



Sponsorship Proposal

“Live At The Crown”

Vocal Contest



December 1, 2012

www.herronscrownoprytheater.com

Herron's Crown Opry Theater
1015 W. Main Street
Collinsville, OK 74021

Collinsville Chamber of Commerce
1126 W. Main Street
Collinsville, OK 74021

Who We Are:

The Collinsville Chamber of Commerce has partnered with Herron's Crown Opry Theater in downtown Collinsville, Oklahoma for this event. After many years of sitting empty, the Crown Theater has new life within it. Herron's Crown Opry Theater is now home to a country music variety show featuring "The Main Street Opry Band" and plays host to a variety of well known, as well as local up and coming new talent.

Intention:

The intention of this event is to raise money to replace the historic marquee that once overlooked beautiful downtown Main Street. We believe that having the marquee in place will help to once again breathe new life into the jewel of downtown Collinsville. The Crown Theater can once again become a key component of our downtown. Cost of a new marquee has been estimated to be approximately \$18,500. We believe that through the generous support of the community and various fundraising events such as the "Live at the Crown" vocal contest we will be able to do just that. We will also be able to expose the public to local talent that may not have been discovered yet, as well as, expose the public to a variety of goods and services provided by our various sponsors. Broadening brand awareness for the theater and our sponsors is our intent. "Live at the Crown" will require funds to award prize money, judges, advertising, and general operating costs.

Target Groups & Demographics

- *(Age group range)* As this is being promoted as a family event we expect an audience of a wide range of ages, focusing primarily on the young adult age 21-49 age range.
- *(Annual Income range)* Using Collinsville area as base study \$59,610

Event Overview

Location: Herron's Crown Opry Theater – 1015 W. Main St., Collinsville, Oklahoma

Date: Open Auditions – Saturday, December 1, 2012

Time: Starting at 9:00 a.m. Continuing all day

Finalist Performance Show – Friday, December 7, 2012

Time: 6:00 p.m. Showtime

Expected Attendance: Preliminary Attendance estimated between 500-1000 spectators
Expected Attendance: Finals Show seating in theater for 350 spectators with overflow location across the street at Soiree Party Place with additional seating for 160.
Advertising Reach: Through printed materials and radio we expect to reach +50,000.

Herron's Crown Opry Theater is proud to be partnering with the Collinsville Chamber of Commerce to present Downtown's Hottest Vocal Contest -

"Live at The Crown!"

Contestants will compete for over \$400 in CASH and prizes! Top Ten Finalists will compete and perform at the Finals Performance Show on December 7, 2012. Top three finalists will be featured in the Collinsville Chamber of Commerce Christmas Parade on December 8. Winner of competition will receive \$250 CASH and be invited to perform LIVE on stage with the Main Street Opry Band at an upcoming Opry Show. Second Place runner-up will receive \$100 CASH and Third Place will receive \$50 CASH. Talent promoters will also be present looking for the hottest new talent. All proceeds from the competition will go towards replacing the marquee of the historic Crown Theater. Open Auditions will be held on Saturday, December 1, 2012 starting at 9:00 a.m. All contestants must be pre-registered no later than **November 27, 2012**. Contestants will be notified of approximate audition time. The top ten finalists of the Open Auditions will go on to compete in the Finals Performance Show on **December 7, 2012!** We will have celebrity judges from a variety of music entertainment avenues. We have also already obtained partnership with local radio station and will be featured on primetime night radio show. We hope to also be featured on local morning television programs. Tickets for the Preliminary Auditions are available for \$5. Finals Performance Show tickets are available for \$10.

Incentive:

The main incentive of our partnering sponsors is direct awareness and exposure to a variety of target groups and distinguished clientele.

Branding is to include:

- Logos/info on event flyers and invitations
- Logos, website links and images on email marketing and various ad campaigns with our media affiliates
- Promotional models displays at event
- Premium giveaways
- Signage within the venue

Request:

We are seeking monetary contributions of:

- **Bronze \$50-** For your contribution of \$50 or more you will receive your name listed in our program at the Finals Competition.
- **Silver \$100-** For your contribution of \$100 or more you will also receive your guest signage within the venue.
- **Gold \$300-** For your contribution of \$300 or more you will receive all of the previous incentives, as well as, Name/Logo and recognition on all promotional materials (posters, flyers, radio announcements).
- **Platinum \$1000-** For contributions of \$1000 or more you will receive Exclusive VIP tickets and seating for you and a guest at the Finals Performance. You will also receive ALL previous incentives plus, Premium signage, major logos and recognition as “Presenting Sponsor” and mention and recognition on our Finals Tickets and promotional DVD video to be sold to the public at the event.

Contact Info:

If you are interested in becoming one of our sponsoring partners for this event or have any questions, please contact:

Rick Herron, Owner, Herron’s Crown Opry Theater

Cell: (903) 331-1325

Email: rcherron6@gmail.com

Sherry Campbell, Public Relations/Marketing

Cell: (918) 855-8375

Email: alldolledup@cox.net

Marilyn Hardacre, Sponsorship Committee

Cell: (918) 638-4461

Office: (918) 371-1400

Email: tops@kw.com

The Collinsville Chamber of Commerce

Office: (918) 371-4703

Email: cvillechamber3477@gmail.com

**“LIVE AT THE CROWN” – VOCAL CONTEST
SPONSORSHIP FORM**

(Deadline for inclusion on print advertising November 14, 2012)

- Platinum Sponsor \$1000.00
- Gold Sponsor \$300.00
- Silver Sponsor \$100.00
- Bronze Sponsor \$50.00

***Please send high
resolution digital logo to
alldolledup@cox.net by
November 14, 2012.***

Payment Options

- \$ _____ Enclosed
- Please invoice

Name: _____ **Title:** _____

Organization/Company: _____

Phone: _____ **Fax:** _____

Address: _____

City: _____ **Zip:** _____

Email: _____

Signature: _____ **Date:** _____

Make Checks payable to:
The Collinsville Chamber of Commerce
1026 W. Main Street
Collinsville, OK 74021
(918)371-4703

Thank you for your Sponsorship and Support!