

WEATHERVANE PLAYHOUSE

100 Price Road • Newark, Ohio 43055 • 740.366.4616 • www.wvph.info



Make our audience yours! Partner with Weathervane Playhouse and enjoy the benefits of unique exposure in a vibrant community.





JOIN US IN 2019 FOR OUR 51ST SEASON AS A COMMUNITY PARTNER

Your 2019 Community Partnership with Weathervane Playhouse will:

IMPACT YOUR BUSINESS



Engage your business with our audience through advertising and marketing opportunities including:

2019 Weathervane Season Program

Posters and print materials

Radio commercials

Social Media mentions

Online ads

Newspaper ads and press releases

Electronic billboards

IMPACT
THE COMMUNITY



Support the arts through Weathervane and you will positively affect our community by:

The positive sociological effect of the arts in Licking County

Offering entertainment choices in our community

Providing educational programming

Contributing to the local economy through:

Tourism

Purchasing

Employment

IMPACT WEATHERVANE



Contribute to the high quality standards of Weathervane by supporting production and education costs such as:

Licensing and Royalty Fees

Educators

Cast

Technicians

Designers

Props

Scenery

Lights Sound

Count

Costumes

2 0 1

E



ELTON JOHN & TIM RICE'S





6/6 - 6/15

6/20 - 6/29

7/4 - 7/13









7/18 - 7/27

8/1 - 8/10

10/17 - 10/26

12/19 - 12/29

Make your Message VISIBLE*

PROGRAM

ADVERTISE TO NEARLY 12,000 PATRONS IN OUR 2019 SEASON PRGRAM*

*COMPLIMENTARY AD DESIGN INCLUDED



PRINT

INCLUDED IN PRINT ADS:

NEWSPAPER

MAGAZINES

BILLBOARDS

SHOW POSTERS

FLYERS

POSTCARDS



RADIO

NAMED IN 100+ RADIO
ADS THROUGHOUT
CENTRAL OHIO:
WNKO
WHTH
WCLT / T-100
KATE98



ONLINE

WEATHERVANE WEBSITE

SOCIAL MEDIA MENTIONS

INCLUSION IN ONLINE ADVERTISING

PROMOTED IN OUR EMAIL NEWSLETTER

*Partnership recognition in advertising and printed materials vary upon Community Partnership level, and subject to advertising and production cut-off dates.

Connect with our PATRONS



AUDIENCE

7 WEATHERVANE SHOWS

6 WYART SHOWS

1 NEW YEAR'S EVE GALA

90 PERFORMANCES

11,750 TICKETS IN 2018

Engage with the COMMUNITY

WYART

EDUCATIONAL CLASSES

FULL STAGE PRODUCTIONS

APPRENTICE TRAINING



ENGAGE

SCHOLARSHIPS

TALK BACK PROGRAMS

COMMUNITY OUTREACH

ANGEL TICKETS



PARTNER

NEWARK LIBRARIES
CAMP O'BANNON
YES CLUB
NEWARK OHIO PRIDE
COALITION
NEWARK HIGH SCHOOL
NEWARK GRANVILLE
SYMPHONY ORCHESTRA
&GROWING

