

LIFE CENTER'S
SINGING CHRISTMAS TREE
P R E S E N T S



LIFE CENTER

1717 SOUTH UNION AVENUE
TACOMA, WASHINGTON 98405

BECOME A MEDIA PARTNER

The Singing Christmas Tree has been seen and enjoyed by hundreds of thousands of people since 1963. Becoming a media partner is a fantastic opportunity for you to reach thousands of potential customers while being linked with such an outstanding holiday tradition. This year we have put together a strong selection of desired promotional packages for you to choose from including an opportunity to become a title partner. Please reserve your spot soon, for these packages will be scooped up quickly. We pray that this opportunity will be a tremendous blessing to you and your business!

Colin Magnuson, Singing Christmas Tree Marketing Director
(253) 376-3024 or Email at colin@cmcreative.com

Title Partner . \$5,000

You will be the premier title sponsor on all of our media purchases. By partnering with us will be featured on 2 direct email blasts to over 50,000 users each, and over 100 radio spots heard on KCMS 105.3; which is in the top 3 of all stations listened to in the Puget Sound region. We are also utilizing either television or billboard advertising (one or the other) where you will be featured. In addition, we are doing a wealth of print related advertising including posters, banners, and postcards being mailed to thousands of Pierce County residents. Online promotions include website homepage banner advertisement and boosted Facebook posts with direct links to your company website. Finally, your sponsorship will include the following internal promotions that will feature your company.

1. Your choice of a full page inside front cover or inside back cover of our full color performance playbill (see following page for dimensions).
2. Promotional listing and link to your website on the singingtreetacoma.com website.
3. Featured press release sent out to local and national media outlets highlighting your partnership with us. The press release will also include active links to your company's website. This will be seen by thousands of people all across the country.
4. Featured promotional slide that will run pre and post performance as well as intermission on the auditorium and foyer screens.
5. Ten (10) \$25 tickets to the performance of your choice.

LIFE CENTER'S
SINGING CHRISTMAS TREE

P R E S E N T S



LIFE CENTER

1717 SOUTH UNION AVENUE
TACOMA, WASHINGTON 98405

Foyer Decorations & Playbill Partner . \$2,500

An opportunity to promote your business in a fun and festive way is to become a traditional sponsor of the Singing Christmas Tree. For years local businesses have benefited from the tremendous exposure we give them each season. This is what you will receive with your generous sponsorship of \$2,500:

1. **Full page** color ad in our performance playbill (see following page for dimensions).
2. Promotional listing and link to your website on the singingtreetacoma.com website.
3. Featured promotional slide that will run pre and post performance as well as intermission on the auditorium and foyer screens.
4. Fifteen (15) \$15 tickets to the performance of your choice.

Costume Partner . \$1,500

With every season being a unique story and experience, we invest in all the costumes for our performers each season. To help offset the cost of the material, expenses and labor, your generous support of \$1,500 will help make this season as memorable as possible.

1. **Half page (1/2)** full color ad in our performance playbill (see following page for dimensions).
2. Promotional listing and link to your website on the singingtreetacoma.com website
3. Featured promotional slide that will run pre and post performance as well as intermission on the auditorium and foyer screens.
4. Ten (10) \$15 tickets to the performance of your choice.

Outdoor Lighting Partner . \$1,000

We deck the halls with thousands of lights both inside and out. Your generous support of \$1,000 includes the following promotional benefits.

1. **Quarter page (1/4)** color ad in our performance playbill (see following page for dimensions).
2. Promotional listing and link to your website on the singingtreetacoma.com website.
3. Featured promotional slide that will run pre and post performance as well as intermission on the auditorium and foyer screens.
4. Six (6) \$15 tickets to the performance of your choice.

Friends of the Tree Partner . \$500

Your generous sponsorship of \$500 includes the following promotional benefits.

1. **1/8 page business card style** ad printed in full color (see following page for dimensions).
2. Promotional listing and link to your website on the singingtreetacoma.com website.
3. Featured promotional slide that will run pre and post performance as well as intermission on the auditorium and foyer screens.
4. Two (2) \$15 tickets to the performance of your choice.

Seat Partner Donation . \$250

Year after year we hear life transformation stories from those attending the Singing Christmas Tree. Your donation is a gift to those who otherwise might not be able to attend. *Thank you!*

LIFE CENTER'S
SINGING CHRISTMAS TREE
P R E S E N T S



Your display ad will be featured in our full color playbill, on the Singing Christmas Tree website and throughout the auditorium on digital displays before, during and after each production. To the right are the specifications and dimensions for your ad. You are welcome to submit camera ready art in the format provided or you are welcome to request an ad from our professional designer who is working on the play bill layout.

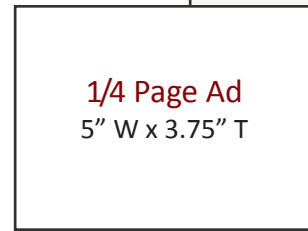
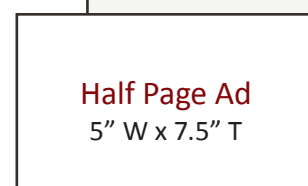
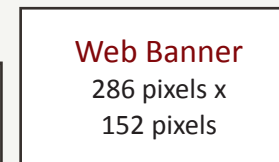
To Reserve Your Spot

Colin Magnuson,
Marketing Director
(253) 376-3024 or
Email at: colin@cmcreative.com

AD SUBMISSION GUIDELINES

Our ads are featured throughout the publication and online. If you are submitting your own ad, you must follow the sizes listed below.

- In the playbill, the ads are set in a frame, so please DO NOT include a frame in your final artwork. You may extend the colors (or bleed) the artwork. The visible ad space is set to the size posted.
- Submit your ad for print as a high resolution (300 dpi) Jpeg or as a PDF with fonts converted to paths or outlines. Should be CMYK ready.
- For online banner ads, please submit your ad as a flattened Jpeg at size.
- Submit your ad via email to the production designer.
Colin Magnuson: colin@cmcreative.com.



Note on Online Ads.
We have fully optimized the Singing Christmas Tree website with advanced SEO techniques that are designed to drive traffic to the website. Your ad will be seen by thousands of people throughout the production run.

Friends of the Tree Ads. *1/8 Page Business Card*
We would be happy to put together an ad for you.
All we need is a high resolution version of your logo
and the contact info you wish to have displayed.

LIFE CENTER MINISTRIES
1717 South Union Avenue. Tacoma, WA 98405
Main Office. (253) 756-5300

