



# **THERE'S NO PLACE LIKE HOME**

*CTG's Annual Production of The Wizard of Oz*

Sponsorship Package

# 2024



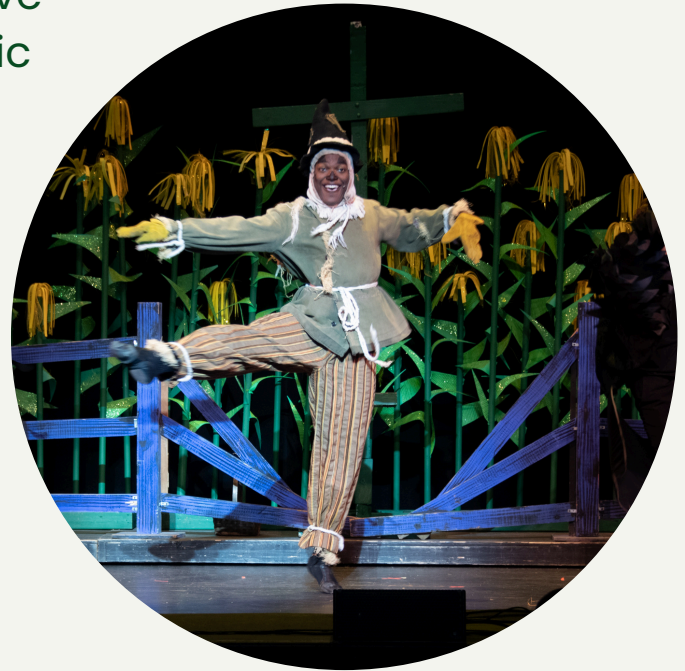


# Our Journey Down The Yellow Brick Road...

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 29, 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

### 2024-2025

9,700 Followers on Facebook

3,500 Followers on Instagram

400 Followers on TikTok

## 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 2024-2025 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**  
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[RFulton@ctgso.org](mailto:RFulton@ctgso.org)



November 16th, 17th, 23rd, and 24th at 2pm

November 16th & 23rd at 7pm