



GEORGIA HIGH SCHOOL MUSICAL THEATRE AWARDS

Shuler Hensley Awards® an ArtsBridge Program

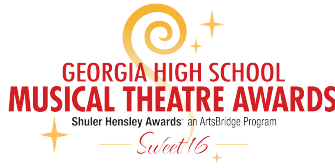
— Sweet 16 —

2024 SPONSORSHIP OPPORTUNITIES

PROUDLY PRODUCED BY



2018, 2019, 2020, 2021
& 2023 WINNER OF
SOUTHEAST EMMY®
AWARD



ABOUT THE SHULER AWARDS

The Shuler Awards, or “The Shulers”, as it is affectionately known, is the culmination of a year-long program that annually recognizes, promotes, and celebrates Georgia’s high school musical theatre programs. This acclaimed program, which annually serves nearly 10,000 students across the state, was designed to increase awareness, advocacy, and support for Georgia’s theatre arts education programs; develop and foster growing talent for future prosperity; provide a unique learning and performance opportunity for our students; and cultivate and nurture positive and productive relationships among Georgia’s promising young thespians.

Your sponsorship is crucial to the Shuler Awards show and will help Georgia’s high school students to follow their dream of pursuing musical theatre!

Fashioned after Broadway’s Tony® Awards, and winner of the 2018, 2019, 2020, 2021 and 2023 Southeast Emmy® Award, the Georgia High School Musical Theatre Awards – Shuler Hensley Awards® (GHSMTA) program celebrates excellence in high school musical theatre. The Shulers are a part of the National High School Musical Theatre Awards – Jimmys Awards® program, based in New York City. Every year, ArtsBridge sponsors a trip to NYC for the winning GHSMTA lead actor and actress, where they participate in The Jimmys® to compete for educational scholarships and theatrical opportunities on a national stage. **Your sponsorship will not only assist this process, but it also helps to keep ticket prices and school entry fees low for all participating schools and continues to enhance the performance experience for students on the night of the Awards show.**

**We hope you will join us as we continue to celebrate excellence in high school musical theatre programs in the state of Georgia on Thursday, April 18, 2024, at 8:00 p.m.
in the Cobb Energy Performing Arts Centre!**



SPONSORSHIP EXPOSURE

Your organization will gain exposure, at minimum, in the following ways:

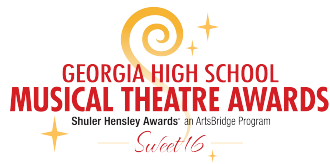
- **PARTICIPANTS:** 62 Georgia high schools, including 7,500 students, parents and teachers from 25 counties
- **AUDIENCE:** Live audience of 2,750 at the Cobb Energy Performing Arts Centre on April 18, 2024
- **TELEVISION:** TV broadcast exposure to 30,000+ audience, and a live-stream audience of 10,000+
- **SOCIAL MEDIA:** 5,900+ Shuler & ArtsBridge Facebook fans, 1,500+ Shuler Twitter followers, 3,600+ ArtsBridge Instagram followers, 48,000+ CEPAC Facebook fans, 6,000+ CEPAC Twitter followers
- **MARKETING:** Advertising and promotion leading up to both live and televised shows

SHULER AWARDS SPONSORSHIP LEVELS

\$75,000 PRESENTING SPONSOR

- Exclusive Presenting Sponsor branding
- On-stage acknowledgements during the Awards
- Shuler Awards Presenter
- Sponsorship Spotlight Segment during the show
- TV Broadcast exposure as Presenting Sponsor
- Behind-the-Scenes TV Production Rehearsal Tour
- Customized promotions and projects in support of the show
- I-75 LED Marquee logo recognition in the Shuler Awards ad - 4-second spot, 90-second rotation, 60-day exposure (1,850,000 impressions)
- Opportunity to distribute marketing materials on-site before/after event
- Meet & Greet with Shuler Hensley + signed playbill
- Digital billboard advertising in Atlanta with Shuler Awards ad
- Branded Wi-Fi Sponsorship & Snapchat Geofilter
- 20 VIP priority seating Awards show tickets
- 20 VIP reception invitations & complimentary parking
- Back cover of the Shuler Awards playbill (audience of 2,750)
- Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions)
- Contributor list inclusion for ArtsBridge Foundation
- Contributor list inclusion in Encore playbill (audience of 140,000+)
- Invitation to annual Donor Appreciation Luncheon

