



**The Regals Musical Society Inc.**  
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To Whom It May Concern

As the Secretary of The Regals Musical Society Inc., I am writing to offer you a range of sponsorship and advertising opportunities that may be of interest to you.

The Regals Musical Society is a community-based musical theatre group based in the St George district of Sydney, which strives to produce up to three quality musical-theatre productions each year.

The Regals has a proud history, and has been producing musical shows for over seventy years. As a non-profit organisation we rely on the generosity and support of local businesses, and we are now seeking sponsorship for our May 2018 production.

We are currently rehearsing for our next show, "**Disney Aladdin Jr**", which is running **11<sup>th</sup>-19<sup>th</sup> May 2018 at Rockdale Town Hall**. "Aladdin Jr" is looking to be a very exciting and exuberant show, with some exceptional dancing and singing! We have two casts rehearsing for this show; the "Genies" cast consists of children aged 7-12 years, and the "Royals" cast is 13-18 years old. They will be performing alternate shows, opening with the "Royals" cast and closing with the "Genies" cast. The children who have been cast in this show have certainly been throwing themselves wholeheartedly into making this production a sensation!

The Rockdale Town Hall has the capacity to seat 300 guests at each show. Each Regals production usually attracts between 1400 and 2000 patrons. There will be 10 "Aladdin Jr" shows; 11<sup>th</sup>, 12<sup>th</sup>, 16<sup>th</sup>, 17<sup>th</sup>, 18<sup>th</sup>, 19<sup>th</sup> May 2018 @ 7:30pm; 12<sup>th</sup> & 19<sup>th</sup> May @ 2pm; and 13<sup>th</sup> May @ 12pm & 4pm. The "Aladdin Jr" shows will attract a large number of children, parents and extended families, and many shows are likely to sell out. 500 programs will be printed.

Your sponsorship dollar can assist our society in many ways; from set materials and construction, to costumes and make up, lighting and sound, ticket printing, program design and printing, and catering.

Our members are all volunteers and come from many walks of life; from school and university students to doctors and fire fighters. As a non-profit organization with volunteer members the benefits we gain from sponsorship are completely absorbed into the cost of the production.

Most importantly we can publicly portray your business as generous, caring and supportive of local community arts.

Please go to the next page for information on how you can sponsor or advertise with "Aladdin Jr".

**Your business may like to either;**

**1. SPONSOR** "Aladdin Jr" and derive the marketing benefits that are outlined in the attached document "Regals Aladdin Jr Sponsorship Packages". The sponsorship levels range from Diamond to Bronze.

Depending on the level of sponsorship chosen, benefits may include the opportunity to;

- display your banner or other marketing material in the Rockdale Town Hall foyer throughout the two weekend production run of "Aladdin Jr",
- display your name, logo or advertisement in the Aladdin Jr program, on the foyer media wall and stage curtain, and in The Regals e-newsletter, website, social media, media releases and what's-on listings,
- have your company sponsorship announced as a voice-over prior to curtain rise,
- receive complimentary tickets to Aladdin Jr, and a program, snacks and drinks before, during and after the show you attend, and discounted tickets to future shows,
- meet and greet the Aladdin Jr cast, production team and Regals committee for photo opportunities.

OR

**2. ADVERTISE** your business in the "Aladdin Jr" program. Please refer to the attached advertising schedule "Regals Aladdin Jr Program Ad Specs" for advertisement sizes, specifications and prices. You can view an example of a previous show program [here](#).

**In addition we can offer to the first two businesses who commit to sponsorship or advertising, the exclusive opportunity to place their promotional material on theatre seats.**

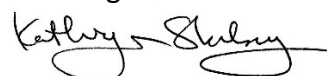
### **DEADLINES**

If you do plan to place an ad or show your logo in the program, we would appreciate being **notified of your commitment** by close of business on **Wednesday 18<sup>th</sup> April**, and we would need to **receive your completed artwork** via email by close of business on **Tuesday 24<sup>th</sup> April**.

I have attached a flyer for the show, and you can read more about "Aladdin Jr" on The Regals' website <https://www.theregals.com.au> and Facebook page <https://www.facebook.com/TheRegalsMusicalSociety/>

Thank you in advance for your consideration and support.

Kind Regards



Kathryn Skelsey

**Secretary, The Regals Musical Society Inc.**

<https://www.theregals.com.au>

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