

PARKS & RECREATION



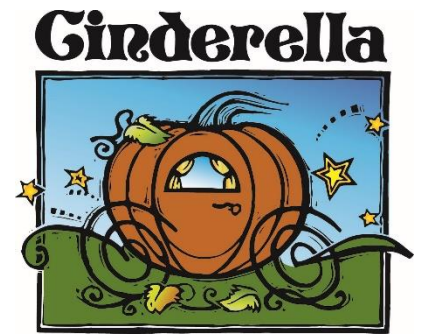
# 2023 MISSOULA CHILDREN'S THEATRE

SPONSORSHIP OPPORTUNITIES

JUNE 23 – 4 PM

JUNE 24 – 10 AM

# Missoula Children's Theatre Presents



The Missoula Children's Theatre International Tour Project is the largest touring children's theatre program in the U.S. The concept is based on a week-long residency during which a team of two staff Tour Actor/Directors develop and produce a full-scale musical with 50-60 local children as cast members. Auditions, intensive rehearsals, workshops and finished performances for the public are all part of the residency. The plays are updated versions of classic fairy tales and children's stories. This year, a pumpkin coach, Prince Charming, a glass slipper and a dream come true are woven together by the magic of a Fairy Godmother when the Missoula Children's Theatre and over 50 local students present an original musical adaptation of CINDERELLA.

Missoula Children's Theatre is one segment of what makes up the amazing summer draw within the Lake Oswego Festival of the Arts. On Friday, June 23 and Saturday, June 24, 2023 Cinderella will be performed.



|                          | BENEFITS  | SPONSORSHIP LEVELS                        |   |
|--------------------------|---|---|---|
|                          | <b>Cinderella</b><br>  | <b>MCT<br/>Tour<br/>Sponsor<br/>\$750</b> | <b>MCT<br/>Director<br/>Sponsor<br/>\$450</b> |
| <b>GENERAL PROMOTION</b> | Company name identified as sponsor in the <i>Lake Oswego Parks &amp; Recreation Activities Guide</i> delivered to 24,000 Lake Oswego households   | Color logo                                | Color logo                                    |
|                          | Company name acknowledged as sponsor in <i>Hello LO</i> mailed to 24,000 households   | Color logo                                | Logo  |
|                          | Company identified as Missoula Children’s Theatre sponsor in Lake Oswego Festival of the Arts program distributed to businesses throughout Lake Oswego and available during the three-day event | X   |   |
|                          | Company color logo on Lake Oswego Parks & Recreation Summer Events brochure   | X   |   |

For Sponsorship Opportunity – Contact Robin Krakauer – Communication & Sponsorship Coordinator 503-534-5422 or rkrakauer@lakeoswego.city

|                          | <b>BENEFITS</b>   | <b>SPONSORSHIP LEVELS</b>                 |   |
|--------------------------|---|---|---|
|                          | <b>Cinderella</b><br>                                    | <b>MCT<br/>Tour<br/>Sponsor<br/>\$750</b> | <b>MCT<br/>Director<br/>Sponsor<br/>\$450</b> |
| <b>GENERAL PROMOTION</b> | Company color logo on Missoula Children’s Theater banner displayed at Lake Oswego Parks & Recreation                                      | X   | X   |
|                          | Company logo in Lake Oswego Parks and Recreation ad for Missoula Children’s Theatre in <i>Lake Oswego Review</i> , reaching 8,700 readers | X   |   |
|                          | Company mention in Lake Oswego Parks & Recreation social media campaigns for Missoula Children’s Theatre                                  | X   | X   |
|                          | Company hyperlink on the Lake Oswego Parks & Recreation website (April, May, June)  | X   | X   |

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| <b>GENERAL PROMOTION</b> | Company color logo on Missoula Children’s Theatre poster distributed throughout Lake Oswego            | X   | X   |
|                          | Company logo on all Missoula Children’s Theatre print media  | X   | X   |
|                          | Company color logo on table toppers at Lake Oswego Farmers Market during May and June                  | X   |   |

