



Put your business on stage in front of East Idaho this fall.

The Plot, Like Gravy, Thickens: a live murder mystery with an audience-participation finale, staged at our venue in Rigby. 10 performances, produced by Rexburg Community Theatre, promoted by East Idaho Events.

20,000+

weekly newsletter readers
across East Idaho

10

performances, Oct 7-10 & 14-17,
with Saturday matinees

500

total seats across the run at our
intimate venue in Rigby

10 wks

of promotion across newsletter,
web & social for sponsors signed
by Aug 8

The Show **AUDIENCE PARTICIPATION**

The Plot, Like Gravy, Thickens is a live whodunit where the audience becomes part of the show. After the final scene, guests get to interrogate the cast, who remain fully in character, and piece together the clues to name the murderer themselves. Every night ends with the room buzzing, comparing theories, and pointing fingers. It is the kind of interactive night out East Idaho does not get often, and with only 500 seats for the entire run, it is the kind of night people fight for tickets to and talk about for weeks after.

The Company **REXBURG COMMUNITY THEATRE**

Rexburg Community Theatre has staged musicals and shows in East Idaho every year for nearly 20 years, including the free Shakespeare in the Park hosted at Porter Park in Rexburg each summer. This production is directed by **Robert Hibbard**, the recently retired Madison High School drama teacher, whose career spans hundreds of productions and whose former students fill audiences across the region. This is a company East Idaho knows, trusts, and shows up for.

The Promotion **POWERED BY EAST IDAHO EVENTS**

For ten weeks this fall, East Idaho will follow this show: audition coverage, cast reveals, behind-the-scenes videos, and weekly features in the region's most-read events newsletter. Your business rides along the entire way. One sponsorship puts your brand in **five places**: the weekly newsletter, a produced social media video, the official show shirt, on stage at all 10 performances, and on eastidaho.com.

Ready to join the cast?

Turn the page for sponsorship tiers, pricing, and everything your business gets.

Sponsorship Tiers

Two premium tiers include a professionally produced video spotlight on your business. Only 5 video slots exist.

TOP BILLING · EXCLUSIVE

Presenting Sponsor

\$7,500

ONLY 1 AVAILABLE

full campaign

- **"Presented by [Your Business]"** on every ticket, poster, ad & announcement
- **Marquee newsletter banner** in 10 consecutive weekly issues: 200,000+ potential impressions, under 4¢ each
- **60-second business spotlight video** produced by us, posted on TikTok, Instagram & Facebook
- **Largest logo, top placement** on the official show shirt sold at all 10 performances
- **Stage recognition at all 10 performances** + lobby booth or product display
- **Host of Sponsor Night:** welcomed from the stage, 6 premium seats at the private performance + meet-the-cast reception
- **Full-page digital playbill ad** · homepage logo & link on eastidaho.com
- **4 VIP tickets** to public performances

The newsletter placements alone are a \$5,000 value at our standard rate card, before the show, video, shirts, or stage.

★ INCLUDES VIDEO SPOTLIGHT

Premier Sponsor

\$2,500

4 AVAILABLE

full campaign

- **30–60 second business spotlight video** produced by us, posted on TikTok, Instagram & Facebook
- **Logo card in 6 weekly newsletter issues:** 120,000+ potential impressions, about 2¢ each
- **Large logo on the official show shirt** sold at all 10 performances
- **Stage recognition** at all 10 performances
- **4 seats at Sponsor Night:** private performance + meet-the-cast reception
- **Logo on all posters** & promo materials
- **Half-page digital playbill ad** · logo & link on eastidaho.com

A professionally produced video you can reuse on your own channels. Most local video packages start at \$1,500+ on their own.

Sponsorships are first-come, first-served.

There is one Presenting slot and only five video spotlight slots total. Newsletter placements begin as soon as you sign. The earlier you commit, the more weeks of exposure you get. Sign by **August 8** to receive the full 10-week campaign; final commitments by August 15.

HELLO@EASTIDAHO.COM

EASTIDAHO.COM/SPONSORS

More ways to be part of it

Every tier gets your business in the playbill, on our website, on the show shirt, and a seat at Sponsor Night.

MOST POPULAR

Partner Sponsor

7 AVAILABLE

\$1,000

full campaign

- **Logo card in 3 weekly newsletter issues:** 60,000+ potential impressions, under 2¢ each
- **Logo on the official show shirt** sold at all 10 performances
- **2 seats at Sponsor Night:** private performance + meet-the-cast reception
- **Logo on event posters** & promo materials
- **Quarter-page digital playbill ad** at all 10 performances
- **Logo & link** on the eastidaho.com sponsor page
- **Group social media recognition** in thank-you posts

EASY WAY IN

Community Sponsor

10 AVAILABLE

\$500

full campaign

- **Business name in 1 newsletter sponsor card:** 20,000+ potential impressions
- **Logo on the official show shirt** sold at all 10 performances
- **2 seats at Sponsor Night:** private performance + meet-the-cast reception
- **Name in the digital playbill** for all 10 performances
- **Name & link** on the eastidaho.com sponsor page
- **Group social media recognition** in a thank-you post

Playbill Ad

\$150

A quarter-page ad in the digital playbill every guest opens at their seat, at all 10 performances. A simple, affordable way for any business to be in the room.

In-Kind Partner **Let's talk**

Catering, beverages, printing, set materials, photography: trade goods or services for sponsor recognition matched to the value you provide.

Private Show Night **Inquire**

Interested in an exclusive performance for your company or clients? A limited number of private buyout nights may be available. Ask us.

Where your brand appears

One sponsorship, five channels: before, during, and after the show.



The Weekly Newsletter **20,000+ READERS EVERY TUESDAY**

Your logo or marquee banner in East Idaho's most-read events newsletter, week after week through the show run. Every placement includes a trackable link and a click report.



Business Spotlight Video **TIKTOK · INSTAGRAM · FACEBOOK**

We film and edit a 30–60 second spotlight on your business and post it to our social channels, and you keep the video to use anywhere. Presenting & Premier tiers only (5 total).



The Official Show Shirt **SOLD AT ALL 10 PERFORMANCES**

Every sponsor's logo printed on the back of the official show shirt, sold at the merch table at every performance. Your brand walks around East Idaho long after the show closes. Logo size scales with tier.



At the Show **500 GUESTS · 10 PERFORMANCES**

Stage recognition before every performance, your ad in the digital playbill guests open at their seats, and (top tier) a lobby booth. A captive, engaged local audience in an intimate venue, 500 seats across the run.



Sponsor Night **PRIVATE PERFORMANCE · SPONSORS ONLY**

An exclusive private showing just for our sponsors and their guests, followed by a meet-the-cast reception. Your night to entertain clients, reward your team, and network with East Idaho's other sponsor businesses.



eastidaho.com **LOGO + TRACKABLE LINK**

Your business on the event page and sponsor page, with a trackable link and a performance report showing exactly how many readers clicked through to you.

NOW – AUG 8

Sponsors sign on. Newsletter & social promotion begins immediately.

AUG 17

Public auditions. Casting coverage kicks off the story East Idaho follows all fall.

SEPTEMBER

Tickets on sale. Weekly features, cast reveals, sponsor video spotlights.

OCTOBER

10 performances + private Sponsor Night. Stage recognition, digital playbill, show shirts, and a thank-you feature after.

Ready to be part of the show?

Call or email today to lock your tier. We'll send a one-page agreement and get your first newsletter placement scheduled this week.

HELLO@EASTIDAHO.COM

EASTIDAHO.COM/SPONSORS