



# GEORGIA HIGH SCHOOL MUSICAL THEATER AWARDS

*Shuler Hensley* AWARDS an ArtsBridge Program

SPONSORSHIP OPPORTUNITIES





**GEORGIA HIGH SCHOOL  
MUSICAL THEATER AWARDS**  
*shuler hensley* AWARDS an ArtsBridge Program

The Shuler Awards® celebrates excellence in high school musical theatre across Georgia, recognizing outstanding talent and fostering creativity, leadership, and life skills. Hosted by the ArtsBridge Foundation, this annual event offers students unique opportunities to perform, gain industry experience, and earn scholarships. Many past recipients have achieved national recognition at The Jimmy Awards® and launched careers on Broadway.

**Your sponsorship matters.** By supporting the Shuler Awards®, you invest in the arts and the future of Georgia's young talent. Our 2025 Sponsorship Package offers customizable opportunities to align with your values and giving preferences. Join us in empowering the next generation of stars—one performance at a time.

# Welcome to ArtsBridge!

## Sponsorship Opportunities

- Presenting Sponsor .....\$100,000
- Platinum Sponsor .....\$50,000
- Gold Sponsor .....\$25,000
- Silver Sponsor .....\$10,000
- Bronze Sponsor .....\$5,000
- Hotel Sponsor
- In-Kind Meal Sponsor
- Scholarship Sponsor



## SPONSORSHIP EXPOSURE

**PARTICIPANTS:** 61 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 17, 2025

**TELEVISION:** TV broadcast exposure to 30,000+ audience

**STREAMING:** Online presence of 10,000+ audience

**SOCIAL MEDIA:** 5,900+ GHSMATA & ArtsBridge Facebook fans, 1,500+ GHSMATA, 3,600+ ArtsBridge Instagram followers, 48,000+ CEPAC Facebook fans, 6,000+ CEPAC



## SHULER SHOPS

Pre-Awards Expo/Sunday, April 13, 2025

For this one day event, sponsors will have direct access to nominated schools and students recognized for excellence in musical theater. With students on-site for rehearsals, this is a prime opportunity to engage with Georgia's top theatre talent through branded giveaways, signups, and data collection, while showcasing your programs, products, and services to a highly passionate and targeted audience.

**NETWORKING OPPORTUNITY:** This is a chance for Sponsors to connect directly with the students who are the heart of the show. This is a great opportunity for colleges to scout talent.

**PROMOTIONAL MATERIALS:** Sponsors are encouraged to bring marketing and promotional materials to showcase their business, brand, school, activity, etc. to students, parents, and educators.

**GIVEAWAY ITEMS:** Each Sponsor is required to provide at least one giveaway item for students. This could be a promotional product, a free sample, or a unique item to engage attendees.



# Presenting Sponsor

As the highest level of sponsorship, the Presenting Sponsor enjoys unparalleled visibility and prestige. This level offers exclusive branding rights, including the ability to position their logo prominently on all marketing materials, event banners, and digital platforms. Presenting Sponsors are recognized as the key benefactors and partners of the initiative.

## Key Benefits:

- **Premier Branding:**
  - Cobb Energy Centre LED Marquee Recognition
    - Premier logo placement in rotation on the I-75 LED Marquee
  - Exclusive recognition as "Georgia High School Musical Theatre Awards - Shuler Hensley Awards® Presented by [Sponsor Name]"
  - Opportunity to co-brand Shuler Shops as "Shuler Shops, Presented by [Sponsor Name]"
  - Logo placement at the forefront of all event-related assets, including the award trophies.
- **Event & Engagement Opportunities:**
  - Opportunity to present the Overall Production Award during the event.
  - Access to VIP Seating, Reception, and Parking.
  - Exclusive Presenting Sponsor Booth and premiere placement at Shuler Shops.
  - Live promotion opportunities during the Shuler Shops.
- **Comprehensive Media Exposure:**
  - Featured in press releases and media coverage.
  - Dedicated advertisements in event programs and on social media channels.
  - Inclusion in promotional videos and newsletters.
- **Additional Benefits:**
  - Complimentary tickets to Cobb Energy Performing Arts Centre (CEPAC)
  - Behind-the-Scenes TV Production Rehearsal Tour

**\$100,000**



# Platinum Sponsor

Platinum Sponsors enjoy a prestigious role with significant visibility and recognition throughout the event. This level positions sponsors as leaders in the initiative while offering robust branding opportunities.