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|                          | BENEFITS  | SPONSORSHIP LEVELS              |                                     |
|--------------------------|---|---------------------------------|-------------------------------------|
|                          | <p><b>Cinderella</b></p>                       | MCT<br>Tour<br>Sponsor<br>\$750 | MCT<br>Director<br>Sponsor<br>\$450 |
| <b>ON-SITE PROMOTION</b> | Opportunity to display information at Lake Oswego Parks & Recreation booth. (Friday 12-5:00pm and Saturday 10am - 12:30pm)      | X                               |                                     |
|                          | Company banner displayed during each performance (Friday 12-5pm and Saturday 10-12:30pm)  | X                               |                                     |
|                          | Front page recognition on program with Company logo as Missoula Children’s Theatre sponsor on the back page of the show program | X                               | X                                   |
|                          | Opportunity to welcome the audience from the stage before each performance  | X                               |                                     |

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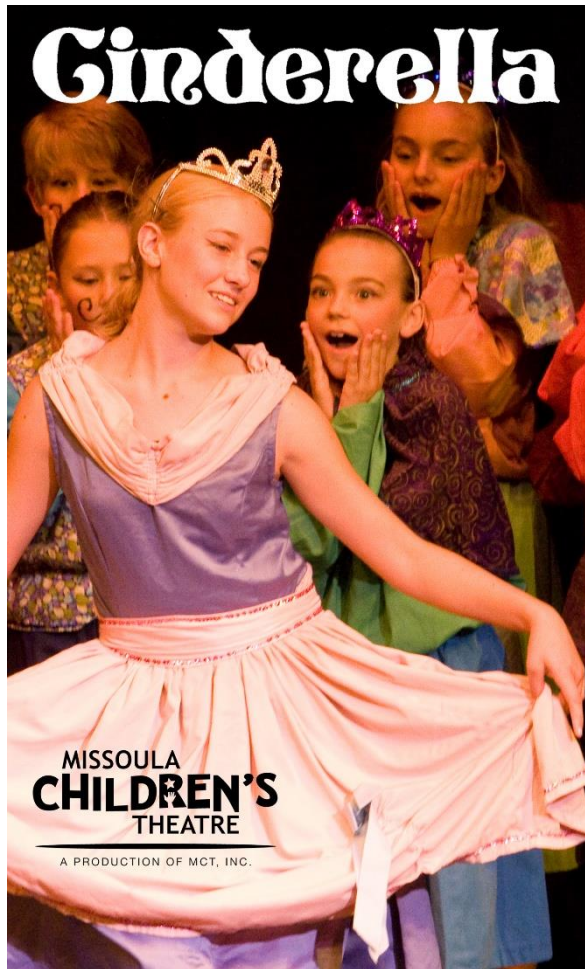
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|                          | <p><b>Cinderella</b></p>  | <p>MCT<br/>Tour<br/>Sponsor<br/>\$750</p> | <p>MCT<br/>Director<br/>Sponsor<br/>\$450</p> |
| <b>ON-SITE PROMOTION</b> | Company banner displayed at all Missoula auditions and rehearsals  | X   | X   |
|                          | Reserved seating at each performance   | 4 seats                                   |   |
|                          | Acknowledgement from the stage after each performance  | X   |   |

# SPONSORSHIP REACH INCLUDES

- Exposure to over 25,000 visitors at the Festival event.
- 6,200 followers on Facebook, 8,400 followers on Instagram, and 6,262 followers on Twitter.
- 697,519 visits in 2022 to the City website with over 1.8 million page views.
- 24,000 households in Lake Oswego with the Parks & Recreation Activity Guide.
- 24,000 households in Lake Oswego with *HelloLO* with reaching over 65,000 people in Lake Oswego.
- *LO Review* ads reach 8,700 print and digital subscribers and 20,880 weekly readers with an email reach of 23,800 per week.
- Opportunities to custom promote attracting new and existing customers while increasing your brand awareness.
- Enrichment of company or individual profile with community recognition and partnership with the City of Lake Oswego and the community which brings economic vitality and drives our local economy.







Founded in 1963, The Lake Oswego Festival of the Arts is an annual arts education program of the Lakewood Center for the Arts. The festival is traditionally held at Lakewood Center and George Rogers Park in Lake Oswego, Oregon. With the addition of the Missoula Theatre Company, the nation's largest touring children's theatre, the program allows local youth to perform and learn in a live-stage theatre environment. Your sponsorship helps offset the costs of bringing the company to Lake Oswego!

Lake Oswego Parks and Recreation Sponsorship

Contact: Robin Krakauer

Communication & Sponsorship Coordinator

503-534-5422

[rkrakauer@lakeoswego.city](mailto:rkrakauer@lakeoswego.city)

[www.lakeoswego.city/parksrec](http://www.lakeoswego.city/parksrec)