

Vermont's Award-Winning International Youth Circus

# CIRCUS SMIRKUS

## SPONSORSHIPS

### Looking for a unique marketing opportunity in New England?

Circus Smirkus offers comprehensive and valuable marketing to corporate sponsors. Being a Smirkus sponsor means being a creative partner in our 29-year **tradition of bringing joy and magic to towns all over New England through our crowd-pleasing, family entertainment.** Your name will be associated with Circus Smirkus and our **award-winning, internationally-acclaimed youth programs**, and with all of our nonprofit community and youth organization presenters. Choose one of our packaged sponsorship levels or work with us to create a customized program to suit your specific needs.

### Why the Circus?

#### Desirable Demographics and Strong PR Value

Our audiences and supporters, and readers and viewers exposed to our media, include a highly desirable segment of the US population, with a large percent coming from middle to affluent households in New England.

Our tour travels to many prime destinations across New England, including many affluent areas around Boston\* and the Cape, Saratoga Springs, Kennebunkport and the Mad River Valley in Vermont. Associating your company with Smirkus in these markets can create a valuable adjunct to your primary advertising campaigns by offering strong PR "feel-good" value.

Smirkus offers various levels of sponsorship designed to promote your business/organization through a mixed marketing approach. Each package is flexible and can be adjusted and just like the circus we can improvise by creating a custom package that will let your business take center stage! For questions or to discuss a sponsorship opportunity, contact Communications Manager Angelia Rorison by email at [marketing@smirkus.org](mailto:marketing@smirkus.org).

### As Seen On...



\*According to a 2014 Bureau of Labor Statistics report, Bostonians spend an average of 21% more than the rest of the nation on retail goods and services

## How Your Company Can Reach Our Audiences

**STREET SIGNAGE:** Before our shows, street banners and hundreds of road signs are posted in or near the town in prime locations. People notice these colorful, fun banners and signs from great distances, putting your company's logo in the celebratory context of promoting a fun-filled, family event.

**DIRECT MAILING:** In Mid-May, we mail our colorful and fun Tour Schedule Postcard to a targeted list of over 35,000 people, which includes past ticket buyers and attendees from our other programs, including school, camp and off-season events. This direct mailing often transfers directly to refrigerators and bulletin boards all over the United States. That's priceless, long-term real estate for your corporation's logo, inside the homes and business of a very desirable demographic.

**ADVERTISING:** Weeks before each show, we saturate 15 markets throughout New England with \$50,000 worth of sponsored media exposure in print, web, radio and TV advertising and PSA's. We choose top-tier media outlets, including WBGH, the Boston Globe, The Boston Herald, FOX44, ABC 22, WCAX, etc.

**SITE SIGNAGE:** Over 50,000 people enter the show site through the Midway, walking by bright and beautiful Sponsorship Signage on sandwich boards and banners. Eighty percent enter our fun and festive concessions area surrounded by Sponsor Banners. Inside the Big Top Tent, guests are greeted by the traditional splendor of a traveling circus and Sponsor Banners backing the tent walls.

**PRINT:** Roughly three weeks before we arrive our hand picked area volunteers make their way throughout each site's town to post 6,000 colorful and fun Smirkus Posters and thousands of Smirkus Flyers, ensuring that no popular boards are without a Smirkus poster. Your Sponsorship Logo printed on our posters will be promoted on public bulletin boards, chamber of commerce sites, tourism centers, grocery stores, coffee shops, libraries, spas, gyms, bookstores and other retail locations. At the show, guests receive a free copy of our big, fun-filled Souvenir Playbill (20,000 printed). This takeaway piece gets a thorough reading before the show, during intermission, and back home, giving you a great opportunity to show off your company in an exciting, non-traditional venue.

**RING ANNOUNCEMENTS:** At the start and end of each show, sponsors have the opportunity to have their company showcased by our Ringmaster in a captive announcement, offering priceless placement of your identity with a special, family event.

**SMIRKUS WEB:** With a daily unique visitor count of over 1,500 during our tour season, prime placement on our popular website, either through banners or placement on our Sponsor page, means that your company creates a strong visual association with our web visitors.

**SOCIAL MEDIA:** As soon as you become an official Circus Smirkus sponsor, our social media specialist will begin to incorporate you into our social media platforms. The Smirkus Facebook page receives an average of over 200 engaging visits per day during our season.

★ **EMAIL AND NEWSLETTERS:** Our newsletter and emails reach over 30,000 online subscribers, which will introduce your business to households across New England increasing your brand awareness across the region.

**IPHONE APP:** A Big Top for your little screen! Circus Smirkus' season specific app available for the iPhone and iPad will also display your company's logo. The app is a free download and is used by hundreds in the summer to keep up with us as we go down the road!

**CROSS-PROMOTIONAL OPPORTUNITIES:** Circus folk work together! We would love to hear your ideas on how to make the most of our partnership, share with us!



Questions?

