

**LETTER OF AGREEMENT  
BETWEEN THE ROYAL  
THEATRE AND FANCY  
NANCY CHILDREN'S  
CLOTHES**

**Contact at Royal Theatre**

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**Contact at Fancy Nancy**

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**Sponsored Property** Production of Alice Through the Looking Glass  
May – October,  
2015

**Sponsor** Fancy Nancy Children's Clothes

**Sponsorship Investment** \$20,000

**SUMMARY**

Fancy Nancy Children's Clothes will become Production Sponsor of Alice Through the Looking Glass in the Royal Theatre's 2015 Season (May to October). In return for a sponsorship investment of \$20,000, Fancy Nancy will receive the benefits outlined in this agreement. Fancy Nancy understands that as Production Sponsor, the company will have the most prominent logo positioning in all advertising and print for the production.

**DEADLINE DATES**

**Invoice payment** On receipt of invoice, no later than *(insert date)*

## Logo approval

- On advertisements – one week prior to placement of the first advert on *(insert date)*
- On all print (posters, house programmes) – *insert date*
- On Digital – *insert date*
- On Signage – *insert date* On banners – *insert date*

**Logo format** EPS format (black/white and colour) to joebloggs@theroyal.com at the earliest convenience

## SUMMARY OF THE BENEFITS

### BRAND VISIBILITY

#### Print

##### Advertising

- Logo recognition on:
- The cover of House Programs for the sponsored production *(insert number)*
- The sponsors' page of all House Programs *(insert number)*
- One customized insert in all House Programs *(insert number)*

##### Advertising

- Inside front, full-page, full colour advertisement in the House Program for the sponsored production (page size 8" x 5")
- Prominent recognition on the full-season banner advertisement in The Berkshire Herald *(insert size and date)*

##### Digital Media

- Logo recognition on the landing page for *Alice Through the Looking Glass*
- Logo recognition on the sponsors' page of the Royal Theatre website *(insert number of unique annual visitors)*
- Name recognition in one article in Fans, the theatre's e-newsletter *(insert date)*

#### Onsite

- Logo recognition on signage outside the theatre throughout the season
- Logo recognition on lobby signage throughout the season

## ACTIVATION

### Promotions

- Tracking code on the Fancy Nancy promotional offer included in the House Program insert *(insert number)*
- 4 Free Prize Draws for Family Tickets as added-value to Fancy Nancy's existing Radio campaign *(insert dates)*

# Sample Letter of Agreement

## Sponsor Special!

- A once-in-a-lifetime chance for six children chosen by the sponsor to form a unique tableau during the Mad Hatter's Tea Party in one performance. The children may wear party clothes from Fancy Nancy, which have been pre-agreed with the theatre (*insert date if known/agreed*).

## CORPORATE HOSPITALITY

### Host Performance

- 12 A+ tickets to a performance of your choice for VIP guests (*insert date*).
- Pre-show chat with the Director/Set Designer (*insert date as above*).
- Access to the Royal Lounge on the day of the hosted performance, with one complimentary beverage for each guest at intermission. A personalized welcome seat note will act as the invitation to the Lounge (*insert date*).
- Complimentary private theatre tour or access to view the "changeover" from one set to another (*state if required*)
- Complimentary event planning service for pre or post-reception. Hospitality and staff costs not included (*insert type and date of reception and number of guests*).

### Across the Season

- 20 complimentary A+ tickets between May and October (*insert required dates*).

## EMPLOYEE ENGAGEMENT

- 12 A+ tickets for an Employee Family Event with an Alice-themed lunch in the Royal Lounge (free venue rental; food/ beverages/staff not included). *Insert date and numbers if decided.*
- Private tour of the theatre and pre-show chat with the Director (*state if required*).
- Production posters signed by cast members for children (*insert number if known*).

## THOSE LITTLE EXTRAS

- Reserved parking for guests (*insert dates and numbers if known*)

## SIGNED

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**Joe Bloggs**  
The Royal Theatre

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**Nancy McGrew**  
Fancy Nancy Children's Clothes

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**Date**

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**Date**