



BURNSVILLE HIGH SCHOOL
THEATRE GUILD

Mraz Center for the Performing Arts
600 East Highway 13
Burnsville, MN 55337

Business Office
(952) 707-2150

Ticket Line
(952) 707-2320

www.MrazCenterTickets.com

community. fundraising.

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sponsorship. underwriting.



sponsorships. underwriting.

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The need for community support is essential for the BHS Theatre Guild as it receives no funding from school district budgets. Ticket sales for our typical performances comprise 80% of our annual budget, leaving a noticeable shortfall for this upcoming season.

Through our new donation program affectionately called the Angel Society, there are many opportunities for area businesses to get involved and support the BHS Theatre Guild. Sponsors are offered exclusive benefits and recognition based on their level of contribution.

No gift is too small and all help to ensure the continued vitality and success of our performing arts program.

Show Underwriter (\$3,000 - \$5,000)

By making a sizeable contribution to our program, we will recognize you as a show underwriter. What does this mean? That you are a major producer enabling some of our greatest performances! As such, you will receive:

- Your logo on all posters.
- Your logo or banner ad on email announcements for the show.
- Your logo on a banner inside the Mraz Center during the performance.
- Advertising space in the souvenir program.
- Link from the theatre guild website to your own.
- 20 free tickets for you or your employees to a preview performance.

Staging Sponsor (\$1,000)

Set construction & costuming are some of our biggest ticket items when producing a show. Each is uniquely designed and contributes significantly to the experience of live theatre. As a staging sponsor, you will help to ensure that we maintain our ability to creatively develop each visual element. You'll receive:

- Your logo on a banner inside the Mraz Center during the performance.
- Business recognition in the souvenir program.
- 5 free tickets for you or your employees to a preview performance.

Spotlight Sponsor (\$1,000)

As a spotlight sponsor, you help defray the administrative costs associated with ticket sales. Your generosity will entitle you to:

- Your logo or ad preprinted on the backs of all tickets for the whole year.
- Business recognition in the souvenir program.
- 2 free tickets for you or your employees to a preview performance.



Yes! I want to help support the BHS Theatre Guild.

Show Underwriter

Select a Production:

- Camelot**
Musical of Arthurian Legend
- Death Takes a Holiday**
A Comedic Play
- The Crucible**
A Dramatic Look at History
- The Secret Garden**
A Classic Musical Story

Contact Name

Business Name

Address

City State Zip Code

Telephone Number

Staging Sponsor

Select a Production:

- Camelot**
Musical of Arthurian Legend
- Death Takes a Holiday**
A Comedic Play
- The Crucible**
A Dramatic Look at History
- The Secret Garden**
A Classic Musical Story

Email Address

Website (If you wish to have it linked from the theatre guild website)

Donation amount or description

Please, make checks payable to

Burnsville High School

Spotlight Sponsor

Lock in Your Space Now!

- 2008-2009 School Year**
48th Season
- 2009-10 School Year**
49th Season
- 2010-2011 School Year**
The Big One! 50th Season

Please mail this form and donation to

Randy Day
BHS Theatre Guild
600 East Highway 13
Burnsville, MN 55337

**Questions regarding donation use
or the theatre program?**

Randy Day
Mraz Center Director
(952) 707-2150
rday@burnsville.k12.mn.us

Other Donations

- We wish to make an
anonymous cash donation
to your program.**
- We wish to make an
inkind gift to your program.
(ie. equipment, supplies, food
for rehearsal dinners or special
events, etc).**

**Questions regarding advertising,
signage or recognition incentives?**

Christine Zrust
Fundraising Volunteer
(651) 366-6331
christine.zrust@theatreBHS.com



Seussical the Musical



program. advertising.



program. advertising.

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As a community partner, you can help support the BHS Theatre program by advertising in our souvenir programs. This is a great way to not only promote your business, but also an opportunity to be recognized as a vital supporter of local education and the arts.

As we enter our 48th season, more than 40 audiences will enjoy our theatrical performances. To serve these patrons, our theatre company will produce more than 15,000 souvenir programs and brochures. This offers an outstanding opportunity for your business to reach of Burnsville-Eagan-Savage families and numerous potential customers.

Space can be reserved per show or at a discounted rate for the whole year.

