



**CITY OF NEW PORT RICHEY  
SPECIAL EVENT  
SPONSORSHIP APPLICATION**

**I. EVENT INFORMATION:**

- a. Organization: Suncoast Young Peoples Theatre DBA Richey Suncoast Theatre
- b. Name of Event: Season Opener - Play - The Last 5 Years
- c. Event Dates (beginning, ending): September 15 - 24, 2023
- d. Event Coordinator (name, address, phone, email) Jennette Cronk, Executive Director  
jcronk@richeysuncoasttheatre.com or Doug Jones, djones@richeysuncoasttheatre.com
- e. Please indicate other events provided by your agency and the amount (if any) currently funded by the City: See Attached Brochure for list of events for the next 6 months. No other funding has been given by the city, None for previous 2 years
- f. How are the events specified assessed for effectiveness? Programming is rated by a sub-committee of the board of directors. They are evaluated for community impact.
- g. Please provide a statement setting forth the use of net proceeds derived from the special event: Net Proceeds of the event will be used for the next program in November (A play called 'Mousetrap')

**II. MARKETING AND ADVERTISING**

- a. Which specific advertising mediums will be used? Social Media, Displaycase, fliers and posters. If possible, 1 month before the event, Ad buys on radio and print may be used.
- b. Identify advertising campaign duration and amount for each medium: Print & Radio: \$200-300, FB Boost: \$250, Fliers and display case: \$250
- c. Will the City of New Port Richey be identified as a sponsor on all promotional/advertising materials? Yes,

Logo on all promotional material and in sponsor board for full season and identified as a Premier Sponsor for the entire season.



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**III. ECONOMIC IMPACT**

- a. Describe the overall economic benefit to NPR: Expected crowd is >1600  
Across 6 showings. Partnerships with restaurants to drive business to other businesses
- b. Will the event compliment or compete with existing downtown businesses?  
Compliment. .
- c. If yes, in what way(s) and to what degree? We are working to engage restaurants in  
Partnership opportunities. 'Dinner and a show'. Also highlighting the downtown area businesses  
before/after show activities

**IV. EVENT IMPACT**

- a. How many consecutive years has this event been held in NPR? 41 Years

**V. REQUIRED DOCUMENTS**

- a. Adopted agency budget for current fiscal year.
- b. Audited Financial Statement (for 2016 or a IRS Form 990)
- c. Certificate of Incorporation

**Overall Proposed Statement of Revenue & Expenditures**  
*(Detailed line-item budget)*

<b>Revenues</b>	<b>Previous Year*</b>	<b>Current Year</b>
<i>City Sponsorship</i>	0	None YTD
SEE Detailed Statement of Activities and Budget Documents		



**Richey Suncoast Theatre**  
**Budget - The Last 5 Years**

<b>Income</b>		
43400 - Revenue	\$	24,130
50000 - Production Costs	\$	8,250
50100 - Concessions	\$	1,200
50200 - Contract Services	\$	3,600
<b>Gross Profit</b>	<b>\$</b>	<b>11,080</b>
<b>Expense</b>		
60000 - Payroll Expenses	\$	1,300
60100 - Officer/Member Expenses	\$	-
60200 - Business Expenses	\$	4,000
60300 - Insurance	\$	1,188
60400 - Professional Fees	\$	938
60500 - Operations	\$	150
60600 - Facilities	\$	500
60700 - Utilities	\$	2,363
<b>Total Expense</b>	<b>\$</b>	<b>10,438</b>
<b>Net Income</b>	<b>\$</b>	<b>643</b>

Prepared July 18, 2023 by Djones

Using ticketing, concessions and cost data from prev 6 months of shows

## Season Support

### Premier Sponsor

\$5,000  
Full page ads in playbill and logos on display throughout the season plus 6 season tickets

### Season Sponsor

\$1,000  
1/4 page ad in playbill and logos on display throughout the season plus 2 season tickets

### Season Ticket

\$99  
Perks throughout the season

## Individual Performance Support

### Title Sponsor

\$3,000 Musical  
\$2,000 Play  
\$1,000 Movie  
Full page ad in playbill and logos on display throughout the season plus 6 performance tickets

### Presenting Sponsor

\$1,000  
1/2 page ad in playbill and logos on display throughout the season plus 4 performance tickets

