



CORPORATE SUPPORT

THE GRAND OL' CHRISTMAS SHOW

The Grand Ol' Christmas Show brings our community together to enjoy original, high-quality homegrown entertainment and is presented in partnership with local non-profit organizations to keep the giving spirit of the Christmas season in focus. We've been fortunate to partner with many excellent local non-profit groups, and since 2003, \$175,000 in ticket proceeds from The Grand Ol' Christmas Show have benefitted organizations such as the Brazoria County Youth Home, Military Moms & Wives of Brazoria County, Brazosport Cares Food Pantry, Habitat for Humanity, True to Life Ministries, The Food Basket, and The Center for the Arts & Sciences.

This year we're proud to announce our presenting partner and non-profit beneficiary, The Boys & Girls Club of Brazoria County! Corporate support of The Grand Ol' Christmas Show directly benefits this highly valued organization now in its 50th year of local service. Their mission in our community helps enable all young people, especially those who need us most, to reach their full potential as productive, caring, and responsible citizens.



BOYS & GIRLS CLUB
OF BRAZORIA COUNTY

RUN RUN RUDOLPH: OVERVIEW

The Grand Ol' Christmas Show is a live, one-of-a-kind musical variety show bringing all-time favorite Christmas classics and original sketch comedy antics to theaters across Texas.

An original creation of The Grand Ol' Production Company, produced by Will Hearn and featuring the best artists and entertainers in Texas, like the standout Americana group - Blue Water Highway! Our diverse brand of entertainment celebrates vintage Americana and our uniquely Texan culture through storytelling, original music and comedy, and the medium of live radio. Step back in time without leaving the modern world and tune in for a little *progressive nostalgia*.

SPIRIT OF CHRISTMAS: GROWTH

Over the past seven years, our live audience attendance has grown **180%**. The Grand Ol' Christmas Show made a grand return in 2021, welcoming back over 7,000 people to live performances across the state. This year we expect to surpass 8,000 attendees with 15 shows in 11 cities for the most live performances we've ever given in a single season! Our consistent growth can be attributed to three main factors:

- **CREDIBILITY:** In 2020, The Texas Commission on the Arts awarded The Grand Ol' Production Company a highly coveted spot on their official **Texas Touring Roster**, joining ranks with Texas's best artists in professional music and performing arts. Any non-profit organization in the state is eligible for an \$8,000 performance support grant from the TCA by booking and presenting any of our fantastic productions.
- **LOYALTY:** We build lasting relationships with fans and sponsors to give them an experience they won't forget, returning every year and bringing more friends and family with them each time.
- **ORIGINALITY:** A modern but uniquely nostalgic presentation, jam-packed with original music and comedy, raw talent, and topped off with a little Christmas magic.

Become part of something special with this corporate support investment, and have fun while you do it!

SUPPORT LEVELS AND BENEFIT

Whether looking to support one market or 15 shows in 11 cities across Texas, our various sponsorship levels include benefits that provide a worthwhile investment for your organization. Choose a predefined package or build a custom one. We appreciate all levels of support and will happily collaborate with you to create the perfect option. We'll put our spotlight on your company and treat your hard-working employees, colleagues, and loyal clients with a gift and an experience they'll never forget.

All sponsorship levels receive a minimum level of benefits, including premium seating, access to the VIP Holiday Happy Hour reception, and recognition as a show sponsor on our website and social media channels and in the event program, e-mail blasts, and pre-show projection ads.

IT'S A WONDERFUL SPONSOR *(2 Available)*

- Presenting Sponsor w/naming rights for all Lake Jackson shows
- Premium Tickets [20] || Access to VIP Holiday Happy Hour
- Full-Page Ad in event program & Recognition as presenting sponsor on cover page
- Recognition in [2] social media influencer ads
- Custom Radio Jingle featured in any [4] shows across multiple markets & all social media channels
- Sponsor Logo featured on poster display in venue lobby & pre-show projections
- Sponsor Logo featured on show advertising poster & all local print advertising



\$10,000

GRISWOLD FAMILY SPONSOR

- Premium Tickets [12] || Access to VIP Holiday Happy Hour
- Full-Page Ad in event program || Business Radio-Ad spot during any [3] live shows
- Recognition in [1] social media influencer Ad
- Business Logo included on sponsor poster display in venue lobby
- Business logo included on show advertising poster
- Customized Ad spot during pre-show projections



