GEORGIA HIGH SCHOOL MUSICAL THEATRE AWARDS
Shuler Hensley Awards® an ArtsBridge Program

PROUDLY PRODUCED BY

artsbridge foundation

2018, 2019, 2020 & 2021 WINNER OF SOUTHEAST EMMY® AWARD

2022 SPONSORSHIP OPPORTUNITIES
Georgia High School Musical Theatre Awards - Shuler Hensley Awards®

The Shuler Awards®, or “The Shulers”, as it is affectionately known, is the culmination of a year-long program that annually recognizes, promotes, and celebrates Georgia’s high school musical theatre programs. This acclaimed program, which annually serves nearly 10,000 students across the state, was designed to increase awareness, advocacy and support for Georgia’s theater arts education programs; develop and foster growing talent for future prosperity; provide a unique learning and performance opportunity for our students; and cultivate and nurture positive and productive relationships among Georgia’s promising young thespians.

Your sponsorship is crucial to the Shuler Awards® show and will help Georgia’s high school students to follow their dream of pursuing musical theatre!

SPONSORSHIP EXPOSURE

Your organization will gain exposure, at minimum, in the following ways:

- **PARTICIPANTS:** 50 Georgia high schools, including 7,500 students, parents and teachers from 18 counties
- **AUDIENCE:** Live audience of 2,750 at the Cobb Energy Performing Arts Centre on April 21, 2022
- **TELEVISION:** TV broadcast exposure to 30,000+ audience, and a live-stream audience of 10,000+
- **SOCIAL MEDIA:** 5,900+ Shuler & ArtsBridge Facebook fans, 1,500+ Shuler Twitter followers, 3,600+ ArtsBridge Instagram followers, 48,000+ CEPAC Facebook fans, 6,000+ CEPAC Twitter followers
- **MARKETING:** Advertising and promotion leading up to both live and televised shows

SHULER AWARDS SPONSORSHIP LEVELS

| **$75,000 PRESENTING SPONSOR** | • Exclusive Presenting Sponsor branding  
|                               | • On-stage acknowledgements during the Awards  
|                               | • Shuler Awards® Presenter  
|                               | • Sponsorship Spotlight Segment during the show  
|                               | • TV Broadcast exposure as Presenting Sponsor  
|                               | • Behind-the-Scenes TV Production Rehearsal Tour  
|                               | • Customized promotions and projects in support of the show  
|                               | • I-75 LED Marquee logo recognition in the Shuler Awards® ad - 4-second spot, 90-second rotation, 60-day exposure (1,850,000 impressions)  
|                               | • Opportunity to distribute marketing materials on-site before/after event  
|                               | • Meet & Greet with Shuler Hensley + signed playbook  
|                               | • Digital billboard advertising in Atlanta with Shuler Awards® ad  
|                               | • Branded Wi-Fi Sponsorship & Snapchat Geofilter  
|                               | • 20 VIP priority seating Awards show tickets  
|                               | • 20 VIP reception invitations & complimentary parking  
|                               | • Back cover of the Shuler Awards® playbook (audience of 2,750)  
|                               | • Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions)  
|                               | • Contributor list inclusion for ArtsBridge Foundation  
|                               | • Contributor list inclusion in Encore playbill (audience of 140,000+)  
|                               | • Invitation to annual Donor Appreciation Luncheon |

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| **$50,000 PLATINUM SPONSOR** | • Platinum Sponsor branding  
• Exclusive Sponsor of VIP Reception prior to Show  
• On-stage acknowledgement during the Awards  
• Shuler Awards® Presenter  
• TV Broadcast exposure  
• Behind-the-Scenes TV Production Rehearsal Tour  
• Customized promotions and projects in support of the show  
• Digital billboard advertising in Atlanta with Shuler Awards® ad  
• 15 VIP priority seating Awards show tickets  
• 15 VIP reception invitations & complimentary parking  
• Full-page ad in the Shuler Awards® playbook (audience of 2,750)  
• Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions)  
• Contributor list inclusion for ArtsBridge Foundation  
• Contributor list inclusion in Encore playbook (audience of 140,000+)  
• Invitation to annual Donor Appreciation Luncheon |
| **$25,000 GOLD SPONSOR** | • Gold Sponsor branding  
• On stage acknowledgement during the Awards  
• Shuler Awards® Presenter  
• TV Broadcast exposure  
• Digital billboard advertising in Atlanta with Shuler Awards® ad  
• 10 VIP priority seating Awards show tickets  
• 10 VIP reception invitations & complimentary parking  
• Half-page ad in the Shuler Awards® playbook (audience of 2,750)  
• Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions)  
• Contributor list inclusion for ArtsBridge Foundation  
• Contributor list inclusion in Encore playbook (audience of 140,000+)  
• Invitation to annual Donor Appreciation Luncheon |
| **$10,000 SILVER SPONSOR** | • Silver Sponsor branding  
• Shuler Awards® presenter  
• On stage acknowledgements during the Awards  
• TV broadcast exposure  
• 8 VIP priority seating Awards show tickets  
• 8 VIP reception invitations & complimentary parking  
• Quarter-page ad in Shuler Awards® playbook (audience of 2,750)  
• Logo recognition on step & repeat, lobby screens, website, print collateral and press releases (50,000+ impressions)  
• Contributor list inclusion in Encore playbook (audience of 140,000+)  
• Invitation to annual Donor Appreciation Luncheon |
| **$5,000 BRONZE SPONSOR** | • Bronze Sponsor branding  
• On-Stage acknowledgments  
• Community recognition as an arts education supporter  
• 6 VIP priority seating Awards show tickets  
• 6 VIP reception invitations & complimentary parking  
• Logo recognition on lobby screens, website, print collateral and press releases (50,000+ impressions)  
• Logo in Shuler Awards® playbook (audience of 2,750)  
• Contributor list inclusion in Encore playbook (audience of 140,000+)  
• Invitation to annual Donor Appreciation Luncheon |
SHULER SPONSOR RECOGNITION FORM

Company:
Address:
Contact:
Email:
Phone:
Desired Recognition Name:

DONATION AMOUNT:

SPONSORSHIP LEVELS

|$75,000+
 Presenting Sponsor
|$50,000 - $74,999
 Platinum Sponsor
|$25,000 - $49,999
 Gold Sponsor
|$10,000 - $24,999
 Silver Sponsor
|$5,000 - $9,999
 Bronze Sponsor
|$2,500 - $4,999
 Star Sponsor
|$1,000 - $2,499
 Friend

PLEASE RETURN THIS FORM TO:

Jennifer D. Dobbs
Executive Director
ArtsBridge Foundation
2800 Cobb Galleria Parkway
Atlanta, GA 30339
jdoobs@artsbridgega.org | p: 770.916.2803 | f: 770.916.2820

Thank you for supporting arts education through the GHSMTA – Shuler Hensley Awards®!

ArtsBridge will send an invoice for the amount indicated above upon receipt of form.