<p>\$50,000 PLATINUM SPONSOR</p>	<ul style="list-style-type: none"> • Platinum Sponsor branding • Exclusive Sponsor of VIP Reception prior to Show • On-stage acknowledgement during the Awards • Shuler Awards Presenter • TV Broadcast exposure • Behind-the-Scenes TV Production Rehearsal Tour • Customized promotions and projects in support of the show • Digital billboard advertising in Atlanta with Shuler Awards ad • 15 VIP priority seating Awards show tickets • 15 VIP reception invitations & complimentary parking • Full-page ad in the Shuler Awards playbill (audience of 2,750) • Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions) • Contributor list inclusion for ArtsBridge Foundation • Contributor list inclusion in Encore playbill (audience of 140,000+) • Invitation to annual Donor Appreciation Luncheon
<p>\$25,000 GOLD SPONSOR</p>	<ul style="list-style-type: none"> • Gold Sponsor branding • On stage acknowledgement during the Awards • Shuler Awards Presenter • TV Broadcast exposure • Digital billboard advertising in Atlanta with Shuler Awards ad • 10 VIP priority seating Awards show tickets • 10 VIP reception invitations & complimentary parking • Half-page ad in the Shuler Awards playbill (audience of 2,750) • Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions) • Contributor list inclusion for ArtsBridge Foundation • Contributor list inclusion in Encore playbill (audience of 140,000+) • Invitation to annual Donor Appreciation Luncheon
<p>\$10,000 SILVER SPONSOR</p>	<ul style="list-style-type: none"> • Silver Sponsor branding • Shuler Awards presenter • On stage acknowledgements during the Awards • TV broadcast exposure • 8 VIP priority seating Awards show tickets • 8 VIP reception invitations & complimentary parking • Quarter-page ad in Shuler Awards playbill (audience of 2,750) • Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions) • Contributor list inclusion in Encore playbill (audience of 140,000+) • Invitation to annual Donor Appreciation Luncheon
<p>\$5,000 BRONZE SPONSOR</p>	<ul style="list-style-type: none"> • Bronze Sponsor branding • On-Stage acknowledgments • Community recognition as an arts education supporter • 6 VIP priority seating Awards show tickets • 6 VIP reception invitations & complimentary parking • Logo recognition on lobby screens, website, print collateral and press releases (50,000+ impressions) • Logo in Shuler Awards playbill (audience of 2,750) • Contributor list inclusion in Encore playbill (audience of 140,000+) • Invitation to annual Donor Appreciation Luncheon



<p>\$2,500 STAR SPONSOR</p>	<ul style="list-style-type: none"> • Star Sponsor branding • Community recognition as an arts education supporter • 4 VIP priority seating Awards show tickets • 4 VIP reception invitations • Logo in Shuler Awards playbill (audience of 2,750) • Contributor list inclusion in Encore playbill (audience of 140,000+) • Recognition on ArtsBridge website and social media • Invitation to annual Donor Appreciation Luncheon
<p>\$1,000 FRIEND</p>	<ul style="list-style-type: none"> • Friend Sponsor branding • Community recognition as an arts education supporter • 2 VIP priority seating Awards show tickets • Logo in Shuler Awards playbill (audience of 2,750) • Contributor list inclusion in Encore playbill (audience of 140,000+) • Invitation to annual Donor Appreciation Luncheon

SHULER SPONSOR RECOGNITION FORM

Company:	
Address:	
Contact:	
Email:	
Phone:	
Desired Recognition Name:	

DONATION AMOUNT:

SPONSORSHIP LEVELS

\$75,000+	Presenting Sponsor
\$50,000 - \$74,999	Platinum Sponsor
\$25,000 - \$49,999	Gold Sponsor
\$10,000 - \$24,999	Silver Sponsor
\$5,000 - \$9,999	Bronze Sponsor
\$2,500 - \$4,999	Star Sponsor
\$1,000 - \$2,499	Friend

PLEASE RETURN THIS FORM TO:

Jennifer D. Dobbs
Executive Director
ArtsBridge Foundation
2800 Cobb Galleria Parkway
Atlanta, GA 30339

jdobbshill@artsbridgega.org | p: 770.916.2803 | f: 770.916.2820

Thank you for supporting arts education through the GHSMTA – Shuler Hensley Awards®!
ArtsBridge will send an invoice for the amount indicated above upon receipt of form.