## Key Benefits:

- **Prominent Branding:**
  - Cobb Energy Centre LED Marquee Recognition
  - Your logo will be featured in a 4-second spot on the I-75 LED Marquee as part of a 90-second rotation in the GHSMTA ad, with 60 days of exposure
  - Logo placement on photo backdrops, programs, and digital advertisements
- **Event & Engagement Opportunities:**
  - Opportunity to present an award during the live broadcast event
  - Access to VIP Seating, Reception, and Parking
  - Prime booth placement and live promotion opportunities at Shuler Shops
- **Media Exposure:**
  - Inclusion in newsletters, website features, and targeted email campaigns
  - Highlighted mention on social media channels
- **Additional Benefits:**
  - Limited Complimentary tickets to Cobb Energy Performing Arts Centre (CEPAC)
  - Behind-the-Scenes TV Production Rehearsal Tour

**\$50,000**

# Gold Sponsor

Gold Sponsors benefit from strong brand exposure and opportunities to connect with event attendees. This level is ideal for organizations looking for significant but cost-effective sponsorship benefits.

## Key Benefits:

- **Prominent Branding:**
  - Cobb Energy Centre LED Marquee Recognition
    - Your logo will be featured in a 4-second spot on the I-75 LED Marquee as part of a 90-second rotation in the GHSMTA ad, with 60 days of exposure
  - Logo inclusion on select marketing materials and event collateral
  - Name recognition in printed programs and signage
- **Event & Engagement Opportunities:**
  - Opportunity to present an award during the live broadcast event
  - Limited Access to VIP Seating, Reception, and Parking
  - Priority booth placement at Shuler Shops
- **Media Exposure:**
  - Visibility on event website and digital platforms
  - Featured placement in newsletters and social media posts
- **Additional Benefits:**
  - Live promotion opportunity at Shuler Shops

**\$25,000**



# Silver Sponsor

The Silver Sponsor level offers a balanced package of branding and engagement benefits at an accessible price point. It provides sponsors with opportunities to support the event while reaching a broad audience.

## Key Benefits:

- **Prominent Branding:**
  - Logo inclusion in event programs and specific digital platforms
  - Name recognition in printed programs and signage
  - Complimentary ad in event playbill
- **Event & Engagement Opportunities:**
  - Limited Access to VIP Seating, Reception, and Parking
  - Mid-level priority in exhibit space placement
- **Media Exposure:**
  - Mention in select event communications
  - Visibility on event website and digital platforms
  - Placement in newsletters and social media posts

**\$10,000**

# Bronze Sponsor

The Bronze Sponsor level is an entry-level package designed to provide essential branding opportunities. It is a cost-effective way for organizations to show support and gain visibility within the event's audience.

## Key Benefits:

- **Prominent Branding:**
  - Logo inclusion on event websites and select materials.
  - Name recognition in digital promotions.
- **Event & Engagement Opportunities:**
  - Limited Access to VIP Seating, Reception, and Parking
  - Standard booth placement at Shuler Shops
- **Media Exposure:**
  - Mention in select event communications.
  - Visibility on event website and digital platforms.
  - Placement in newsletters and social media posts.

**\$5,000**

# Scholarships Sponsor

Investment \$1,000-\$5,000

Every year, ArtsBridge Foundation awards a minimum of \$10,000 in scholarships to high school students as part of the GHSMTA program. Scholarships can provide financial assistance for higher education pursuits or in-kind theatrical training at acclaimed theaters and companies. Now, more than ever, students need your help to pursue their goals.

## Key Benefits:

- **Branding**
  - Name recognition on event website and select materials
- **Event & Engagement Opportunities**
  - Access to host Shuler Shops Booth
- **Media Exposure**
  - Visibility on event website and digital platforms
  - Placement in newsletters and social media posts

All Scholarship Sponsors must meet a minimum of \$5,000 in product and cash to gain access for entry to Shuler Shops. Cash donations scale determined by the fair market value of the donated scholarship (e.g. your organization provides two scholarships valued at \$1,500 for a total of \$3,000 provided in-kind, you must donate an additional \$2,000 to reach the \$5,000 entry fee.) If the fair market value of your donation is \$4,000 and up, there is a minimum cash donation of \$1,000 to gain entry.

## Additional Sponsorship opportunities include:

**In-Kind Meals**

**Hotel Sponsorships**

Also consider supporting our **Annual Gala** and **Youth Field Trip Subsidy Program**

**Please contact us for details!**

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*creating the future through arts education*

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**THANK YOU FOR SUPPORTING THE ARTSBRIDGE FOUNDATION!**