

The Arts Mean Business!

Here's an opportunity to get in the act!

As an arts organization, **The Tabard Theatre Company at Theatre on San Pedro Square** draws thousands of patrons to downtown San Jose every year. This, in turn, means business for the area's restaurants and businesses. And it can mean business for you!

As an active contributor to the business of San Jose, Tabard has created a generous reciprocal **Business Sponsorship** program through which local businesses partner with Tabard to bring its high quality productions to audiences of all ages at an affordable price. For their companies, sponsors gain the advantage of raised awareness in the marketplace in addition to hospitality benefits.

Attached is **Tabard's 2009-2010 Business Sponsorship Levels and Benefits**, very much a win-win partnership. A Tabard sponsorship provides your business with opportunities to raise market awareness – all the while giving back to the community AND being a significant participant in strengthening the arts and business connection.

Underscoring the close tie between the arts and the business community, Tabard is a member of the **San Jose Silicon Valley Chamber of Commerce, San Jose Downtown Association, San Pedro Square Business Association, Almaden Business Association** and **Theatre Bay Area**.

Additionally, Tabard donates a portion of each production's proceeds to a local charity.

We invite you to join us as a 2009-2010 season business sponsor. Please take a look at the levels and benefits and let us know which sponsorship level works best for your company.

Thank you for considering this opportunity. We look forward to partnering with you for the 2009-2010 season.

Tabard Means Business!



Be a part of it. Tabard.

What others are saying about...

The arts and downtown San Jose...

“The arts play a critical role in creating a vibrant, creative downtown, which helps attract private investment. The arts help build connections in our diverse community, increasing the richness and quality of life in San Jose. Continuing to **invest in and promote arts and culture in Santa Clara County is a **wise decision for the region’s economic growth...**”** -- Chuck Reed, Mayor of San Jose

Sponsoring arts groups...

"I'd rather put my money into sponsoring an event than in traditional advertising, ... I don't know why more businesses aren't thinking along these lines." -- John Kelly, CEO, Kelly Benefit Strategies, *Inc. Magazine* (April 2008)

“Understanding and acknowledging the **incredible economic impact of the nonprofit arts and culture**, we must always remember their fundament value. They foster beauty, creativity, originality, and vitality. The arts inspire us, soothe us, provoke us, involve us, and connect us. ... they also **create jobs and contribute to the economy.**” – Robert L. Lynch, President and CEO, Americans for the Arts

Sponsoring Tabard...

“I am proud to be a Tabard business sponsor and enjoy the satisfaction and benefits of supporting a **well managed and efficient non-profit organization** succeed.” -- Butch Kruse, Kruse and Associates, Long-time Business Sponsor





Sponsorship Levels & Benefits

— 2009-2010 Season —

A Season of Love, Whimsy & Rhythm



Levels & Benefits	Pearl \$250	Topaz \$500	Amethyst \$1,000	Emerald \$2,000	Sapphire \$3,000	Ruby \$4,000	Diamond \$5,000
Sponsor I.D. Benefits							
Highlighted acknowledgement in each playbill.	★	★	★	★	★	★	★
Logo appearance on the business sponsor page of Tabard's website.	★	★	★	★	★	★	★
Self-designed slide to promote your business to be featured during each pre-show presentation.	★	★	★	★	★	★	★
Marketing Benefits							
Lobby signage.	★	★	★	★	★	★	★
Opportunity to include a program stuffer during designated performances.		★	★	★	★	★	★
Your company logo, name & link to your website from the business sponsor page of Tabard's website.	★	★	★	★	★	★	★
Featured lobby promotion during designated performances.			★	★	★	★	★
Half-page ad in playbill for 1-5 productions.			1	2	3	4	5
Full-page ad in playbill for one production.					★	★	★
Designation as title sponsor of 1-3 productions with logo recognition on Tabard website, promotional postcards, fliers, and in print advertising, which may include but is not necessarily limited to: <i>The Mercury News</i> , <i>Metro</i> & <i>The Wave</i> , & neighborhood papers.					1	2	3
Designation as title sponsor for 3 productions with name recognition in radio public service announcements.							★
Hospitality Benefits							
Season subscription for adults with all Subscriber Benefits, including prime reserved seating	2	2	4	4	4	4	4
Complimentary tickets for each production during the 2009-2010 season for use by employees, VIP guests clients, or as promotional giveaways.		2	2	4	4	6	6
Invitation for two to a backstage tour given by executive director for a behind-the-scenes view.	★	★	★	★	★	★	★
10 half-price adult tickets for one performance during the 2009-10 season to be used for a client/employee night. Private dessert reception to follow.			★	★	★	★	★
Private post-show discussion and dessert reception with cast and creative team after designated performance of 1-4 productions.				1	2	3	4
Bonus Benefits							
Parking validation for adjacent city lot after 6pm for all evening performances.	★	★	★	★	★	★	★
Opportunity to use TOSPS venue for one corporate party or meeting, depending on availability, between October 1, 2009 and March 31, 2010.	★	★	★	★	★	★	★



2009-2010 Sponsor Payment/Pledge

Please list my company name as follows in Tabard's programs and related promotional materials:

My company commits to making the following cash contribution to Tabard's 2009-2010 Season:

Pearl: \$250 Topaz: \$500 Amethyst: \$1,000

Emerald: \$2,000 Sapphire: \$3,000 Ruby: \$4,000 Diamond: \$5,000

Name: (please print) _____

Title: _____

Phone Number: _____ Email: _____

Company Address: _____

Please make your check payable to ***The Tabard Theatre Company***.

Complete this form and mail it with your check to:

Cathy Spielberger Cassetta
The Tabard Theatre Company
5663 Chambertin Drive, San Jose, CA 95118
(408) 979-0231
cathy@tabardtheatre.org

Tabard is a 501(c)(3) community benefit corporation.
77-0571960