



2012 – 2013 SEASON SPONSORSHIP OPPORTUNITY



SHN (Shorenstein Hays – Nederlander Theatres) has been the face of Broadway in San Francisco for 35 years, bringing the most commercially successful and critically acclaimed shows to an audience of over 800,000 each year via its three world-class theatrical venues in downtown San Francisco. SHN presents celebrated new works, popular classics and fresh hits, and pre-Broadway world premieres including *Wicked*, *Mamma Mia!*, *Legally Blonde* and *Hugh Jackman, Back on Broadway* – all of which premiered at SHN venues before becoming smash hits in New York and around the world.

THE SPONSORSHIP OPPORTUNITIES

SHN is currently initiating a new corporate partnership program that will allow a select few companies to align with the popular and highly visible shows that SHN brings to San Francisco each season. Opportunities for sponsorship include:

- **Lead Sponsorship for the 2012-2013 Season (one company only)**
- **Naming Rights for the Historic Orpheum Theatre (one company only)**
- **Category-Specific Sponsorship Opportunities**

We invite your company to play a leading role in the San Francisco Broadway experience by becoming the Official Sponsor of the 2012/2013 Season. Corporate partnership with SHN will provide substantial value to your company through the following:

- **Association with the most popular shows in the world and recognition as a major supporter of the arts in San Francisco**
- **High-profile visibility and creative experiential marketing at SHN's three theatres**
- **Extensive exposure via traditional and new media, marketing and advertising**
- **Access to tickets, hospitality and unique experiences**



THE SHOWS

As the Season Sponsor, your company will be linked to all SHN shows. Upcoming highlights in 2012 and 2013 include the following, with more to be announced soon:





THE THEATRES

SHN's theatres – the Curran, the Orpheum and the Golden Gate – are historical Art Deco landmarks, renovated to provide the richest, most authentic modern theatrical experience. As the Season Sponsor, your company will be highly visible at each theatre through the following:

- Naming opportunities
- Opportunities to host custom events
- Integration into signage throughout the venues
- Company-specific banners and video advertising
- Pre-show recognition
- Custom interactive marketing experiences

MEDIA AND MARKETING

SHN rolls out a major ongoing media and marketing campaign each season, with total annual value exceeding \$10 million. As Season Sponsor, your company will be fully integrated throughout all platforms, including:

- Powerful direct-to-audience campaigns
- Cutting edge online and mobile marketing
- Millions of dollars in print, radio and television advertising
- Highly visible outdoor and transit advertising
- Major publicity efforts



HOSPITALITY AND SPECIAL EXPERIENCES

As the Season Sponsor, your company will receive the most generous ticket and hospitality package possible, plus a range of unforgettable experiences that can be shared with VIPs and employees or used as customer promotions to drive business for your company:

- Opening Night, preview, discount and reserve tickets
- Access to exclusive parties, backstage tours, VIP areas, performer meet-and-greets
- Use of SHN venues for events
- Opportunity to bring special performances to your company's headquarters

Thank you for your consideration of this opportunity to become a major partner of SHN, bringing the best theatre in the world to the San Francisco Bay Area. Please visit the [SHN website](#) to find out more about the theatres and upcoming shows.

For more information about the sponsorship opportunities available, please contact Bartram Sponsorship Strategies, the partnership agency for SHN. We look forward to working with you to develop a custom package that meets your key marketing objectives.

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