Cost per show	Musical	Plays
Full Page (full color)	\$ 1,000	\$ 600
Half Page (full color)	\$ 500	\$ 300
Banner Ad (varies)	\$ 300	\$ 200

All Shows (2 musicals + 2 plays)*

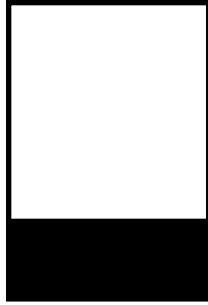
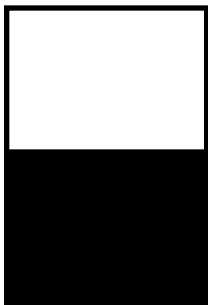
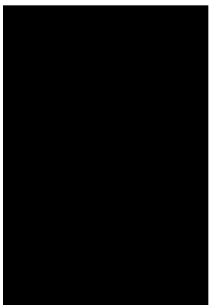
Full Page	\$ 2,400
Half Page	\$ 1,200
Banner Ad	\$ 750

*Ad reservations for multiple shows receive a 25% discount.

Specifications

Ads should be provided electronically, as a high resolution .tiff , .jpg or .pdf file. (If needed, we can work with you to create an ad from print examples if you do not have electronic options available.)

Full Page 5.5 x 10.5 “ Full Color	Half Page 5.5 x 5.25” Full Color	Banner Ad 5.5 x 2.5” Black & White
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Yes! I want to advertise in BHS Theatre programs.

Musical: Camelot

Materials Due Oct 20th

- Full Page**
(\$1,000)
- Half Page**
(\$500)
- Banner Ad**
(\$300)

Contact Name

Business Name

Address

City

State

Zip Code

Play: Death Takes a Holiday

Materials Due Nov 24th

- Full Page**
(\$600)
- Half Page**
(\$300)
- Banner Ad**
(\$200)

Telephone Number

Email Address

Website (You will be recognized on our website, with a link to yours!)

Please, make checks payable to

Burnsville High School

Play: The Crucible

Materials Due Jan 31st

- Full Page**
(\$600)
- Half Page**
(\$300)
- Banner Ad**
(\$200)

Mail payment, order form and ad layout to

Randy Day
BHS Theatre Guild
600 East Highway 13
Burnsville, MN 55337

Musical: The Secret Garden

Materials Due Apr 6th

- Full Page**
(\$1,000)
- Half Page**
(\$500)
- Banner Ad**
(\$300)

**Questions regarding payment
or theatre program?**

Randy Day
Mraz Center Director
(952) 707-2150
rday@burnsville.k12.mn.us

Full Year (Receives 25% Discount!)

- Full Page**
(\$2,400)
- Half Page**
(\$1,200)
- Banner Ad**
(\$750)

**Questions regarding advertising
or program specifications?**

Christine Zrust
Graphic Design Volunteer
(651) 366-6331
christine.zrust@theatreBHS.com

* We also have opportunities for advertising in junior high theatre programs and summer theatre events. Just ask!



The Way of the World



silent. auction.



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silent. auction.

Each year, the BHS Theatre Guild conducts various fundraisers to help support our performing arts program. One of our most successful is the annual silent auction.

This year, this event will be held during the run of *The Secret Garden*, a moving performance based upon Francis Hodgson Burnett's classic tale. This musical looks to attract close to 5,000 ticket holders and eager audiences of all ages.

Our silent auctions are well received and feature a wide array of gift certificates, services and tangible goods, including:

- Tickets to area theatre, comedy and sporting events
- Gift certificates for spa, dinner, housecleaning and beauty services.
- Gift baskets for all occasions and recipients.
- Software, hardware and all sorts of technological goodies.
- Memorabilia and nostalgic items from past theatre performances.
- Craft, sporting and household goods.
- Original artwork and photography.

With tickets sales supporting only 80% of our annual budget and a \$14,000 shortfall anticipated this year, we are eagerly looking for any and all donations which can help support our program. Have something to donate not on the list above - great! We would like to learn more!

Your donation is tax deductible and, as a donor, you will:

- Be recognized on a place card next to your donation on the auction table.
- Be listed as a donor in the souvenir program.
- Be listed on our website with a link to your business website.
- Be listed on event signage in the lobby during the run of the show.

The silent auction is scheduled to occur during multiple performances, including Saturday, April 18th and 25th, plus several other dates as yet undetermined.

We welcome all donations and look forward to promoting your business and your service as a supporter of local education and the arts!



Yes! I want to make a donation to the silent auction.

Contact Name

Business Name

Address

City

State

Zip Code

Telephone Number

Email Address

Website (If you wish to have it linked from the theatre guild website)

Donation amount or description

Estimated value

Please mail this form and donation to

Silent Auction Committee
Burnsville High School Theatre Guild
600 East Highway 13
Burnsville, MN 55337

Questions regarding the theatre program?