LOCAL

2018 STATS:

61% OF OUR PATRONS RESIDE IN LICKING COUNTY

15% IN FRANKLIN COUNTY

13% IN 47 ADDITIONAL OHIO COUNTIES

GROWING

20% OF SURVEY
RESPONDENTS IN 2018
VISITED
WEATHERVANE
PLAYHOUSE FOR THE FIRST
TIME



POPULAR

VOTED 2018'S

ATTRACTION OF THE YEAR

BY EXPLORE LICKING COUNTY



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COMMUNITY PARTNERSHIP BENEFITS	UNDERWRITER \$4000	PRODUCER \$2000	DIRECTOR \$1250	STAR
Exclusive Presenting Show Sponsorship of one 2019 Weathervane or WYART show	*			
Non-Exclusive Presenting Show Sponsorship of one 2019 Weathervane or WYART show		*		
Non-Exclusive Supporting Sponsorship of the Weathervane or WYART 2019 Season			*	
Ad in the 2019 Season Program	Full Page Color	Full Page B&W	½ Page B&W	
Tickets to Sponsored Final Dress Rehearsal or WYART performance	50	25		
Tickets to any Weathervane Final Dress Rehearsal or WYART performance			10	
Tickets to one of our Summer Cabarets at the Granville Inn	4	2		
Billed as "Presented by" in program insert and on webpage for sponsored show	*	*		
Recognized during the curtain speech prior to sponsored show	*	*		
Company name/logo/link included on Weathervane website	*	*		
Company name/logo included in advertising media for the sponsored show	*	*		
Company name/link/150-word message in email newsletters for sponsored show	*	*		
Company promotional material distributed/placed in lobby during sponsored show	*	*		
4 matinee tickets donated to the charity of your choice for the sponsored show	*	*		
Company logo included prominently in season program	*	*	*	
Company name/logo included on season posters	*	*	*	
Company name/logo/ad included on lobby and mainstage television screens	*	*	*	
Gazebo reservation before or after a sponsored show (for private or public function)	*	*	*	
Social Media "Thank you" with links and / or tagging of your page or website	*	*	*	
Copy of program ad published on our website	*	*	*	*
Paid Advertisement in 2019 Program				
Full Page Color Full Page B&W 1/2 Page B&W 1/4 Page B&W 1/8 Page B&W				\$785 \$590 \$335 \$205 \$120
Paid Advertisement on Weathervane Playhouse website (300 x 250)				
Full Season Per Show (Opening Night - Closing Night)				\$1000 \$250
Paid Advertisements on our lobby and mainstage television screens				
Full Season Per Show (Opening Night - Closing Night)				\$500 \$100

2019 WYART Shows



Feb 22-24: THE LARAMIE PROJECT

Mar 8-10: IN THE HEIGHTS

Apr 5-7: JAMES AND THE GIANT PEACH JR.

Jun 28-30 DISNEY'S WINNIE THE POOH KIDS

Jul 26-28 FREAKY FRIDAY ONE ACT EDITION

Aug 16-18 THE DROWSY CHAPERONE

WEATHERVANE PLAYHOUSE PROGRAM AD SIZES, SPECIFICATIONS & ORDER FORM

		ARTWORK			
		Space reservations, payment, and art DUE APRIL 1, 2019			
1/8 page 2.25 x 1.875		AD SPECS			
\$120.00		Electronic files Mac-compatible or fonts converted to outline/paths/ flattened			
	1/4 page vertical 2.25 x 3.75 \$205.00	ACCEPTABLE SOFTWARE Adobe PhotoShop Illustrator InDesign PDF, JPEG, TIF, 300 DPI SEND ART to: adv@alink.com	SEND THIS ORDER FORM WITH PAYMENT to:		
		Files: jpeg, tif, pdf Hard copy files to: A&D Advertising Design P.O. Box 478 Granville, OH 43023	Weathervane Playhouse P.O. Box 607 Newark, OH 43058-0607 Or call 740.366.4616		
1/2 page	4.5 x 3.75	COMMUNITY PARTNER	RSHIP COMMITMENT		
\$:	335	STAR: (PLEASE SELECT AD SIZE BELOW) \$120 1/8 PAGE \$205 1/4 PAGE VERTICAL \$205 1/4 PAGE HORIZONTAL \$335 1/2 PAGE \$590 FULL PAGE B&W \$785 FULL PAGE COLOR DIRECTOR (INCLUDES 1/2 PAGE B&W) \$1250 PRODUCER (INCLUDES FULL PAGE B&W) \$2000 UNDERWRITER (INCLUDES FULL PAGE COLOR) \$4000			
1/4 page horizontal 4.5 x 1.875					
\$205.00 Full page 4.5 x 7.5 \$785 \$590		☐ CHECK ENCLOSED (make payable to Weathervane Playhouse) ☐ CHARGE MY CREDIT CARD BELOW FOR THE FULL AMOUNT ☐ BILL ME IN 3 EQUAL MONTHLY INSTALLMENTS (Orders of \$500 or more; on credit card only) ☐ VISA ☐ MC ☐ DISC ☐ AMEX NAME (as printed on card)			
REPEAT AD	WILL SEND NEW ART	NUMBERSEC			
BUSINESS NAME					
CONTACT NAME					
CITY, STATE	ZIP	_			
TEL	EMAIL				
SIGNATURE					