



Oxford High School Theatre

August 15, 2012

Oxford High School
745 N. Oxford Road
Oxford, MI 48371-4125

Dear Local Business,

Let me introduce myself: My name is Krista Price and I am the new Director of Theatre for Oxford Community Schools. I am writing this letter to ask for your support of our theatre program, which this year will serve hundreds of eager actors, technicians, and crew...not to mention audience members from the Oxford community and beyond.

This year brings with it several changes, and we're excited to tackle many new initiatives. Among them are "Community Connections" that will hopefully support and grow your business patronage. You will hear more about some of those ideas later. For now, we're asking for your support in reaching your local target audience by advertising in our show's playbills.

Enclosed you will find a Business Advertising Contract with pricing for various size ads, and the chance to save 10% if you choose to advertise in both now. We plan to have sold-out shows this year with the opportunity for your ad to be seen by over 3000 patrons (each show) from the local community and beyond. What better way to communicate what your business is all about than supporting your local schools, the arts, and positive activities and growth for this community's youth?

We appreciate your consideration of support. Enclosed is a self-addressed stamped envelope to return with your contract, should you choose to purchase ad space. If you have any questions, please do not hesitate to contact me at kristadawnprice@gmail.com.

Sincerely,

Krista Price
Director of Theatre, Oxford Community Schools
www.kristaprice.com
krista.price@oxfordschools.org

P.S. If you would be interested in underwriting one of the shows (which brings with it MUCH more advertisement potential, including an announcement of your business at the opening of the show, a large lobby display advertising your business as an underwriter, and several free tickets to shows), please contact me at the above address for more information!