



THEATRE OF ALLENTOWN

'22-'23 SEASON

# SEASON SPONSORSHIP



[www.civictheatre.com](http://www.civictheatre.com)

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## INVEST IN YOUR THEATRE, YOUR COMMUNITY, AND YOUR BUSINESS

By sustaining the arts, Sponsors demonstrate a leadership commitment to enhancing our community and contributing to its economic strength. Ticket sales cover **less than 50% of the costs** associated with our high-quality professionally produced programming. Your support allows us to cover our costs in our pursuit of **artistic excellence** and **accessibility**. Sponsors help to ensure Civic Theatre's ability to deliver live theatre productions, arthouse cinema, and innovative arts-infused programs that engage and inspire community members of all ages.

Civic Theatre invites you to become a Season Sponsor and receive the value of:

**Branding** with up to 40,000 visitors annually.

**On-site Visibility** at Civic's 19th Street Theatre and Theatre514 — a landmark performing arts complex in Allentown's West End Theatre District.

**Ticket Packages and Employee Discounts** for VIP entertainment and customer or employee rewards.

**Year-round Recognition** in Civic Theatre's printed and digital communications, including our website.

**Networking** with potential clients and policymakers.

**A stronger, more vibrant community** by supporting Civic Theatre, a 501(c)(3) nonprofit organization that has contributed to the cultural life of the Lehigh Valley since 1928.

**We thank you for your support!**

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# SPONSORSHIP OPPORTUNITIES

<b>BENEFIT</b>	<b>Full Season (All 5 shows)</b>	<b>Reception (3 shows in 19th St Theatre)</b>	<b>Production (1 show)</b>
	<b>\$10,000</b>	<b>\$5,000</b>	<b>\$2,500</b> at 19th St. Theatre <b>\$1,500</b> at Theatre514
Recognition on HDTV digital screens	Included (value \$600)	Included (value \$360)	Included (value \$120)
B&W ad in Playbill	Full-page for entire season (value \$1,500)	Half-page for entire season (value \$800)	Full-page (value \$400) for sponsored production
Logo or business name displayed on website at www.CivicTheatre.com	On homepage, "Support," and Theatre landing pages	On "Support" and show-specific pages	On "Support" and show-specific pages
Acknowledgement of Sponsorship on social media	Quarterly engagement	Once per 19th Street Theatre production	Once per sponsored production
Recognition in curtain speech	Included	Included	Included
Complimentary tickets to live theatre productions	10 tickets per production (value \$1,850)	10 tickets per production (value \$1,170)	4 tickets per sponsored Theatre514 production (value \$136)
Complimentary film vouchers	10 vouchers (value \$90)	4 vouchers (value \$36)	4 vouchers (value \$36)
Use of the lobby and theatre at Theatre514 to host an event	Once per year (value \$500)	Once per year (value \$500)	15% discount on rental (value \$75)
Complimentary tickets to Tonys & Tapas annual gala in June 2023	4 tickets (value \$600)	2 tickets (value \$300)	2 tickets (value \$300)
Invitation to meet & greet with Civic Theatre's Artistic Director and Managing Director	2 invites	2 invites	2 invites
Logo displayed on e-newsletters and weekly promotional e-blasts	Included	Included in show-specific e-blasts	Included in show-specific e-blasts
Complimentary tickets to Opening Night and reception for 19th Street Theatre live productions	4 tickets per production (value \$648)	4 tickets per production (value \$648)	4 tickets per sponsored 19th St Theatre production (value \$216)
Logo prominently displayed at Opening Night receptions	Included	Included	Included for shows in 19th Street Theatre
Complimentary Director-level Membership to share with your friends or clients	3 memberships (value \$636)	 <p style="text-align: center;"><b>See reverse for Center Stage Sponsorship Information</b></p>	
Logo displayed in high-traffic concession area of 19th Street Theatre for duration of season	Included		
Discounts on live theatre and film tickets for your employees (employee ID required for discount)	Included		

\* Please contact Civic Theatre's Development and Marketing Director at Lindsey@CivicTheatre.com or 610.432.8943 x206 to customize a sponsorship package that meets your marketing objectives.

