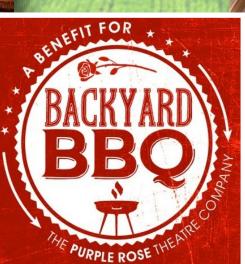
4th Annual

Purple Rose Theatre Company

Backyard BBQ

August 2, 2015
Sponsorship Opportunities









For more information contact:
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Backyard BBQ 2014 Fun Facts

- * Attendance from our 2014 event was up by 60, & sold out 3 weeks in advance.
- * Our net live auction proceeds exceeded our goal for the entire day.
- * Last year's gross revenue for 2014 exceeded 2013 by more than \$40,000.
- We auctioned not one, but TWO Sir Paul McCartney autographed guitars.
- * Commitments for 2015 sponsorships & reserved tables were logged before the event concluded.
- 21 volunteers generously donated their time & talents to make last year's event a smashing success!
- * Our "Wine and Swine" pull sold out of wine and gift cards before dinner!

Purple Rose Theatre
Company's Mission
To create fresh, original
productions that
get our audiences talking
among themselves and
feeling something new.



Overview

Since 2012, our BACKYARD BBQ has been the premier fundraiser of the renowned Purple Rose Theatre. Last year's record-breaking event SOLD OUT well in advance.



Each summer, an evening performance is preceded by a relaxed and lively farm-to-table BBQ-fundraiser "under the tent" at Zingerman's Cornman Farms (Dexter) - the best backyard around! Proceeds help sustain our haven for world-class theatrical professionals, year-round productions supported by a unique Apprentice program, and the finest hands-on teaching experiences available for teens/adults anywhere. Our theatre enhances this region's quality of life by getting people talking together about new and classic American plays, handcrafted right here. Over 300 performances per year lift the human spirit and add \$3.6 million to Washtenaw county and Michigan's economy.

The BBQ will be held Sunday, August 2, beginning at 3:30 pm. Regional guests will enjoy outstanding live music, silent auction with cocktails, California wines, a *Wine and Dine* pull, and hors d'oeuvres. About 5:30 pm, join our celebrity guests for dinner and a thrilling LIVE auction of one-of-a-kind experiences from the travel/entertainment or sports industries! PLUS, Sponsors and those who select package tickets will enjoy a WORLD PREMIER large-cast performance of Michael Brian Ogden's *2AZ* at the Rose—an epic story that challenges the values of the Blue Planet's survivors, each of whom struggles to embrace a bold new world with hope.



Featured arts-celebrity hosts, board members and volunteers will greet Sponsors, friends and hundreds of guests who believe in the power of great story-telling—as essential to life as the fresh air we breathe. Join us for a fun-filled day of magical proportions & preserve a Midwest asset that is PureMichigan!

Sponsorships:

- Presenting \$10,000
- Purple Rose \$5,000
- Summer Sippin's \$2,500
- Finishing Touches \$ 1,500
- Summer Strummin' \$1000
- Burlap, catnip and the Fixin's- \$750

Other Ticket Options

- Table for 10 including BBQ & Theatre Performance—\$1000
- Patron Tickets including BBQ, Theatre
 Performance, & 25th Anniversary Pin—
 \$125 each
- BBQ only tickets—\$75 each

Presenting Sponsor \$10,000



Benefits:

- Logo—Named event
- On –Site Product Placement
- 2 tables of 20 Inclusive Tickets to BBQ & Theatre Performance with Honoree
- Logo & name placement on website with sponsorship level recognition with link to sponsor's website for one year
- Prominent display of company name on welcome/thank you banner at the BBQ
- Listing as Presenting Sponsor in all event press releases and media coverage

- Recognition in Purple Rose e-newsletter with subscription base of over 9,000
- Listing as Presenting Sponsor on 500 invitations and 200 color posters including logo recognition
- Participation in "2AZ" Cast Photo during the event
- Announcement & thank you in program remarks during BBQ to over 200 event guests.
- Opportunity to co-brand pint glass gifts with the Purple Rose Theatre Company to all BBQ attendees
- Lobby display board mention for 350+ days following event



Purple Rose Theatre Sponsor \$5,000

Benefits

- Sponsor signage prominently displayed at the BBQ
- 1 table of 10 Inclusive Tickets for BBQ & Theatre Performance with Sponsor
- Opportunity to provide a branded corporate giveaway to guests at the BBQ
- Choice of interactive booth sponsorship at BBQ or *Dessert Intermission sponsorship at theatre following BBQ
- Listing as Purple Rose Sponsor in all event press releases & media coverage

- Recognition in Purple Rose e-newsletter with subscription base of over 9,000
- Name listing on website with sponsor recognition level & link to sponsors website

^{*}Dessert intermission catered by Laura O'Brien Sweets and Treats, Stockbridge



Summer Sippin's Sponsor - \$2,500

Cocktail Hour

Benefits:

- 1 table of 10 Inclusive Tickets for BBQ & Theatre Performance
- Recognition in Purple Rose e-newsletter with subscription base of over 9,000
- Name listing on website with sponsor recognition level and link to sponsors website
- Opportunity to provide branded corporate item for gift bags giveaways at BBQ

Finishing Touches Sponsor - \$1,500

Dessert at the Theatre



Benefits:

- 6 Inclusive Tickets for BBQ & Theatre Performance
- Recognition in Purple Rose e-newsletter with subscription base of over 9,000
- Name listing on website with sponsor recognition level and link to sponsors website



Summer Strummin's - \$1000

Soundscape

Benefits:

- 4 Inclusive Tickets for BBQ & Theatre Performance
- Recognition in Purple Rose e-newsletter with subscription base of over 9,000
- Name listing on website with sponsor recognition level and link to sponsors website

Burlap, Catnip, & the Fixin's Sponsor \$750 Backyard Environment



Benefits:

- 2 Inclusive Tickets for BBQ & Theatre Performance
- Recognition in Purple Rose e-newsletter with subscription base of over 9,000
- Name listing on website with sponsor recognition level and link to sponsors website



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