



P.O. Box 700215 • San Jose, CA • 95170 • 408-266-4734  
WWW.SOUTHBAYMT.COM

Dear Corporate Friends of South Bay Musical Theatre,

Revenue from ticket sales covers only a portion of South Bay Musical Theatre's annual operating budget. We depend upon the generous support of corporations to bridge the gap between ticket revenue and our operating costs. Your support keeps our doors open and ticket costs affordable.

Now in its 50th year, **South Bay Musical Theatre** has won numerous awards for production, direction, and choreography and has garnered acclaim throughout the Bay Area as a destination for quality musical theatre. By underwriting **SBMT's** 2012-2013 Season, you are promoting your company name to 10,000 audience members per year, connecting to the sophisticated and affluent group of local residents in the South Bay and **one of the most sought-after markets in the Bay Area.**

In addition, millions viewing ads in Bay Area newspapers and more will appreciate your company's support of this unique community resource. From creating company awareness to expanding corporate image and visibility, **SBMT's** 2012-2013 Season is an ideal platform for engaging and expanding your target market.

Each year **South Bay Musical Theatre** produces three full-scale major Broadway musicals while keeping ticket prices affordable for the whole family. With productions featuring top-notch actors, sets and costumes, **South Bay Musical Theatre** is perfect for locals and tourists alike. Our season of family-friendly entertainment includes both popular classics like, *Disney's Beauty and the Beast*, *The 1940s Radio Hour*, *The Sound of Music* and timely contemporary productions like *Man of La Mancha*, *Ragtime*, and *Chicago*. Musical productions run in January-February, May-June, and September-October. **SBMT's** productions are held at the 300-seat Saratoga Civic Theatre that is easily accessible to residents from Silicon Valley.

We invite you to tap into this unique marketing and visibility opportunity by becoming a **South Bay Musical Theatre** Sponsor. Your fully integrated package of primary benefits includes:  
**Guaranteed Public Visibility:** Your company logo will be visible in all upcoming posters, flyers, banners, newspaper listings and any other public printed marketing media.

**Priority Playbill Advertising:** Your Company will receive a priority playbill placement.

**Website Priority Placement:** Your Company will receive a listing with a link and icon on our web-site partner page.

**Live Advertisement:** For more substantial sponsorships, a live announcement of the sponsors is made before each show.

**IN-KIND SPONSOR:** Personalized sponsorship packages can be customized to accommodate a company's particular needs. Many items can be provided as "In-Kind" contributions to the event including party favors, door prizes, equipment rental, advertising, printing, etc.

### Sponsorship Packages

All sponsorship levels can be packaged and customized to fit your company's marketing and sales goals and priorities. Corporate Sponsorship Packages range from \$1,000 to \$25,000.

For more information, please contact me at 408-893-1551, or via email at [daumgary@yahoo.com](mailto:daumgary@yahoo.com). Thank you, and we value your support.

Gary Daum,  
Corporate Development Director