



THERE'S NO PLACE LIKE HOME

CTG's Annual Production of The Wizard of Oz
Sponsorship Package

2023



Our Journey Down The Yellow Brick Road..

Since 1994, over 7000 people a year have attended The Wizard of Oz at the historic Carolina Theatre to see this amazing theatrical production.

As we celebrate year 28, no show embodies the true meaning of community theatre and what the arts are all about like Wizard.

A diverse cast of adults and kids from across the Triad come together to devote three months of traveling "Over the Rainbow to the Land of Oz."



WHO'S OUR AUDIENCE



SOCIAL MEDIA

Why is social media important? Social media is important because it allows you to reach, nurture, and engage with your audience – no matter their location. When a business can use social media to connect with potentially new clients and customers, it can generate brand awareness, leads, sales, and revenue.



FaceBook



Instagram



Tik Tok

2023-2024

8,300 Followers on Facebook

2,600 Followers on Instagram

Tik Tok CTG Theatre Page coming Fall 2023

AUDIENCE REACHED

Yearly audience members - 16,200

(Our production of The Wizard of Oz brings in almost 10,000 visitors alone)

Yearly volunteers - 210

8057 Weekly News Letter Subscribers

Yearly Summer Camp Information Distribution to all who attend
Guilford County Schools through our partnership with Guilford
County Schools



Lollipop Guild Sponsorship - \$500.00

As a sponsor, you will receive:

- Recognition in the production playbill.
- Special recognition as a sponsor on the CTG website with a link to your company website.
- Receive a block of 15 tickets.

Flying Monkey Sponsorship - \$1000.00

As a sponsor, you will receive:

- Recognition in the production playbill and on a sign in the theatre lobby or displayed on our marketing display.
- Special recognition as a sponsor on the CTG website with a link to your company website.
- Receive a block of 30 tickets

Cowardly Lion Sponsorship - \$2500.00

As a sponsor, you will receive:

- Appear on all advertising and promotional materials.
- Recognition in the production playbill, sign in the theatre lobby, set up a promotional table in the lobby during a specific performance
- Recognition at a performance of your choice including on-stage mention.
- Special recognition as a sponsor on the CTG website with a link to your company website.
- Receive a block of 75 tickets.
- Featured day on CTG's social media pages.

Dorothy Gale Sponsorship - \$5000.00

Step forward as the man/woman behind the curtain! These great and powerful supporters receive the top level of recognition.

As a sponsor, you will:

- Appear on all advertising and promotional materials.
 - Receive recognition in the production playbill, sign in the theatre lobby and have the option to set up a promotional table in the lobby during a specific performance.
 - Receive special recognition at a performance of your choice including an on-stage, pre-show introduction.
 - Receive special recognition as a sponsor on the CTG website with a link to your company website.
 - Have the ability to place an insert in approximately 6,000 to 8,000 playbills for throughout the run of the production.
 - Receive a block of 150 tickets.
 - Company logo product placement in tornado scene.
- Have use of CTG's Studio Event space for your event in our 2023-2024 season. (subject to availability)

Ready to join our Wizard family?

Contact us and learn how you too can become a sponsor!

**CTG Executive Director
Rozalynn Fulton**
(336) 333-7470
RFulton@ctgso.org



Saturday, November 11th at 2pm & 7pm
Sunday, November 12th at 2pm



Saturday, November 18th at 2pm & 7pm
Sunday, November 19th at 2pm