



**MTA**

*Meridian*

**MASQUERADE**

AT THE MSU RILEY CENTER

**JANUARY 16-19, 2025**



# GUIDE TO SPONSORING MISSISSIPPI THEATRE



## SPONSOR A FESTIVAL AT MTA 2025

The Mississippi Theatre Association is proud to offer multiple sponsorship opportunities to fit any organization. Organizations can choose the sponsorship level and designation for one of our many festivals!



## FUND OUR FESTIVAL OPERATIONS & AWARDS

There were 809 registered participants for MTA 2024 and 35 volunteers - making each volunteer responsible for 22 people by themselves. It's time to pay the best of our volunteer base and recruit more festival labor.

## PROVIDE A SCHOLARSHIP OR GRANT

Some Theatre groups want to participate at a higher level, but lack resources due to being in the activity deserts of Mississippi, making it extremely difficult to fundraise.



## SUPPORT CAN BE LEGISLATIVE OR CORPORATE

Contact [ExecDir@mississippitheatre.org](mailto:ExecDir@mississippitheatre.org) for more information



**MTA 2025**



# **GUIDE TO SPONSORSHIPS & ADVERTISEMENTS**

Thank you for supporting the Mississippi Theatre Association!  
The MTA State Festival is made possible through the  
generous support of patrons like you!

Choose how your organization would like to support  
the 2025 MTA Festival. Our organization is run primarily by  
volunteers and educators.

## **SPONSORSHIPS**

Sponsorships expose organizations to hundreds of festival-goers, promote their programs, receive festival access passes, have a booth at the MTA Festival, and more! There's a sponsorship for everyone. Learn more about this year's opportunities and how to invest in the future of Mississippi's great theatre.

## **PROGRAM ADVERTISEMENTS**

This year's festival program will feature ad space for you to show your support of the arts in Mississippi. Send your favorite actors a "Break a Leg" message, or promote your community theatre, business, or studio!

**DEADLINE TO SUBMIT IS DECEMBER 20**



# MTA 2025

# GUIDE TO SPONSORSHIP



## SPONSOR A FESTIVAL

### **Secondary One-Act Festival Sponsorship**

Your sponsorship will support the Secondary One Act Festival. This includes expenses related to awards, adjudicator travel, and venue.

### **Community Theatre One-Act Festival Sponsorship**

Your sponsorship will support the Community Theatre One Act Festival. This includes expenses related to awards, adjudicator travel, and venue.

### **Theatre for Youth Festival Sponsorship**

Your sponsorship will support the Theatre for Youth Festival. This includes expenses related to awards, adjudicator travel, and venue.

### **Playwriting Festival Sponsorship**

Your sponsorship will assist with costs for the Playwriting Festivals. This includes expenses related to awards and travel for adjudicators and winners.

## PROVIDE A SCHOLARSHIP OR GRANT

### **Waymaker Grant**

As part of MTA's Equity, Diversity, and Inclusion initiative, the Waymaker Grant provides MTA membership, including full MTA Festival 2025 passes, for up to 12 theatre-makers with diverse talents and backgrounds who meet qualifying criteria.

### **New Horizons Secondary Grant**

Your sponsorship sends a school (new to MTA within the past 5 years) to MTA 2025. Up to 10 students and 2 teacher memberships for participation in the Secondary Festival.

### **New Horizons Theatre for Youth Grant**

Your sponsorship sends a school (new to MTA within the past 5 years) to participate in the Theatre for Youth Festival.

### **MTA Scholarship**

Your sponsorship provides \$500 scholarships to two high school senior who plans to pursue theatre at a Mississippi college or university.

# SPONSORSHIP LEVELS

## FUND OUR FESTIVAL OPERATIONS & AWARDS

### **\$500 - APPLAUSE**

Your sponsorship will assist in the yearly operations of the Mississippi Theatre Association. Sponsors receive:

Brochure in the festival-goer welcome bags

One Booth at MTA 2025

Half-page ad in the MTA 2025 program

One MTA 2025 Access Pass

Signage at MTA 2025 Festival

One 1-minute spotlight to introduce your organization at the One Act Festival of your choice before a block of shows

### **\$1,000 - OVATION**

Your sponsorship will assist in the yearly operations of the Mississippi Theatre Association. Sponsors receive:

Brochure in the festival-goer welcome bags

Full Page ad in the MTA 2025 program

One Booth at MTA 2025

Two MTA 2025 Access Passes

Two 1-minute spotlights to introduce your organization at the One Act Festival of your choice before a block of shows

Signage at MTA 2025 Festival

Logo featured on [mississippitheatre.org](http://mississippitheatre.org) website

### **\$1,500 - ENCORE**

Your sponsorship will assist in the yearly operations of the Mississippi Theatre Association. Sponsors receive:

One Booth at MTA 2025

Brochure in the festival-goer welcome bags

Full Page ad in a prominent location at the MTA 2025 program

Three MTA 2025 Access Passes

Three 1-minute spotlights to introduce your organization at the One Act Festival of your choice before a block of shows.

