Sponsorships & Advertising

2022 SETC Annual Convention

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WE CONNECT YOU TO OPPORTUNITIES IN THEATRE NATIONWIDE

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About The Convention

Your Audience Is Our Audience

SETC takes a 360-degree approach to serving the theatre industry, and our growing membership represents a diverse range of interests at all levels. No matter who you're looking to do business with, there's an SETC member who wants to connect with you.

We appreciate the time, energy and resources our Commercial and Educational Exhibitors invest year after year to bring their products, services, programs and expertise to the SETC community.

From coffee and breakfast nosh to start your day to special events throughout Convention, we strive to give you an experience that reflects our gratitude.

A Beautifully Redesigned Venue
The Renasant Convention Center recently completed a $200M modernization creating a one-of-a-kind facility in a legendary location.

- A 118,000 SF, column-free, carpeted exhibit hall
- Floor-to-ceiling windows bringing in natural light and views of downtown Memphis and the Mississippi River
- Luxury finishes and networking perks, including portable coffee bars and free wi-fi in public areas
- Public concourse on Main Street offering easy access to vintage trolley system and Memphis' walkable downtown
Basic Offerings

To get started, consider our basic options for getting involved.

As a Commercial or Educational organization in the arts industry, your goal is always to connect with the right people, at the right time, at the right place. SETC makes this easy!

Organizational Membership

What’s Included:
Access to SETC Adult Membership List, Listing in Commercial or Educational Directory in Southern Theatre magazine, consistent communication about SETC’s year-round events.

$80
*Required for Educational

Exhibit Hall Booth

What’s Included:
10X10 curtained booth, one table and two chairs. A listing on the website and in print/digital programs is an opportunity to share your mission and services with our attendees.

Educational
$260*
Commercial
$545*
*Early Bird Rates - Price increases after Jan. 20, 2022

Recruit

Professional Auditions
Get your seat in the room where top talent competes for your roles.

$250*
*Early Bird Rates - Price increases after Jan. 20, 2022

Theatre Job Fair
There is no better way to fill your off stage jobs than meeting face to face.

College Auds/Intvs
Connect with graduate, undergraduate and high school students.

$25 per Grad/UG

*Early Bird Rates - Price increases after Jan. 20, 2022
We recognize that SETC serves many different types of organizations and that each has different target audiences. Our single sponsorship options offer affordable but focused marketing opportunities.

### A La Carte

### Special Events

#### Breaks & Meals

<table>
<thead>
<tr>
<th>Event</th>
<th>Amount</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibitor Beer Break</td>
<td>$750</td>
<td>Show your support of your fellow Exhibitors and gather your peers to network and relax with a beverage during happy hour in the exhibit hall. 50 drink tickets to give away, cash bar.</td>
</tr>
<tr>
<td>BBQ n’ Tunes Break</td>
<td>$1,500</td>
<td>Center your brand around this fun event while commercial reps take in the sweet flavor of famous Memphis BBQ joined by local entertainment. BBQ nosh, cash bar, live music.</td>
</tr>
<tr>
<td>Awards Dinner &amp; Gala</td>
<td>$2,000</td>
<td>Your organization can take center stage at our annual closing event for attendees and celebration of our award honorees. Your representative could choose to welcome guests, or hand out awards.</td>
</tr>
<tr>
<td>Promotional Videos</td>
<td>$250</td>
<td>Produce your own 30-second commercial or announcement to be shown in a running loop with other sponsors on our convention website home page.</td>
</tr>
</tbody>
</table>

#### Networking & Mixers

Your organization can be the life of the party at our popular mixer events for attendees. These events can be customized to align with your brand.

<table>
<thead>
<tr>
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</thead>
<tbody>
<tr>
<td>Outdoor Theatre Mixer</td>
<td>$1,200</td>
<td>Your organization can be the life of the party at our popular mixer events for attendees. These events can be customized to align with your brand.</td>
</tr>
<tr>
<td>Women in Theatre Mixer</td>
<td>$1,200</td>
<td>These events can be customized to align with your brand.</td>
</tr>
<tr>
<td>Design/Tech Mixer</td>
<td>$1,500</td>
<td>These events can be customized to align with your brand.</td>
</tr>
<tr>
<td>Theatre For Youth Mixer</td>
<td>$1,200</td>
<td>These events can be customized to align with your brand.</td>
</tr>
</tbody>
</table>
### Convention Sponsorships

