

# Season Sponsorship Agreement

Smokestack Theatre Company  
319 Lynn Street  
Danville, VA 24541

## Terms of Agreement

### 1. Obligations of STC

**\$15,000 Sponsorship - Headliner** - Business logo on STC website and sponsors page for entirety of current season. Business logo on STC brochures for current season. Does not apply to brochures printed prior to this agreement. Full page ad (5"x8") in all remaining show programs for current season including "Main Stage" productions, Summerstack Youth Production, and *Ghosts & Gravestones*. One (1) social media post per month between January and December of the current season. Logo on all posters for the remainder of current Season. Headline sponsor of one (1) available event; "EVENT NAME presented by SPONSOR" on programs, posters, and event listings. Please check one (1) selection below. Eight (8) complimentary tickets with reserved seating to the chosen selection. Four (4) complimentary tickets to any other remaining "Main Stage" productions for the current season not selected. Tickets and seating must be selected one week prior to chosen performance. Season runs January 1-December 31.

**\$10,000 Sponsorship - Director** - Business logo on STC website and sponsors page for entirety of current season. Business logo on STC brochures for current season. Does not apply to brochures printed prior to this agreement. Full page ad (5"x8") in all remaining show programs for current season. One (1) social media post per month between January and December of current season. Logo on all posters for the remainder of current Season. Two (2) complimentary tickets with reserved seating for each remaining "Main Stage" production to include: *Picasso at the Lapin Agile*, *The Foreigner*, *Deathtrap*, and *It's a Wonderful Life: A Live Radio Play*. Tickets and seating must be selected no later than one week prior to the chosen performance. Season runs January 1-December 31.

**\$5,000 Sponsorship - Producer** - Business logo on STC website and sponsors page for entirety of current season. Business logo on STC brochures for current season. Does not apply to brochures printed prior to this agreement. Half page ad (5"x3.93") in all remaining show programs for current season. One (1) social media post per month between the current month and December of the current season. Two (2) complimentary tickets with reserved seating for each remaining "Main Stage" production to include: *Picasso at the Lapin Agile*, *The Foreigner*, *Deathtrap*, and *It's a Wonderful Life: A Live Radio Play*. Tickets and seating must be selected no later than one week prior to the chosen performance. Season runs January 1-December 31.

**\$2,500 Sponsorship – Associate Producer** - Business logo on STC website and sponsors page for entirety of current season. Business logo on STC brochures for current season. Does not apply to brochures printed prior to this agreement. Quarter page ad (2.43"x3.93") in all show programs for current season. Four (4) social media posts between today and December of the current season. Season runs January 1-December 31.

**\$1,000 Sponsorship - Stagehand** - Business logo on STC website and sponsors page for entirety of current season. Quarter page ad (2.43"x3.93") in all "Main Stage" programs for current season. One (1) social media post between today and December of the current season. Season runs January 1-December 31.

**\$500 Sponsorship - Patron** - Business logo on STC website and sponsors page for entirety of current season. Quarter page ad (2.43"x3.93") in programs for one (1) show of your choice. One (1) social media post between today and December of the current season. Season runs January 1-December 31.

**\$50-\$250 Sponsorship - Scholarship** – Support a person in need of financial assistance for a class, workshop or show or help fund our scholarship fund for high school graduates. Business name listed on “SPONSORS” page of STC website in support of scholarships for remainder of current season. One (1) social media post between today and December of current season. Season runs January 1-December 31.

## 2. Obligations of Sponsor

Subject to the terms and conditions of this agreement, the Sponsor grants STC the right to use the Sponsor’s trade names, logo designs, trademarks, and company descriptions as provided in sponsor marketing materials. These assets may be used in any medium of advertising, promotional products, or marketing materials distributed by STC. STC agrees to use materials according to Sponsor’s trademark usage guidelines, if applicable.

The sponsor agrees to offer the following materials for marketing and promotional purposes forty five (45) days prior to first performance date of each show for programs:

One (1) High resolution logo file in JPEG or PNG format.

One (1) Quarter (2.43”x3.93”), Half (5”x3.93”), or Full (5”x8”) page ad according to sponsor tier.

STC may request edits to provided ad to maintain branding and program style. Should a logo or ad not be provided, STC will not be liable for inclusion of logos or ads in any materials both physical and digital. If Sponsor would like STC to create an ad, please provide general information to be included or STC will utilize information from Sponsor website. Sponsor may provide new ads for each show within forty-five (45) days of first performance date of each show. Ads do not apply to Smokestack Improv shows or any other show in which programs are not printed.

## 4. Indemnity

4.1 Sponsor will indemnify, defend, and hold STC harmless from and against any claims relating directly or indirectly to, or arising out of, content posted on the Sponsor’s respective website or social media sites, use of Sponsor’s materials, or use of Sponsor’s logos and trademarks.

4.2 Sponsor will give STC prompt written notice of any suit or claim that comes within the purview of these indemnities.

## 5. Limitation of Liability

In no event shall either party be liable to the other party for any consequential, incidental, indirect, or punitive damages regardless of whether such liability results from breach of contract, breach of warranties, tort, strict liability, or otherwise.

## 6. Term and Termination

6.1 This Agreement shall be valid for the period beginning at time of online payment through December 31 of the current year.

6.2 STC may terminate this Agreement at any time for any reason. In the event that STC terminates this agreement for any reason other than Sponsor’s breach of agreement, STC shall refund any fees received from the Sponsor and return any materials, equipment, hardware, or software loaned by the Sponsor for use by STC.

6.3 The Sponsor may terminate this Agreement for breach of Agreement by STC after giving STC at least ten (10) days prior written notice specifying the nature of the breach and giving STC at least ten (10) days to resolve such breach.

## 7. Miscellaneous

7.1 This Agreement will supersede any or all prior oral or written forms of understanding between the Sponsor and STC. This Agreement may not be amended or modified except when one or both parties execute amendments in writing and amendments are signed by both parties.

7.2 This Agreement shall be governed by and executed in accordance with the laws of the state of Virginia applicable to agreements made and to be performed entirely within the state.

7.3 The terms and conditions of this Agreement shall not be divulged to any third party without prior written approval from both parties.

**Online payment by Sponsor confirms agreement by STC and Sponsor to enter into this Agreement and the terms written above on the date of payment submission.**

If you would prefer to sign this agreement in physical form, please email [info@thesmokestack.org](mailto:info@thesmokestack.org) or call 434.549.5445 for more information. Checks can be mailed to Smokestack Theatre Company, 319 Lynn Street, Danville, VA 24541.