### Supporting Sponsor

\$500  
1/4 page ad in playbill and logos on display throughout the season plus 4 performance tickets

### Friend of the Theatre

\$250  
1/4 page ad in playbill and logos on display throughout the season plus 2 performance tickets

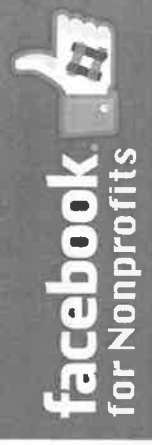
For more information on sponsorships, email  
[boxoffice@richeysuncoasttheatre.com](mailto:boxoffice@richeysuncoasttheatre.com)

## Sponsorships & Donations

As a nonprofit, the theatre operates on the generosity of our community. Tickets and concessions help to cover the operating costs. However, the theater is an old building and in constant need of maintenance.

Materials & donations are all very appreciated. We are also looking for partners with specialized skills such as Architects, Contractors, Plumbers and Electricians to volunteer time to help complete projects.

## WAYS TO DONATE



@RICHEYSUNCOASTTHEATRE

# RICHEY SUNCOAST THEATRE

## 2023/2024 SEASON



**RICHEY  
SUNCOAST THEATRE**

6237 Grand Blvd,  
New Port Richey, FL 34652  
(727) 842-6777

[boxoffice@richeysuncoasttheatre.co](mailto:boxoffice@richeysuncoasttheatre.co)  
[www.RicheySunCoastTheatre.com](http://www.RicheySunCoastTheatre.com)

# Theatrical Season

From musicals to inspiring true stories, hilarious comedies and murder mysteries, Richey Suncoast Theatre brings premiere live theater to beautiful downtown New Port Richey.

## 2023

Jun 30	Movie: Dirty Dancing
Jul 1	Movie: Dirty Dancing
Jul 14 & 15	Movie: Gone With the Wind
July 22	Sidesplitters Comedy Night
July 29	Live Music: STEAM
Aug 4 & 5	Movie: The Birds
Aug 12	Sidesplitters Comedy Night
Aug 25 & 26	Movie: TBD
Sep 9	Sidesplitters Comedy Night
Sep 15 - 17	Live Theater: The Last 5 Years
Sept 22-24	Live Theater: The Last 5 Years
Sept 30	Live Music: Johnny Cash Tribute
Oct 6 & 7	Movie: The Nightmare Before Christmas
Oct 14	Sidesplitters Comedy Night
Oct 20 & 21	Rocky Horror Picture Show
Oct 27 & 28	Movie and Shadow Cast Rocky Horror Picture Show Movie and Shadow Cast
Nov 3	Live Music: Paisley Craze
Nov 4	Sidesplitters Comedy Night
Nov 10-12	Theater: The Mousetrap
Nov 17-19	Live Theater: The Mousetrap
Nov 25	Movie: White Christmas
Dec 1	Live Music: Pink Floyd Tribute
Dec 8	Sidesplitters Comedy Night
Dec 15-17	Live Theater: A Christmas Carol Adaptation
Dec 29	Burlesque: Sparkles & Sass

## OUR MISSION

Provide the community with education of the arts, performance of the arts, art leadership events, and a venue for artists to display their talents.

## PURPOSE

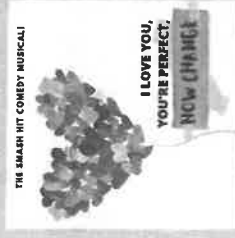
Richey Suncoast Theatre will set the tone for the arts in our community. It will provide a safe, non-biased, space for people to create, collaborate, and perform. It will provide a place to learn through educational programs, a place for performing, and a space to collaborate with others to enhance their roles as artists, teachers, and performers. We will build community partnerships that combine our strengths to rebuild this theatre into a place that engages young and old, artists and spectators, and dreamers and doers.

## STATUS

Richey Suncoast Theatre is a 501c (3) historical theater, that opened in 1926.



September 15-24



January 19-28



November 10-19



March 15 -24



May 3-12

Sponsorship and advertising opportunities are still available for the 2023/2024 Theatrical Season. Email: [boxoffice@richeysuncoasttheatre.com](mailto:boxoffice@richeysuncoasttheatre.com) for more information.

Showings are subject to change and new shows are added. For details, showtimes, & tickets, visit: [www.RicheySuncoastTheatre.com](http://www.RicheySuncoastTheatre.com)