

4th Annual  
Purple Rose Theatre Company  
Backyard BBQ  
August 2, 2015  
Sponsorship Opportunities



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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 Apprenticeship 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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