credits Required)
 Dance Choreographer Director
 Costume/Props Director/Designer

Lighting Designer, Technician & Operator
 Sound Designer, Board Technician & asst.
 Set Designer and Construction Crew
 Set Construction Materials
 Police Officer/Security
 Marketing Materials (Posters, Flyers, Digital)
 Playbill Printing & Graphics Designer
Full budget to be provided upon request

CAPA CREATIVE AND PERFORMING ARTS HIGH SCHOOL OF PHILADELPHIA

The Philadelphia High School for Creative and Performing Arts is a public high school in South Philadelphia on the Avenue of the Arts.

Students major in one of seven areas: Creative Writing, CTE: Communication Technology (MDTV), Instrumental Music, Visual Arts, Theater, Dance, and Vocal Music. The school, commonly referred to as CAPA, is currently located on South Broad Street, in the old Ridgeway Library.

What We DO:

We nurture the creative talents and aspirations of students within an academic/arts college preparatory program. In a multicultural environment, we provide a comprehensive and sequenced program of study in six arts disciplines, as well as rigorous pre-college academic instruction across the curriculum. Our graduates will demonstrate mastery of defined skills that enable them to be productive, self-directed, lifelong learners who appreciate and respect diversity.

CAPA's Points of Pride:

- 97% college acceptance rate for seniors
- Dancers participate in the Channel 6 Thanksgiving Day Parade & national/international dance competition
- Award-winning literary magazine
- Vocalists perform in local/regional events & earn first-place recognition in competitions
- Instrumentalists participate in District, state, and regional orchestras/bands
- Visual artists produce award-winning work
- Theater department provides literacy-focused activities for elementary schools