Randy Day
Mraz Center Director
(952) 707-2150
rday@burnsville.k12.mn.us

Questions regarding the silent auction or recognition incentives?

Christine Zrust
Fundraising Coordinator
(651) 366-6331
christine.zrust@theatreBHS.com

If you prefer to have your donation picked up or other special arrangements made, please contact Christine Zrust as shown above.

Thank you for your generosity!



Into the Woods



angel. society.



angel. society.

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Most people don't realize that, unlike other high school theatre programs, every costume, set, sound and light cue are specially created by the BHS Theatre Guild as part of its strategic plan to uniquely educate our students, inspire future performers and entertain the community.

Every performance is a unique experience.

It takes a great deal of resources to maintain the high level of theatre produced here and we need your help. Ticket sales account for only 80% of our operating budget, resulting in a noticeable shortfall for the upcoming season. To balance the budget, we must subsidize the rest through fundraising events and private contributions from individuals, area businesses and foundations.

It is a direct result of this community generosity that enables the BHS Theatre Guild to produce the stellar productions it has come to be known for - while providing us the capacity to host free preview performances for special needs organizations in the area. That commitment from others has helped to shape the success of our past while gifts from new angels today will make possible the new artistic journeys that lie ahead.

I hope you will consider making a tax-deductible contribution to show your support for our work. Simply fill out the pledge card on the back and return via mail or drop at the ticket counter during any Mraz Center performance. No amount is too small and every gift will go towards ensuring the future of the BHS Theatre program.

Your support means all the difference in the world.

A handwritten signature in black ink, appearing to read 'Randy Day'.

Randy Day
Mraz Center Director



Yes! I want to support BHS Theatre with a tax-deductible gift.

Be a part of our Angel Society!

- Archangel**
(\$501 and over)
- Guardian Angel**
(\$251 - \$500)
- Angel**
(\$101 - \$250)
- Cherub**
(up to \$100)
- Other**
I would like to donate goods or services.

Name as you wish to be acknowledged in the souvenir programs

Address

City State Zip Code

Telephone Number

Email for performance reminders and event updates.

I wish to remain anonymous.

Please, make checks payable to

Burnsville High School
(and note 'Angel Society' in the memo field)

Mail payment and donor form to:

Randy Day
BHS Theatre Guild
600 East Highway 13
Burnsville, MN 55337

**Questions regarding financial goals
or theatre program?**

Randy Day
Mraz Center Director
(952) 707-2150
rday@burnsville.k12.mn.us

**Questions regarding fundraising or
community outreach programs?**

Christine Zrust
Fundraising Volunteer
(651) 366-6331
christine.zrust@theatreBHS.com

Did you know?

48 years and counting...

This coming season marks our 48th season of theatre at Burnsville High School. The theatre guild has grown steadily over the years and now encompasses more than 100 theatre company members including cast, crew and orchestra pit participants.

We are serving the community in exciting new ways!

New initiatives have encouraged our theatre guild to explore community outreach programs that educate students on the value of community service by bringing theatrical entertainment into the community and to the lives of special needs groups. Such initiatives have included:

- A performance tour of Twin Cities Children's Hospital to entertain young patients.
- Private performances for Hope Kids (an organization serving terminally and seriously ill children).
- Free preview performances for area non profit groups including those serving developmentally delayed adults, homeless families and the Make a Wish foundation.
- American Sign Language interpreters for musical performances.

We are more than a guild for actors.

During many of our musical productions for every 1 person on stage, there were 3 off stage helping to make the show happen. These valuable crew and orchestra pit personnel are equal members of the theatre company and recognized for their skill and hard work. They say 'it takes a village to raise a child'.... Well, it takes a village to raise a show!

We are creating future theatre professionals!

Of the average 30+ graduates we have each year in theatre, over half will continue their education at college in a performing arts field - from music education and performing arts to stage craft and theatre management.

Ticket revenues take us only part of the way...

On average, ticket revenues support only 80% of our operating budget. The remaining balance must be raised through fundraising events and community sponsorships. For the 2007-8 theatre season, that shortfall was \$14,000 and the charge for which we look to you for help for the coming season.

educate.inspire.entertain.

Questions?

If you would like to learn more about the
BHS Theatre Guild and its fundraising initiatives or
would like to become a valued supporter of its program,
please contact:

Christine Zrust

Publicity & Fundraising Coordinator

13304 Court Place • Burnsville, MN 55337

(651) 366-6331

christine.zrust@theatreBHS.com

or

Randy Day

Burnsville High School Theatre Director

600 East Highway 13 • Burnsville, MN 55337

(952) 707-2150

rday@burnsville.k12.mn.us