



LIVE, LOUD & LOCAL

PARTNERING OPPORTUNITIES



4 WAYS TO PARTNER WITH VAN WERT LIVE

- Playbill
- Lobby Monitor Displays
- Digital Ticket
- Sponsorship





LIVE, LOUD, & LOCAL 2023

PLAYBILL ADVERTISING YOUR HANDHELD PROMOTIONAL DEVICE!



FULL PAGE AD
5.5 x 8.5" – \$1,300

PREMIUM SPOTS:

- BACK COVER \$1,700
 - FRONT/BACK INSIDE COVER \$1,500
- Playbill prime positions!

Your business or organization can gain a greater audience by advertising in the Niswonger Playbill. Two size options as shown— Full Page or Half Page.

HALF PAGE AD
5.5 x 4.25"
\$800

Each show has an event specific playbill with cover art and interior content that keeps the audience engaged.

IT'S SHOWTIME FOR YOUR BUSINESS

AD SPACE IS LIMITED. PLEASE SUBMIT
YOUR INTEREST SOON TO BE INCLUDED.
AD DESIGN SERVICE IS INCLUDED.

CALL: 419-771-1173
EMAIL: QUINCY@NPACVW.ORG



CONTACT: QUINCY THOMPSON | 419-771-1173 | QUINCY@NPACVW.ORG

- Handed out at every ticketed show
- Full color impact
- 40,000 tri-state plus annual audience
- Audience of higher discretionary income
- Access to Northwest Ohio's largest audience
- Value priced ad space placed throughout content in playbill
- Measurable ROI strategies if designed with Call to Action
- Ad design services included
- Shows support of the performing arts



LIVE, LOUD & LOCAL 2023

LOBBY MONITOR LED DISPLAYS

GET YOUR BUSINESS IN FRONT OF A NEW AUDIENCE.



Upon entering The Niswonger lobby, patrons are welcomed by TWO LARGE SCALE MONITORS.

EVERY business day and on Show Night your Business is on full display to the largest audience in Northwest Ohio with discretionary income.

QUINCY THOMPSON
MARKETING MANAGER
419-771-1173

BY THE NUMBERS FOR 2023:

28,800 Patrons - Show Night Impressions @ Approx 24 shows per year.

3,000 Patrons - Approx Walk Up Patrons during Box Office Hours per year.

JAN-MAY OR SEP-DEC \$1,400 - 14,900 Half Year Impressions @ 9.3¢ rate

2023 FEATURE ADVERTISER \$2,500 - Keep your spot all year!

31,800 Annual Impressions @ 7.8¢ rate.

*Numbers do not account for Van Wert City School Events that provide an additional captive audience throughout the year, enhancing impressions and return on marketing investment.



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LIVE, LOUD & LOCAL 2023

DIGITAL TICKET ADVERTISING

ACCESS THE LARGEST AUDIENCE
IN VAN WERT COUNTY AND FAR BEYOND!

Van Wert Live presents live entertainment in Van Wert at the Niswonger Performing Arts Center, The Grandstand and Fountain Park. Partnering with us in advertising provides access to the largest audience with discretionary income in the tri-state region.

LARGE AD SPACE (see Granite Ridge spot)
\$2,000 for all 2023 Shows.

SMALL AD SPACE (see McDonald's spot)
\$1,200 for all 2023 Shows

• Ad design service included

Get your business in front of every ticket buyer that holds a physical ticket, printed at home or from our Box Office. We have approximately 21 shows per year. The Grandstand concert holds up to 5,000 impressions alone.

Physical tickets will be scanned at the door, meaning patrons will be sure to have this printed piece with them as they enter with YOUR advertising in hand!



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LIVE, LOUD & LOCAL 2023

EVENT PRESENTING SPONSOR

\$1,500 - \$5,000

EXCLUSIVE TO ONE PER SHOW

- Presenting Sponsor is the lead in for all Press Release Communications
- 8 Tickets to event (personal use and possible employee incentives)
- Event Playbill Recognition
- Van Wert Live Roster Catalog Mention
- Opportunity for Staff to purchase Presale Tickets before the General Public
- Stage Mentions at the Sponsored Event
- LED Sign Logo Display
- Website Landing Page Logo & Mention
- Radio, TV and print ad placements for event
- Social Media Shout-Outs & Linking
- Meet & Greet (Dependent On Artist Approval)

EVENT SUPPORTING SPONSOR

\$1,000 - \$3,000

MAXIMUM OF TWO PER SHOW

- Supporting Sponsor is included in all Press Release Communications
- Event Playbill Recognition
- Van Wert Live Roster Catalog Mention
- Stage Mention at event
- Social Media mentions and linking
- Website Landing Page Logo & Mention
- Radio, TV and print ad placements for event
- LED Sign on week of event
- Monitor display in Grand Lobby
- 4 Tickets to event (personal use and possible employee incentives)
- VIP Meet & Greet (Dependent Upon Artist Approval)

CONTACT:

QUINCY THOMPSON

419-203-7894 | QUINCY@NPACVW.ORG

TAFI STOBER

419-852-7353 | SHOWTIME@NPACVW.ORG

SPONSOR BENEFITS ARE NOT LIMITED TO THIS LIST. PLEASE DISCUSS ANY IDEAS FOR CONNECTING WITH THE NISWONGER AUDIENCE BEFORE OR ON THE DAY OF THE EVENT. THE NISWONGER MARKETING STAFF WILL WORK WITH YOU TO MAXIMIZE EXPOSURE OPPORTUNITIES THAT ARE UNIQUE TO YOUR MARKETING MESSAGE OR SUPPORT PURPOSE.



LIVE, LOUD & LOCAL 2023

ADVERTISING PARTNER AGREEMENT

'GRAND LOBBY' PACKAGE

- 1 Full Pg Playbill Ad + 1 Year LED Ad – \$3,000
- 1 Back Cover Playbill Ad + 1 Year LED Ad – \$3,400 (Limit 1 Qty)

PLAYBILL ADVERTISING

- Full Page Ad \$1,300 • Back Cover \$1,700
- Inside Front/Back Cover \$1,500
- Half Page Ad \$800

LOBBY MONITOR DISPLAY ADVERTISING

- Jan-May OR Sept-Dec Ad \$1,400
- 1 Year Ad \$2,500

PRINT AT HOME TICKET

- Large ad Space \$2,000
- Small ad space \$1,200

SPONSORSHIP OPPORTUNITY

- Presenting Sponsor \$1,500-\$5,000
- Supporting Sponsor \$1,000-\$3,000

*Submit ad artwork to weston@npacvw.org

TOTAL PARTNERSHIP _____

INVOICING TERMS



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ADVERTISING PARTNER CONTACT INFO

NAME: _____

COMPANY: _____

MAILING ADDRESS: _____

PHONE: _____ EMAIL: _____

EMAIL TO: QUINCY@NPACVW.ORG

* When submitting ad artwork, CC: WESTON@NPACVW.ORG

Provide Marketing Objective and Ad Call to Action.

CALL: 419-771-1173

MAIL: VAN WERT LIVE • 10700 SR 118 South, Van Wert, OH 45891

PLEASE CONTACT US WITH ANY QUESTIONS.



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