

# 2017 SPONSOR GUIDE



## RailsandAlesAltoona.com

**H**op aboard the area's newest seasonal event, now in its sixth year! Enjoy the benefits of extensive regional media and event-day coverage while supporting community-based live theatre and theatre arts education.

This unique event is a great way to introduce or market your business in a positive way with a fun, excited and energetic crowd!

In addition to reaching the seasonal beer fans attending Rails and Ales your sponsorship also will reach Altoona Community Theatre's 10,000 audience members attending our 2017-2018 Season at The Historic Mishler Theatre!

### DETAILS

August 26, 2017  
5pm - 8pm  
VIPs enter at 4PM  
Railroaders Museum  
Rain or Shine  
Craft Brews  
Live Music  
Great Food  
21 and older



## Sponsors are our VIPs!

All VIPs will experience an exclusive Beer Experience. Not only will VIPs get free T-shirts and a chance to sample exclusive beers plus a beer-inspired food menu not available to the paying public, you will participate in the annual Home Brewers

Challenge sponsored by **BOOTLEGGERS BREW SHOP.**

VIPs will taste local brewers' beers in 1 of 3 categories (hoppy, dark and seasonal) and vote a VIP's CHOICE to be presented along with

our **BREWMASTERS' CHAMPION** awarded by a panel of professional tasters.

And did we mention VIPs get to enter the brewfest starting at 4:00 p.m.? That's an hour earlier than the general public!



## Support Altoona Community Theatre!

Altoona Community Theatre is a nonprofit arts organization providing the area with outstanding live stage performances and the opportunity for local residents to express themselves in all aspects of the theatre arts for more than 65 years.

In addition to our four-play season at Altoona's historic Mishler Theatre, ACT offers summer workshops for children and teens plus educational programs like THE ISAACS, an awards and scholarship program that recognizes excellence in high school musicals.

**aCt**  
ALTOONA  
community  
THEATRE

altoonacommunitytheatre.com





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## Sponsorship Levels

|  | Director                       | Designer                  | Stagehand                        | Performer                       | Beer Lover     |
|--|--------------------------------|---------------------------|----------------------------------|---------------------------------|----------------|
|  | Glass Sponsor<br>(3 Available) | Food Tent<br>Sponsor      | Brewer's<br>Sponsor              | Brewer's<br>Sponsor             | Web<br>Sponsor |
| Cost   | \$2,500                        | \$1,000                   | \$500                            | \$250                           | \$125          |
| <b>Logo on glass mug</b>                       | <b>X</b>                       |                           |                                  |                                 |                |
| Logo signage                                   | Main Stage                     | Food Tent                 | Brewer's<br>Station<br>(large)   | Brewer's<br>Station<br>(small)  | Website        |
| Number of VIP tickets                          | 10                             | 6                         | 4                                | 2                               | 2              |
| VIP T-shirts                                   | x                              | x                         | x                                | x                               |                |
| Business logo on T-shirt                       | x                              | x                         | x                                |                                 |                |
| Business logo on website                       | x                              | x                         | x                                | x                               | x              |
| ACT's annual playbill<br>(reaches over 10,000) | Half page ad                   | 1/4 page ad               | 1/8th page<br>ad                 | None                            | None           |
| Altoona Community<br>Theatre tickets           | 4 season<br>subscriptions      | 2 season<br>subscriptions | 2 tickets to<br>two ACT<br>shows | 2 tickets to<br>one ACT<br>show | None           |

**Sponsor Sheet** [ ] Check Enclosed made payable to Altoona Community Theatre [ ] Please Invoice Me

**I am interested in the following sponsorships:**

- [ ] Director: \$2,500 Glass Sponsor
- [ ] Designer: \$1,000 Food Tent Sponsor
- [ ] Stagehand: \$500 Brewer's Sponsor
- [ ] Performer: \$250 Brewer's Sponsor
- [ ] Beer Lover: \$125 Web Sponsor

Company Name: \_\_\_\_\_

Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

**Mail to:** Altoona Community Theatre  
P.O. Box 908, Altoona, PA 16603-0908  
**Email:** act@altoonacommunitytheatre.com

**To Charge:** Call (814) 943-4357  
Invoices can be made with 1 payment, 4 quarterly payments, or 10 monthly payments. Please specify.