\$5,000

YULE SPONSOR YOUR EYE OUT

- Premium Tickets [8] || Access to VIP Holiday Happy Hour
- Half-Page Ad in event program
- Business Logo included on sponsor poster display in venue lobby
- Business Radio-Ad spot during any [1] live show
- Business or Name listed on show advertising poster
- Business or Name listed in pre-show projection Ads



\$2,500

EBENEZER SPONSOR

- Premium Tickets [4] || Access to VIP Holiday Happy Hour
- [1] Quarter-Page Ad in event program
- Business logo included on sponsor poster display in theater/venue lobby
- Business or Name listed in pre-show projection Ads
- Business or Name listed on show advertising poster



\$1,000

A SPONSOR IN A PEAR TREE

- Premium Tickets [1] || Access to VIP Holiday Happy Hour
- Name listed in event program



\$125

Interested in supporting an entire tour? Contact the Producer for details about our premiere Presenting Tour Sponsorship!

SPECIALTY SPONSORSHIPS BONUS BENEFITS

Four BONUS sponsorships are also available this year, allowing our supporters to get creative with their investment! These specialty sponsorships can be added to any sponsor packages for an additional \$1000 or purchased separately. All separately purchased bonus sponsorships include our basic sponsor benefits and those listed below.

PHOTO BOOTH SPONSOR **-\$3000-**

Provide our patrons with a fun photo op as they step inside a life-size snow globe! Display your social media handles and fun hashtags! **#gochristmasshow**

- Premium Tickets [4]
- Access to VIP Holiday Happy Hour
- Quarter-Page Ad in event program
- Sponsor Logo featured on photo booth signage



CHRISTMAS SPIRITS SPONSOR **-\$3000-**

As the signature cocktail sponsor, you'll help get everyone into the holiday spirits!

- Premium Tickets [4]
- Access to VIP Holiday Happy Hour
- Quarter-Page Ad in event program
- Sponsor Logo featured on signature cocktail bar along with co-branded promo items (koozies, glasses, etc..)



HOSPITALITY SPONSOR **-\$3000-**

Our hospitality sponsor treats our amazing cast and crew to a well-deserved meal before every show on the 2022 tour.

- Half-Page Ad in event program
- Premium Tickets [2]
- Access to VIP Holiday Happy Hour



PLAYBILL SPONSOR **-\$3000-**

Get premiere recognition at every show as the exclusive sponsor of our beautiful event program.

- Premium Tickets [4]
- Access to VIP Holiday Happy Hour
- Full-Page Ads in event program [2] (inside & back cover)



TO GUARANTEE FULL VALUE OF CORPORATE SUPPORT BENEFITS, THE CONFIRMATION DEADLINE FOR THE 2022 CHRISTMAS SHOW SEASON IS DECEMBER 5TH, 2022.

TOUR DATES

DEC 1

CROCKETT, TX
CROCKETT CIVIC CENTER

DEC 9 (2 shows)

GRAPEVINE, TX
PALACE ARTS CENTER

DEC 13

VICTORIA, TX
LEO J. WELDER CENTER

DEC 18

LAKE JACKSON, TX
VENUE DETAILS TBA (9/19)

DEC 4

TEAGUE, TX
TEAGUE HS AUDITORIUM

DEC 10

LUBBOCK, TX
THE CACTUS THEATER

DEC 15 & 16TH

LAKE JACKSON, TX
VENUE DETAILS TBA (9/19)

DEC 21 & 22

NEW BRAUNFELS, TX
BRAUNTEX THEATRE

DEC 8

GRAPEVINE, TX
PALACE ARTS CENTER

DEC 11

DALHART, TX
LA RITA THEATRE

DEC 17

BRENNHAM, TX
BARNHILL CENTER

DEC 23

WICHITA FALLS, TX
WICHITA THEATRE

CONTACT

For more information please
contact the Executive Producer:

