

Coffs Harbour Musical Comedy Company

Sponsorship Prospectus



<i>President:</i>	Dee Tune
<i>Vice President:</i>	Ainsley Corbett
<i>Secretary:</i>	Fiona Shaw
<i>Treasurer:</i>	Jann Golding
<i>Committee:</i>	Courtney Bannon, Thomas Fry, Thomas Madden, Lorena Dalton, Jacinta Bentley, Vacant

Introduction

The Coffs Harbour Musical Comedy Company (CHMCC) is one of the longest running arts associations in the region, having originally been founded in 1978. The original 15 founding members came from all walks of life, united by a love of musical theatre. The company has performed regularly, showcasing our local young and older actors and their abilities ever since.

The company encourages anyone interested in theatre to join and participate. Auditions are always well advertised and open to all. Besides on-stage roles, there are also many behind the scenes jobs such as set-building, costuming, backstage, front of house, lighting, sound, band, crew and directing, all of which are vitally important to the production of any stage show, and without which the show simply couldn't go on. CHMCC has a strong commitment to providing top quality entertainment for the local community at a reasonable price, and the popularity of our many productions is testament to our success. CHMCC produces two shows each year that brings thousands of patrons to our diverse productions. We perform at the Jetty Memorial Theatre, 337 Harbour Drive Coffs Harbour.

As a **Not-for-Profit** organisation run by volunteers, all funds raised go back into the running of the company. As such, we would invite you to become a supporter of the company as a sponsor, advertiser or member and assist us in continuing this community theatre group. As of 2024, CHMCC became a registered charity.

We have produced many shows that include, Mamma Mia, Priscilla Queen of the Desert and School of Rock. 2024 has proved to be just as exciting with the production of Jersey Boys in May receiving rave reviews and We Will Rock You hitting the stage in November.

Community involvement is important to us; we have involved many local and surrounding groups in our productions including Coffs Harbour Amateur Theatre Society (CHATS), JRDS, Woolgoolga Performing Arts Studio and many others.

We welcome new members, especially those wishing to be involved in any of our productions, whether it be cast or crew. Should you wish to become involved please email info@coffsharbourmcc.com for more information or to join, go to the forms page on our website www.coffsharbourmusicalcomedycompany.com and fill in the membership application.



Thank you.

Coffs Harbour Musical Comedy Company

Annex

1. Sponsorship Opportunities
 - 1.1 Level 1 – Annual Sponsor \$3000
 - 1.2 Level 2 - \$1000
 - 1.3 Level 3 - \$750
 - 1.4 Level 4- \$500
2. Program Advertising Rates
3. Membership, Donations
4. CHMCC requirements for sponsors
5. Contact Us

1.1 Level 1 – \$3000 - Annual Sponsor

As Sponsor of the Coffs Harbour Musical Comedy Company (CHMCC), your organisation will have equal naming rights to CHMCC yearly stage productions, workshops and activities. You will receive the highest level of recognition in the lead-up to and during the year.

This includes:

- Equal naming rights and recognition in all marketing medium platforms. This includes Media, Radio and CHMCC newsletters.
 - Acknowledgement of annual sponsorship at the beginning of every show.
 - Logo, linking and brief description of your business through CHMCC website.
 - One full page advertisement and logo in all stage production programs.
 - Promotion via CHMCC in all social media channels. This includes Facebook and Instagram.
 - 8 complimentary tickets on any show day of the CHMCC Production.
 - A small exhibition of your products, banners and marketing materials at the venue.
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Level 2 – \$1000 Sponsorship

As Sponsor of the Coffs Harbour Musical Comedy Company (CHMCC), your organisation will receive recognition in the lead-up to and during the sponsored staged production.

This includes:

- Recognition in all marketing medium platforms. This includes Media, Radio and CHMCC newsletters for the duration of the production.
- Logo and link your business through CHMCC website, for the duration of the production.
- One half page advertisement in the Stage Production program.
- Promotion via CHMCC in all social media channels. This includes Facebook and Instagram for the duration of the production.
- 6 complimentary tickets on any show day of the Stage Production.

Level 3 – \$750 Sponsorship

As Sponsor of the Coffs Harbour Musical Comedy Company (CHMCC), your organisation will receive recognition in the lead-up to and during the sponsored staged production.

This includes:

- Recognition in all marketing medium platforms. This includes CHMCC newsletters for the duration of the production.
 - Logo and linking on CHMCC website, for the duration of the production.
 - One quarter page advertisement in the production program.
 - Promotion via CHMCC in all social media channels. This includes Facebook and Instagram for the duration of the production.
 - 4 complimentary tickets on any show day of the stage production.
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Level 4 – \$500 Sponsorship

As Sponsor of the Coffs Harbour Musical Comedy Company (CHMCC), your organisation will receive recognition in the lead-up to and during the sponsored staged production.

This includes:

- Recognition in all marketing medium platforms. This includes CHMCC newsletters for the duration of the production.
- Logo on CHMCC website, for the duration of the production.
- Logo in the stage production program.
- Promotion via CHMCC in all social media channels. This includes Facebook and Instagram for the duration of the production.
- 2 complimentary tickets on any show day of the stage production.

2. Program Advertising Rates

The following rates are for advertising in the sponsored stage production program only:

- Half Page \$100
- Quarter Page \$75
- Logo \$ 50

3. Membership/Donations

Membership to CHMCC is available on two levels: (Optional)

- Individual \$10 per year
- Family \$20 per year

Committee meetings are usually conducted monthly, with all members welcome to attend.

As a ***not-for-profit*** organisation run by volunteers, donations of any amount are gratefully accepted by the company to put towards the running costs of all stage productions.

A membership form is available from the link below.

www.coffsharbourmusicalcomedycompany.com

- Donations of \$100 or more to CHMCC will receive a receipt.

4. Sponsorship requirements

Sponsorship is a partnership where one entity provides support to another in exchange for benefit or exposure. Sponsors aim to enhance brand visibility and reach, while the sponsored party receives financial and advertising backing from the sponsor's business where possible.

5. Executive Committee

Contact Us

President – Dee Tune

Vice President – Ainsley Corbett

Secretary – Fiona Shaw

Treasurer – Jann Golding

Sponsorship Coordinator – Courtney Bannon

Email: info@coffsharbourmcc.com

Facebook: www.facebook.com/Coffsharbourmusicalcomedycompany

Website: www.coffsharbourmusicalcomedycompany.com