Signage at MTA 2025 Festival

Ability to give away college swag during spotlight time

Logo featured on [mississippitheatre.org](http://mississippitheatre.org) website and social media



# MTA 2025

## SOCIAL SPONSORSHIPS

The MTA Youth & Adult Social Events are designed to let all participants and adjudicators take a break after the competition. Both events are wonderful networking opportunities for all ages. Sponsorships come with premium signage, passes to the sponsored event, and prominent logo placement in our program and website.



### FUND OUR YOUTH SOCIAL EVENT

There are over 600 young performers who attend our annual theatre festival. Most kids want a dance or lip-sync contest. This year's event will be hosted in Meridian, MS

### FUND OUR ADULT SOCIAL EVENT

A great way for adjudicators to unwind after a long run of shows is enjoying a relaxing social event at the Mississippi Arts + Entertainment Experience.



## SUPPORT CAN BE LEGISLATIVE OR CORPORATE

Contact [ExecDir@mississippitheatre.org](mailto:ExecDir@mississippitheatre.org) for more information



# MTA 2025 GUIDE TO ADVERTISING

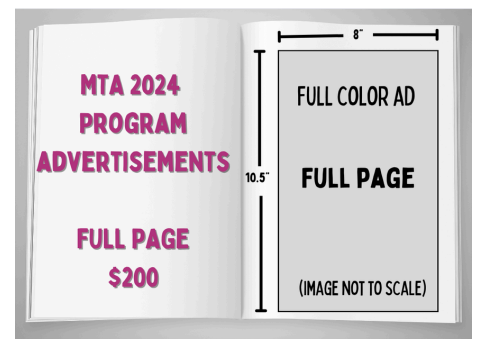
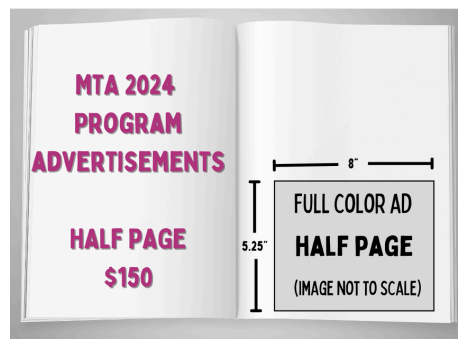
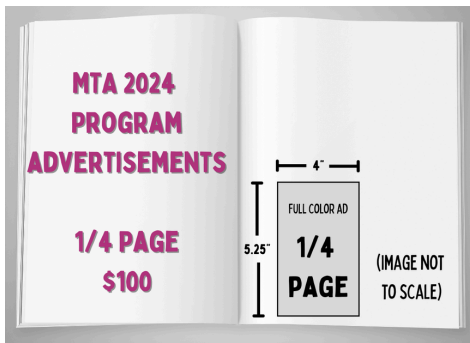


MTA offers three advertisement sizes. See examples below.

1/4 Page - 4" x 5.25" - \$100.00

Half Page - 8" x 5.25" - \$150.00

Full Page - 8" x 10.5" - \$200.00



## SUBMISSION GUIDELINES

You have three submission options when purchasing an advertisement for the MTA Program!

### Submit print-ready artwork

- Submit hi-res print-ready JPEG via this form
- 300 dpi preferred
- Artwork must be formatted to desired ad size

### Let MTA's graphic designer build your ad for you

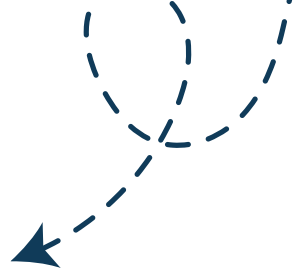
- Submit artwork or logo and text copy via this form
- MTA's graphic designer will design and send for approval
- \$50 graphic design fee applies

### Submit text for a text-only ad

- Submit ad copy via this form
- MTA's graphic designer will design and send for approval
- No fee applies



**MTA 2025**



**GET STARTED TODAY**

**SCAN WITH YOUR  
SMARTPHONE CAMERA**



**OR VISIT**

**MISSISSIPPITHEATRE.ORG/SPONSORS**