- William R. Hearn -

will@goshowproductions.com

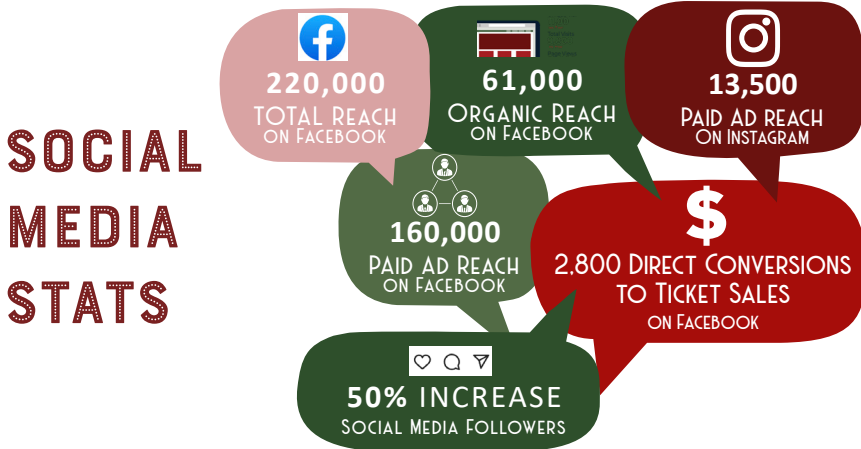
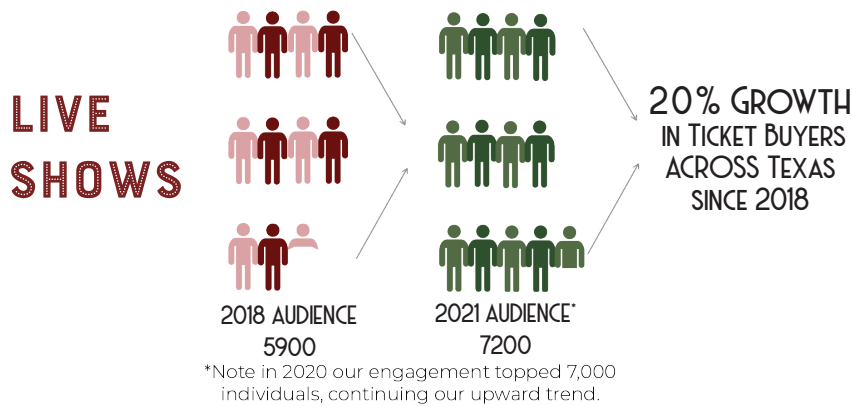
979.373.1009

DIGITAL REACH

As a sponsor of The Grand Ol' Christmas Show, you'll benefit from the public exposure of our sold out live shows and our very active and engaged social media channels. The live entertainment industry rallied in 2021 and our digital and physical footprint is stronger than ever.

- With an 85% reach rate on Facebook, our followers see our posts
- Social media referral traffic is up 110%
- 50% increase in social media followers
- Total social media engagement exceeded 70,000
- Partnerships with Blue Water Highway and Non-profits increase our direct social reach by more than 25,000.

BY THE NUMBERS



AUDIENCE DEMOGRAPHICS

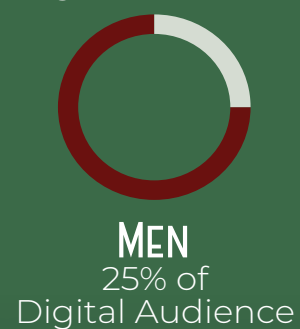
AGE DISTRIBUTION



YOUNG Families



BABY Boomers





"Our audiences loved the Grand Ol' Christmas Show! They weave incredible music, classic slapstick humor, and witty 'on the air' wordplay for highly engaging show that folks want to see again and again. We saw major growth in sales every year we presented the show."

- Betsy Glickman, Lewisville Grand Theater,



We had an incredible time at The Grand Ol' Christmas Show! A huge thank you to BASF for the opportunity to attend and sponsor this awesome event, and Will Hearn and Blue Water Highway for making the night so special...you and your team never disappoint!