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Description</th>
<th>Price</th>
<th>Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Exhibit Hall Title Sponsor</td>
<td>Take a lead position and capture the attention of every attendee who visits the exhibit hall.</td>
<td>$3,000</td>
<td></td>
</tr>
<tr>
<td>Headshot Booth Sponsor</td>
<td>The most popular booth of the 2020 SETC Convention, this expo feature is sure to capture attention.</td>
<td>$4,000</td>
<td></td>
</tr>
<tr>
<td>Window Cling Advertisement</td>
<td>Harness your brand creativity and leave your mark on attendees with a custom ad.</td>
<td>$750</td>
<td>6 available</td>
</tr>
<tr>
<td>Floor Decal Advertisement</td>
<td>These attractive ads can be strategically placed for your brand.</td>
<td>$500</td>
<td>12 available</td>
</tr>
<tr>
<td>Theatre Job Fair</td>
<td>SETC is home to one of the largest theatre job fairs in the country with nearly 120 recruiting organizations and over 800 candidates.</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>Professional Auditions</td>
<td>SETC's Spring Pro Auditions are our largest audition event each year pairing union and non-union performers and theatres.</td>
<td>$1,500</td>
<td></td>
</tr>
<tr>
<td>College/University Training Programs</td>
<td>Connect with higher education recruiters and graduate/undergraduate candidates. Sponsorship includes both undergraduate and graduate.</td>
<td>$1,500</td>
<td>5 available</td>
</tr>
<tr>
<td>Design Competition</td>
<td>Support one or more competition areas: AVAILABLE AREAS: SOLD Costume Design, SOLD Costume Technology, SOLD Costume Crafts, Makeup Design, Properties Design.</td>
<td>$250-$500</td>
<td>5 available</td>
</tr>
</tbody>
</table>

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**Sponsorship Options:**
- **Exhibit Hall Title Sponsor:** $3,000 (1 available)
- **Headshot Booth Sponsor:** $4,000 (1 available)
- **Window Cling Advertisement:** $750 (6 available)
- **Floor Decal Advertisement:** $500 (12 available)
- **Theatre Job Fair:** $1,500 (1 available)
- **Professional Auditions:** $1,500 (1 available)
- **College/University Training Programs:** $1,500 (5 available)
- **Design Competition:** $250-$500 (5 available)

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**Support Areas:**
- **Costume Design** (SOLD)
- **Costume Technology** (SOLD)
- **Costume Crafts** (SOLD)
- **Makeup Design**
- **Properties Design**
## Festival Sponsorships

<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Level</th>
<th>Description</th>
<th>Available</th>
</tr>
</thead>
<tbody>
<tr>
<td>Secondary School Theatre Festival</td>
<td>$2,000</td>
<td><strong>TITLE SPONSOR</strong></td>
<td>Show your support of accomplished high school theatre students as schools from the top 10 Southeast states compete to take home first place.</td>
</tr>
<tr>
<td></td>
<td>$100</td>
<td><strong>T-SHIRT TOSS</strong></td>
<td>Take the stage at the Secondary Festival between performances, talk about your institution's offerings and programs, and throw your school's swag into the crowd.</td>
</tr>
<tr>
<td></td>
<td>$500</td>
<td><strong>PRINTED PROGRAM SPONSOR</strong></td>
<td>Capture the eyes of all performers, teachers, chaperones, and attendees by sponsoring the festival program.</td>
</tr>
<tr>
<td>Fringe Festival</td>
<td>$1,000</td>
<td><strong>TITLE SPONSOR</strong></td>
<td>Featuring new works and one-person shows, build rapport with creators, producers, and performers by sponsoring the SETC Fringe Festival.</td>
</tr>
<tr>
<td>Community Theatre Festival</td>
<td>$1,000</td>
<td><strong>TITLE SPONSOR</strong></td>
<td>At the heart of theatre is our love for making great work with great people. Celebrate the joy of community theatre by taking title sponsorship of this performance series.</td>
</tr>
<tr>
<td>Theatre for Youth Invitational</td>
<td>$1,000</td>
<td><strong>TITLE SPONSOR</strong></td>
<td>We all know theatre and the arts are at the core of learning and education, and our Theatre for Youth Invitational aims to capture the best of the best in this field.</td>
</tr>
<tr>
<td>10-Minute Play Festival</td>
<td>$1,500</td>
<td><strong>TITLE SPONSOR</strong></td>
<td>This fast-paced and fun-filled event combines writers, performers, and directors to produce a new work over a 24 hour period. The results are inspiring, the work refreshing.</td>
</tr>
</tbody>
</table>
Key Programming Events

**Keynote Speaker Sponsors**

Align your company with one of our main events and share the stage with industry leading keynote speakers. Sponsors receive billing and the opportunity to introduce these high attendance speaking events.

