

BENEFITS CHART 2022/2023 SEASON

		Impressions/Value	\$100k level	\$50k level	\$25k level	\$15k level	\$10k level	\$5k level	\$2.5k level
Tickets	Season Tickets	Fair market value=\$75/ticket	100	68	40	30	20	12	4
	Invitation to Opening Night Reception & Performance (<i>complimentary</i>)	Fair market value=\$150/ticket	2 (to 6)	2 (to 6)	2 (to 6)	2 (to 3)	2 (to 2)	—	—
	Invitation to Opening Night Reception & Performance (<i>tickets start at \$150-\$200</i>)	—	—	—	—	—	—	2	2
Promotional Materials	Logo in Newspaper and Magazine Ads (<i>size permitting</i>)	Varies per show/publication	All 1/2 and full page ads	All full page ads	All full page ads	—	—	—	—
	Logo on Show Postcard	25,000 per production	—	1 musical or 2 plays	1 play	—	—	—	—
	Logo on Season Brochure	110,000 impressions	√	√	√	—	—	—	—
	Logo on Subscriber Guide	5,000 pieces	√	—	—	—	—	—	—
	Logo on Opening Night Invitation	400 per production	All 6	1 musical or 2 plays	1 play	—	—	—	—
	Sponsor Designation in Press Release	2-3 per production, 22 annually/distribution is 350 media outlets	All 6	1 musical or 2 plays	1 play	—	—	—	—
	Program Ad	15,000 per program	1/2 page	1/4 page	—	—	—	—	—
Production Programs	Logo on Title Page	15,000 per program	All 6	1	1	—	—	—	—
	"Why We Sponsor" Message	15,000 per program	1	1	1	—	—	—	—
	Logo on Corporate Supporters page	15,000 per production	All 6	All 6	All 6	All 6	All 6	Name listing	Name listing
	Logo on Email Blasts	62,000 subscribers/ approx. 22 blasts per season	All	Show-specific	Show-specific	—	—	—	—
Digital Marketing	"Thankful Thursday" Twitter Mentions	13,600 followers	2	1	1	1	1	1	1
	"Thankful Thursday" Facebook Mentions	27,377 followers	2	1	1	1	1	1	1
	"Thankful Thursday" Instagram Story Mentions	15,300 followers	2	1	1	1	1	1	1
	"Thankful Thursday" LinkedIn Mentions	6,968 followers	2	1	1	1	1	1	1
Website	Logo on LJP Homepage	50,000+ per year	√	—	—	—	—	—	—
	Logo on Show Landing Page	15,000 per show per year	—	√	√	—	—	—	—
	Logo on Corporate Supporters Page with link	500+ per year	√	√	√	√	√	√	Name listing
On-Site	Logo on Digital Signs at Theatre Entrance	100,000 impressions	√	—	—	—	—	—	—
	Logo on Electronic Screens in Lobby for All Performances	100,000 impressions	√	—	—	—	—	—	—
	Logo on Banner in Theatre Lobby	10,000-20,000 average attendance per production	All 6	1 musical or 2 plays	1 play	—	—	—	—
	Name in Potiker Lobby Display	100,000 impressions	√	√	√	√	√	√	—
Entertainment Opportunities	Host On-Site Pre-Show Reception	—	2	2	1	1	1	1	—
	Host VIP Backstage Tour	—	1	1	1	1	1	1	—
	Invitation to Season Sponsor Dinner	—	2	2	—	—	—	—	—
	Invitation to Inner/Actor Circle Nights (6)	—	6	3	3	3	3	2	2
	20% Discount on Tickets for Employees	—	√	√	√	√	√	√	√
	Invitation to Corporate Nights (pre- or post-show networking)	—	√	√	√	√	√	√	√
Special & Exclusive Sponsorship Opportunities	Logo on back of all printed and digital tickets	100,000 impressions	1 available		Customized value. May not be available in current season. Contact Corporate Relations Manager James Skeet at jskeet@ljp.org (858) 228-3078 for details.				
	Logo on ticket envelope for Will Call tickets	30,000 impressions	1 available						
	Parking Shuttle Sponsors	50,000 impressions	10 available						
	Parking Sponsors, signage in parking lot and digital signs, and email confirmations	2,000 impressions each performance week	20 available						