



GOSHEN PLAYERS, INC. SPONSOR GUIDE

As a sponsor, your organization will have the opportunity to raise funds for your non-profit organization in a convenient, low-risk manner. This document highlights the responsibilities as detailed in the contract.

We appreciate your commitment and thank you for your support!

Basics

Contract

The contract stipulates the terms and conditions of the sponsorship. Please read it carefully and feel free contact us if you have questions.

Reconciliation

At the conclusion of the production run, you will be provided a box office report of ticket sales, including a reconciliation accounting for group ticket sales, complimentary tickets or any other final seating number changes (if applicable). A check will be made out to the organization accordingly. Please note that checks can only be made out to the non-profit organization, not an individual.

Ushers

Sponsoring organizations are asked to provide four to five ushers for their scheduled production. Please provide their names and contact information in advance, as they will be contacted prior to the production by our House Manager. It is very important that all ushers be at the theatre one hour prior to curtain. An usher guide and FAQ sheet will be provided to your organization for the ushers who will be volunteering. We ask that you and your ushers review this document prior to the performance.

Tickets

Tickets are available online at www.goshenplayers.org or by calling our box office at 860-491-9988. Tickets can be paid via cash, check or credit card and must be paid-for when purchased. We do not offer exchanges or refunds.

Seating

Depending on the production, seating may be in traditional "auditorium" arrangement or "cabaret style" with small tables.

FAQ for Sponsors

Q: What do you mean by “sponsor?” What is the difference between our sponsorship and a “Season Presenting Sponsor”?

A: As part of the mission of Goshen Players, we offer local non-profit organizations the opportunity to partner with us in raising funds by sponsoring a performance of one of our productions (“Performance Sponsor”). In addition, local businesses sponsor our season financially by providing monetary or non-monetary support for a production (“Presenting Sponsor”) or the entire season (“Season Sponsor”).

Q: I have questions about the terms and conditions for performance sponsorship. To whom should I direct them?

A: All questions and concerns should be directed to the President of the Board of Directors or the Goshen Players representative named on the contract.

Q: Do we have to do any marketing of the show?

A: Ideally, you would like to sell out your performance. This will allow your organization to realize the full amount of the fundraiser. In order to do this, we ask our sponsors to actively market the show, sell tickets and encourage others to purchase them in advance. In addition, Goshen Players will market the show using various advertising tools.

Q: I am ushering at the performance that my organization is sponsoring and my spouse/child/friend would like to accompany me. Can I bring them?

A: If family members or friends would like to see the show (including young children), they must purchase a ticket and be seated only when the house doors open. Only those ushering will be allowed to take an *available, un-sold* seat for the performance at which they are ushering. There is no guarantee of seating for ushers unless a ticket has been purchased.

Q: Are discounts available for future performances?

A: No. On occasion, we may offer discounts for group sales. Check with our box office.

Q: When can we expect to see the funds that we raised?

A: Once the entire run of the production has concluded, you will be provided with a report of all seats sold and will provide a copy to your organization, along with a financial reconciliation. Funds raised in excess of the sponsors fee (as noted in the contract) will be paid via check made payable to the non-profit organization.

Q: How do we/friends/supporters purchase tickets?

A: Tickets can be purchased online at www.goshenplayers.org or by calling our box office at 860-491-9988.

Q: We would like to obtain a quantity of tickets to sell ourselves (i.e. at our office/school/church/etc). Is this possible?

A: Yes, however we ask that all unsold tickets are returned to our box office at least 10 days prior to the performance. To obtain tickets, please contact our box office.

Q: Why does my reconciliation have fewer tickets than was stated in the original contract?

A: Often, licensing companies will require that we reserve complimentary seats per the production contract. In addition, we will occasionally issue complimentary tickets to reviewers, advertisers, or media organizations. We make every effort not to do this for our sponsored shows, however if the need arises, we will adjust the reconciliation accordingly so that your organization will receive one-half of proceeds from the sponsored performance.