- Tabitha Ray Walles, BASF - Sponsor



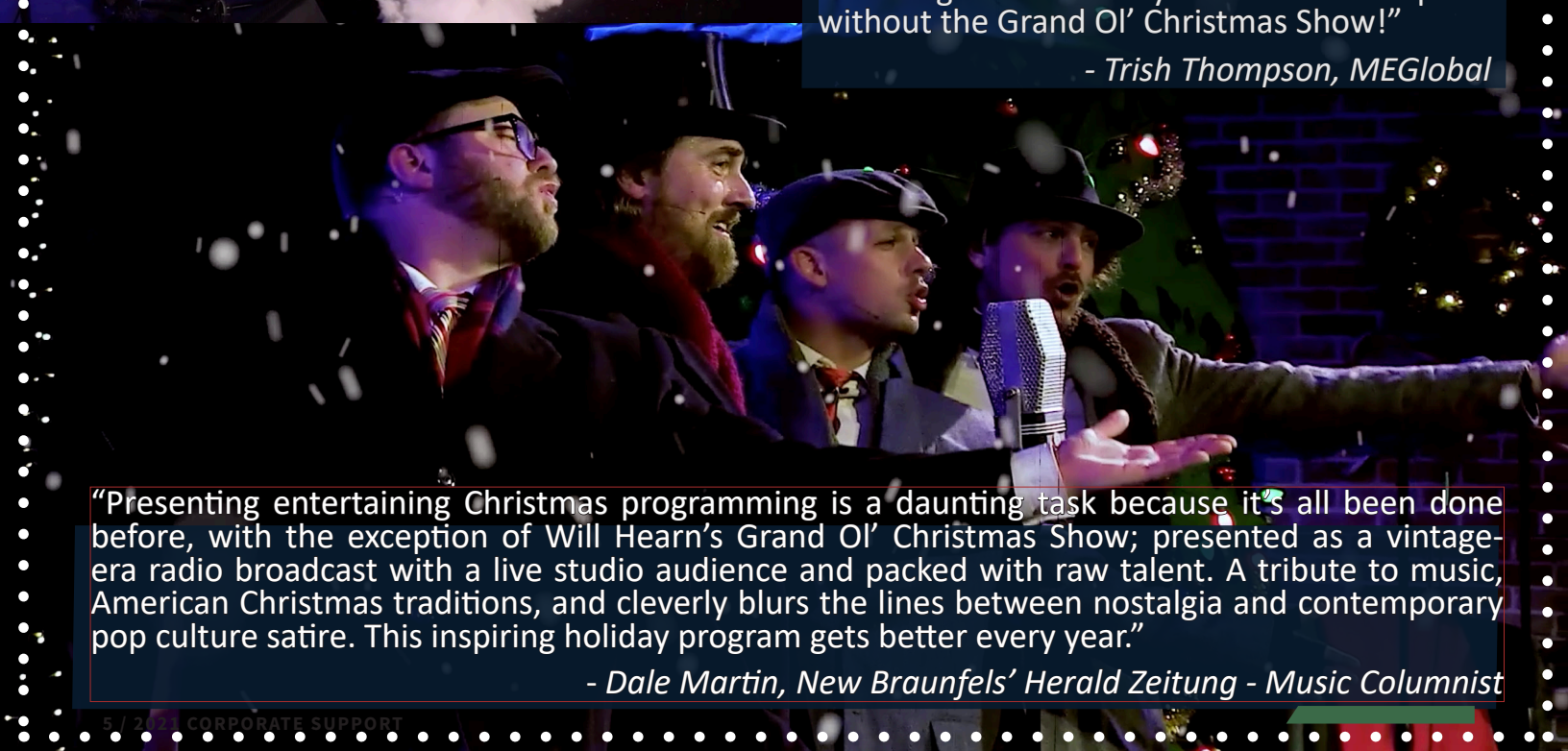
"We were blown away by the talent and loved the original radio "jingle" commercial that was featured in the show. Never mind the fact this is a holiday show, this is one of the most unique and entertaining shows with the most incredible musicians and singers, period."

- Shiner Beer & Spoetzl Brewery



"My whole family loves this show. They have gifted singers, talented musicians, and entertaining comedy, so it's fun and engaging for all ages. No holiday tradition is complete without the Grand Ol' Christmas Show!"

- Trish Thompson, MEGlobal



"Presenting entertaining Christmas programming is a daunting task because it's all been done before, with the exception of Will Hearn's Grand Ol' Christmas Show; presented as a vintage-era radio broadcast with a live studio audience and packed with raw talent. A tribute to music, American Christmas traditions, and cleverly blurs the lines between nostalgia and contemporary pop culture satire. This inspiring holiday program gets better every year."

- Dale Martin, New Braunfels' Herald Zeitung - Music Columnist