- **Keynote Speaker Sponsors**
  - **$1,500** (3 available)

**Equity, Diversity, Inclusion, & Accessibility Series Sponsor**

Make a lasting contribution to the education and awareness of our attendees by claiming title sponsorship of our EDIA series. These events will focus on conversations around marginalized groups in theatre.

- **Equity, Diversity, Inclusion, & Accessibility Series Sponsor**
  - **$1,500**

**Workshop Track Sponsors**

Each year we invite innovative and engaging presenters to share their expertise. Select one or more programming tracks from below and have your brand appear alongside those sessions in both the digital and print programs.

- **Workshop Track Sponsors**
  - **$750** (25 available)

Advertising

Leave your mark in our Convention print publications or digital platforms!

Convention Mailer **[SOLD]**
Sent to all attendees of the past three years, this attractive mailer piece aims to inform, excite, and entice potential attendees to register for the SETC Convention.

- $1000 - Full Page
- $750 - Half Page

Convention Program **[SOLD]**
Provided free of charge to all attendees, this collectible print piece provides a schedule of every event or session held at Convention in addition to a full exhibit hall guide.

- $1300 - Full Page
- $750 - 1/3 Page
- $500 - 1/8 Page
- $1400 - Inside F. Cover
- $850 - Half Page
- $600 - 1/4 Page
- $1400 - Back Cover
- $1350 - Inside B. Cover

Website Banner Ads
Get the eyes of attendees before they even commit to attending the SETC Convention! We will work with you to get your custom banner advertisement linked to any URL on the best page for your target audience.

- $300

Convention App Sponsorships
Coinciding with our print program, the official app gives attendees the latest information about Convention. Put yourself in the pockets of attendees and raise your brand awareness every time they open the app.

- $3,000 **[Only 1 Available]**

**APP TITLE SPONSORS** | Make your brand synonymous with the digital home for the annual Convention:
- Logo and Brand will appear alongside all app marketing and communication
- Custom advertisement will be seen whenever someone opens or uses the app
- Sponsors may utilize two push notifications during Convention week to share one or two sentences directly with our attendees
Major Sponsorships

REGISTRATION SPONSOR $4,000

From the moment people sign up for the 2022 SETC Annual Convention until they arrive in Memphis to check in to receive their name badge, your brand will be in the spotlight.

What’s Included

One Organization Membership $80
One Exhibitor Registration $545 Com $260 Edu
Logo Placement
- On SETC/Convention Websites
- In Convention Program
- All registration related emails
- All registration related social posts
Registration Kiosk, 6 Kick Panels $650
3 App Push Notifications $1,200
30 Sec. Looping Video on Web $250
Convention Program Full Pg Ad $1,300

CONVENTION SPONSOR $5,000+

Let your organization’s support of the 5,000 Convention attendees shine! Inspire, encourage, and cheer on all while putting your organization’s brand downstage center. SETC’s biggest bang for the sponsorship buck!

What’s Included

One Organization Membership $80
One Exhibitor Registration $545 Com $260 Edu
Logo Placement
- On SETC/Convention Websites
- In Convention Program
- All registration related emails
- All registration related social posts
Window Decal $750
Floor Decal $750
4 App Push Notifications $1,600
Opening Remarks at Gala $750
30 Sec. Looping Video on Web $250
Convention Program Full Pg Ad $1,300
## All Offerings

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<td><strong>Special Events</strong></td>
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<td>Exhibitor Beer Break</td>
<td>$750</td>
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<td>BBQ n’ Tunes Break (2 Available)</td>
<td><strong>SOLD</strong> $1,500</td>
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<tr>
<td>Design/Tech Mixer (3 Available)</td>
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<tr>
<td>Awards Dinner &amp; Gala</td>
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<td>Other Mixers (3 Available)</td>
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*Disclaimer: Prices and availability are subject to change without notice.*