Contact Angelia Rorison at: [pr@smirkus.org](mailto:pr@smirkus.org) / 802-533-7443 x24



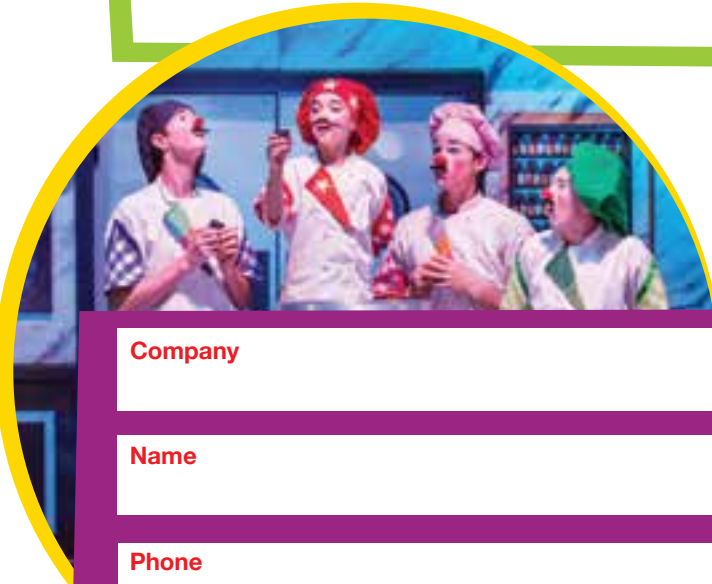
★ TOUR SPONSOR	★ VENUE SPONSOR	★ SHOW-STOPPER	★ SMIRKO	★ SMILE
\$50,000	\$25,000	\$10,000	\$5,000	\$2,500

<b>SITE SIGNAGE</b>	Midway Banner	✓				
	Entrances	✓				
	Gate	✓	✓			
<b>ADVERTISING</b>	Newspaper	✓	✓	✓	✓	
	Radio	✓	✓	✓	✓	
	Television	✓	✓	✓	✓	
<b>DIRECT MAIL</b>	Tour Route Card	✓	✓	✓	✓	✓
<b>TOUR POSTER</b>	Lead Sponsor Placement	✓				
	Named Sponsor Placement		✓			
	Supporting Sponsor Placement			✓	✓	✓
<b>PRINT</b>	Half-page Color Ad				✓	✓
	Full Color Ad	✓	✓	✓		
	Sponsorship Partner Page	✓	✓	✓	✓	✓
	Half Page Profile	✓				
<b>MISC PRINT</b>	Ticket Stub Logo Printing	✓	✓			
	Grassroots Flyers	✓	✓			
	Promo Flyers	✓	✓	✓	✓	
<b>STREET SIGNAGE</b>	Banners	✓	✓			
	Yard Signs	✓	✓	✓		
<b>RING RECOGNITION</b>	At Every Venue	✓				
	Before Show Announcement	✓	✓	✓		
	End of Show Announcement	✓	✓			
	Center Ring Recognition w/ Company Representative	✓				
<b>WEB</b>	Organizational Profile at smirkus.org	✓				
	Lead Placement on Partner Page at smirkus.org	✓				
	Recognition in ALL Social Media Posts	✓				
	Logo on Partner's Page at smirkus.org	✓	✓	✓	✓	✓
	Recognition in Partnered Social Media Posts	✓	✓	✓	✓	✓
	Newsletter	✓	✓	✓	✓	✓
	Sponsorship Partners Email Blast	✓	✓	✓	✓	✓
	Sponsorship Video - Lead	✓				
	Sponsorship Video - Featured	✓	✓	✓	✓	
<b>SWAG</b>	VIP Tickets	40	20	18	10	6
	DVDs	15	10	5	2	1
	2016 Signed Tour Cast Photo	20	10	5	2	1
	Autographed Smirkus Coffee Table Book	10	5	2	1	1
	Smirkus Shirts	20	12	8	4	2
	Clown Noses	40	20	18	10	6
<b>MISC</b>	Advertising Table by Ticket Booth	✓	✓			
	Backstage VIP Tour	✓	✓	✓		
	Customizable Advertising Option	✓				

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## The Smirkus Reach

- 29-year tradition
- 72 shows
- 15 New England towns
- 50,000 spectators
- \$50,000 sponsored ad budget
- 25,000 piece direct mailing
- 6,000 posters
- 20,000 playbills
- Thousands of flyers
- 1,000 daily website visitors
- Millions of media impressions
- 140 Ring announcements
- Hundreds of street and site signs



## Run Away With Us

Company

Name

Title

Phone

Email

Level of Commitment

- \$50,000** Tour Sponsor
- \$25,000** Venue Sponsor
- \$10,000** Showstopper Sponsor
- \$5,000** Smirko Sponsor
- \$2,500** Smile Sponsor

Signature

Date

**THANK YOU!**

Be in good company with these prior sponsors



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