



## 2011/2012 ADVERTISING & SPONSORSHIP OPPORTUNITIES

Advertising with The Culture House (TCH) is a great way to reach your target audience. Our families, students and audience members are loyal customers and their support of businesses identified with The Culture House is unprecedented.

- More than 18,000 audience members attend our productions each year.
- More than 500 Johnson County families are enrolled in classes at TCH Academy.
- More than 650 students attend dance, theater and music classes each week.
- TCH students attend public, private, and parochial schools, and are home schooled.
- TCH environment is culturally, ethnically and economically diverse.
- *K.C. Parent Magazine* named The Culture House the Grand Prize Family Favorite School of Dance.
- TCH has a reputation for the highest quality arts training, productions and education outreach.
- TCH productions draw audiences from the entire Metropolitan Kansas City area.
- The *Kansas City Star* and *The Independent Magazine* have rated TCH productions among the best in the city.



### PROGRAM ADVERTISING

Advertise in up to eight programs including Academy, Family Theater and Störling productions.

### CATALOG ADVERTISING

Advertise in our annual class catalog and reach more than 5,000 families and students.

### PRODUCTION UNDERWRITER

Be a Production Underwriter and receive a Full Page program ad, recognition on all marketing materials, venue signage and more.

### PRODUCTION SPONSOR

Be a Production Sponsor and receive a Half Page program ad, recognition on all marketing materials and more.

### T-SHIRT ADVERTISING

Be the exclusive advertiser on more than 2,500 production and camp t-shirts.



The arts have proven to have a tangible effect on a student's success in academics, personal confidence and public demeanor. The theme for the 2011-12 school year is EXCELLENCE.

Our committed and professionally trained staff will emphasize the mastering of artistic skills and teaching the joy of working hard and following a task through to the end. There are all kinds of ideas that work together to establish this: encouraging each student to strive for excellence, opening students' eyes to seeing their gifts as a service to others and encouraging others through positive feedback while maintaining the highest technical and personal standards.

Thank you to all of our sponsors, underwriters, advertisers and donors for helping us meet the needs of our community and make a difference in thousands of lives.

Sincerely,

Jeremiah & Mona Enna  
Founders

For other ways to support the programs of The Culture House, visit us at [www.culturehouse.com](http://www.culturehouse.com)



The Culture House thanks our Corporate Sponsors:

**DEM DACO**  
design for the home

**GARMIN**

harvestgraphics  
CREATIVE & PRINT SOLUTIONS

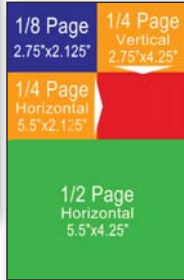
The Culture House | 14808 W 117th Street | Olathe, Kansas 66062 | 913.393.3141 | [www.culturehouse.com](http://www.culturehouse.com)



# 2011/2012 ADVERTISING OPPORTUNITIES

## PROGRAM ADVERTISING

Reach over 18,000 audience members through our eight 2011/2012 Production Programs.



Ad Size	1x	2-5x	6-8x
1/8 Page 2.75"x2.125"	\$75	\$67	\$60
1/4 Page 2.75"x4.25" or 5.5"x2.125"	125	112	100
1/2 Page 2.75"x8.5" or 5.5"x4.25"	200	180	160
Full Page 5.5"x8.5	300	270	240
Premium Position			
Inside Back Cover	400	360	320
Inside Front Cover	450	405	360
Back Cover	500	450	400
Center Spread	650	585	520

**Ad Reservation Deadline: 3 weeks prior to show date.**

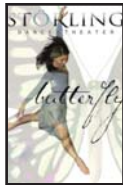
## ANNUAL CATALOG ADVERTISING



Ad Size		
1/8 Page 2.75"x2.125"	\$175	
1/4 Page 2.75"x4.25" or 5.5"x2.125"	275	
1/2 Page 2.75"x8.5" or 5.5"x4.25"	350	
Full Page 5.5"x8.5	550	

5,000 Annual Catalogs will be sent to students, families, and neighbors during the 2011/2012 season. These catalogs are referred to regularly for schedules, class descriptions and important information.

## 2011/2012 SPONSORSHIP OPPORTUNITIES



### PLATINUM SPONSOR

*Butterfly and Underground*  
\$10,000

- Full Page Program Ad
- Recognition in all promotion materials
- Venue Marketing
- VIP Reception & Dinner
- 15 VIP tickets



### ACADEMY PRODUCTION UNDERWRITER

\$5,000

- Full Page Program Ad
- Logo in all promotion materials
- 15 VIP tickets

### SPONSOR

\$2,500

- Half Page Program Ad
- Ad in all promotion materials
- 10 VIP tickets



**EXCLUSIVE SPONSORSHIP ON 2,500  
PRODUCTION AND SUMMER CAMP T-SHIRTS  
\$2,500**

## MECHANICAL SPECIFICATIONS

THE CULTURE HOUSE  
ACCEPTS DIGITAL ADS ONLY

### Software Specifications:

PLATFORM: PC  
Adobe InDesign, Adobe Photoshop, Quark Xpress, Acrobat pdf: (Include all fonts and image files).

### Image Specifications:

All color image files must be set up to RGB.

### Minimum Resolution:

300dpi  
Image files must be compatible with Photoshop.

### Page Layout:

Trim size: 8.5" x 5.5"  
Spread: 9" x 6"  
Live type area: 7.75" x 5"

### BILLING & TERMS

Credit may be extended to established business. Invoices are considered delinquent after 30 days and are subject to a late charge.

### GENERAL POLICIES

The Culture House reserves the right to refuse any advertisement or listing at anytime. The advertiser assumes total responsibility for ad content.

Send All Advertising Materials to  
Jillian Daco,  
c/o The Culture House  
14808 W 117th Street  
Olathe Kansas 66062  
Or email to  
jillian@culturehouse.com

The Culture House is a 501(c)3 Not-For Profit corporation | Our mission is to cultivate artistic creativity and personal growth for positive cultural direction. To find out more about the programs and people of The Culture House and how you can support its mission, please contact Jeremiah Enna at jeremiah@culturehouse.com or 913.393.3141.



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