

CentreStage
ROLLESTON

SPONSORSHIP PACKAGE

including programme sponsorship

CentreStage Rolleston is a registered charity that was formed in 2018, and produces three major theatre shows each calendar year.

The annual CentreStage Rolleston season includes a musical, a drama, and a season of youth theatre, each brought together by dozens of volunteers and thousands of volunteer hours.

Our mission is to provide a platform for people in the performing arts community to be involved in all facets of theatre, and provide a local performing arts attraction for audiences of all ages to enjoy.

We feel that investing in community theatre offers several valuable benefits:

Empowerment for all:

- Community theatre provides a judgment-free stage for everyone, not just actors. Lighting designers, directors, costume designers, and more can express themselves.
- It fosters creativity, builds personal confidence, and encourages advocacy for diverse voices within our communities

Promoting education and creativity:

- Theatre productions serve as educational incubators, emphasising teamwork and interaction with peers.
- In an era of shrinking arts budgets, community theatre fills an educational gap

A spark for social change:

- High-quality live theatre immerses audiences in characters' life stories, opening doors for essential discussions about society.
- Cultural issues and emotional situations provoke thought and reflection, making community theatre a catalyst for change.

Investing in theatre not only supports the arts but also enriches communities by fostering creativity, diversity, and self-expression.

We have available a range of sponsorship packages, in a tiered level, to cater for a range of local businesses and supporters. There are a range of benefits for those who support us, and these are detailed depending on the level of investment.

Why do we need sponsors?

Sponsorship helps us produce three magnificent shows each year for our community.

Throughout the year we have hundreds of passionate and dedicated volunteers involved in our shows. Getting financial support helps us sustain our volunteer network, reduce production costs and provide a platform for our talented and hardworking cast members to live their dreams on stage and provide entertainment for the Selwyn and wider Canterbury community.

Benefits for those sponsoring CentreStage Rolleston could include:

- Support your local performing arts community
- Targeted online and physical advertising including featuring in our popular show programmes
- Direct exposure to our theatre patrons and approx. 2.7K Facebook and Instagram followers across the entire Selwyn and wider Canterbury community
- Attendance at opening night for each of our shows

A sponsorship agreement will be entered into, but basic terms and conditions will apply including CentreStage Rolleston's right to refuse/decline sponsorship.

CentreStage Rolleston Headline Sponsor for 2025:

\$4,500 + GST (one only)

- Naming rights to our entire 2025 season (three shows, plus any other events we hold)
- Your company logo on all communications for the entire calendar year
- Primary name awareness and logo on all promotional material. This includes posters, announcements and auditions
- A full page (A4) advert in each of our show programmes for the year
- Signage at the venue throughout each of our shows – pull-up banners etc and opportunities for giveaways
- Prominence in any advertising space that is deemed suitable by the marketing team – signage, newspaper advertising etc
- 4 double passes to attend opening night of each of our shows
- Invitation to opening night/drinks and nibbles prior to the show

Adult musical and drama shows

CentreStage Rolleston Star Sponsor:

\$1,500 + GST (one only)

- Your company logo on all communications relating to one show
- Primary name awareness and logo on all promotional material for this show. This includes posters, announcements and auditions

Note: If we have a headline sponsor for the year, they take precedence, and your business drops to secondary name awareness

- A full page (A4) advert in the show programme
- Signage at the venue throughout the show (pull-up banner etc) and opportunities for giveaways
- Prominence in any advertising space that is deemed suitable by the marketing team such as physical signage, newspaper advertising
- 4 double passes to attend opening night
- Invitation to opening night/drinks and nibbles prior to the show

CentreStage Rolleston Show Supporter:

\$800 + GST (five only)

- Secondary name awareness on all promotional material related to the show
- 1/2 page advert in show programme
- Feature of business logo in publicity surrounding the show, including social media
- Two double passes to attend the opening night
- Feature of logo on our website for the lead up to, and during the show

CentreStage Rolleston Friend:

(Offerings of goods and/or services to the value of \$500) (no limit)

- Feature of logo on our website in the lead up to, and during the show + a social media shout out during the season

Youth show and other

CentreStage Rolleston Star Sponsor:

\$1,000 + GST (one only)

- Your company logo on all communications relating to one show
- Primary name awareness and logo on all promotional material. This includes posters, announcements and auditions

Note: If we have a headline sponsor for the year, they take precedence, and your business drops to secondary name awareness

- A full page (A4) advert in the show programme
- Signage at the venue throughout the show (pull-up banner etc) and opportunities for giveaways
- Prominence in any advertising space that is deemed suitable by the marketing team such as physical signage, newspaper advertising
- 4 double passes to attend opening night
- Invitation to opening night/drinks and nibbles prior to the show

CentreStage Rolleston Show Supporter:

\$500 + GST (five only)

- Secondary name awareness on all promotional material related to show
- 1/2 page advert in show programme
- Feature of business logo in publicity surrounding the show, including social media
- Two double passes to attend the opening night
- Feature of logo on our website for the lead up to, and during the show

CentreStage Rolleston Friend:

(Offerings of goods and/or services to the value of \$300) (no limit)

- Feature of logo on our website in the lead up to, and during the show + a social media shout out during the season

**If you have any other suggestions or thoughts on how you might like to get involved and support us, please feel free to get in touch with us:
centrestagerolleston@gmail.com**

PROGRAMME
SPONSORSHIP

Having businesses support our show programmes is a vital part of the theatre. Thank you for your interest! Our programmes are usually A4 in size and sold during our show season. We will have over 1200 tickets available for this show, which will be performed at Rolleston College.

As well as an excellent opportunity to promote your local business, you will also be supporting a 100% volunteer-led, local society.

All you need to do at this stage is choose the size of the advert you would like to place in the programme, and send in an appropriate advert in PNG format.

Alternatively, we can design your advert at no extra cost, using logos and business images. We will send you a proof before we print.

Confirm your space by emailing centrestagerolleston@gmail.com with the reference 'Programme advertising'.

Full page

**Adult and drama:
\$225 + GST**

Youth: \$185 + GST

Width 210mm x
Height 297 mm

Quarter page

**Adult and drama:
\$60 + GST**

**Youth:
\$50.00 + GST**

Width 52mm x
Height 74mm

Half page

**Adult and drama:
\$120 + GST**

Youth: \$95 + GST

Width 105mm x
Height 148mm