# SPONSORSHIP OPPORTUNITIES

## Center Stage Sponsorship (\$20,000)



**Sponsorship of all in-house events**, including full live theatre season (5 shows), arthouse cinema offerings (at least 100 films per year), Civic Theatre School spring musical, REEL Community Conversations (approx. 4 per year), live concerts (approx. 3 per year). *Does not include: events hosted for partner organizations, facility rentals, Civic Theatre School class sessions.*

- Includes all benefits of Full Season Sponsorship, PLUS:
  - Complimentary admission for 2 to all films (value up to \$1,800)
  - 10 complimentary tickets to CTS Spring Musical (value \$200)
  - Complimentary admission for 4 to all concerts (value \$480)
  - Bronze Star-level Event sponsorship of Tonys & Tapas gala (value \$1,000) - upgraded sponsorship levels available



# SPONSORSHIP OPPORTUNITIES

## Performance Sponsorship

(\$600 in 19th Street Theatre; \$300 in Theatre514):

*Sponsorship of one performance of a live theatre production*

- Includes the following benefits:
  - Recognition on HDTV digital screens
  - Acknowledgement on social media
  - Recognition in curtain speech
  - 2 complimentary tickets with reserved seating



## West End Neighborhood Partnership (\$500)

*Open to individuals and businesses within 4 blocks of Civic Theatre.*

- Includes the following benefits:
  - Recognition on HDTV digital screens all season
  - Logo or name included in all Playbills
  - Acknowledgement on social media
  - 2 complimentary tickets to any one live theatre production per year
  - 4 complimentary film vouchers per year
  - 15% discount on rental of Theatre514



# Partners in Youth Education

You may be interested to learn about the PA Educational Improvement Tax Credit (EITC) program, which allows eligible businesses to receive tax credits of up to 90% of their contribution (up to \$750,000 per taxable year) when they support Civic Theatre's educational programming for students.

Civic Theatre's EITC-approved programs include:

- Arts and Literacy Outreach Programs for children in grades K-3
- Civic Theatre School
- Theatre Productions and student matinees
- Internships and job shadowing

*"The presenter did a wonderful job using different voices for the characters, stopping throughout the book to think out loud, and getting students involved during and after the story. This is the type of program that helps encourage our kids to read."*

-Allentown School District kindergarten teacher

Discover how you can reduce your business tax liability and invest in youth educational programming at Civic Theatre. Visit [www.newpa.com](http://www.newpa.com) for EITC guidelines.



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# Tonys & Tapas Annual Gala

In June 2023, we will gather for the 11th annual Tonys & Tapas gala! Join us in our magnificent, renovated, 19th Street Theatre to support and celebrate the enduring tradition of live theatre, arthouse cinema, and performing arts education in Allentown. The event will feature live performances, delicious food and drink from local purveyors, and a lively auction.

*All 2022-23 season sponsors are offered tickets to Tonys & Tapas. Maximize your advertising dollars and your engagement with Civic Theatre!*

# ADVERTISING

Get your company's logo or ad in front of our live theatre audiences!

**Our professionally designed Playbills** are distributed at every live theatre performance in 19th Street Theatre and Theatre514 – up to 22,000 individuals annually. Black and white full- and half-page ad space is available.

## Print ad specs:

**Full page:** 5"w x 7.875"h (no bleed)    **Half page:** 5"w x 3.875"h (no bleed)

**On-Screen advertising** puts your ad in full color on our three HDTV screens located in high-traffic areas of the 19th Street Theatre. Ads are also displayed on a rotating basis during film previews (up to 4 rotations)

**On-screen specs:** PDF, JPG, or PNG image: 1280x720 pi: 300 dpi



## Advertising prices:

◇ **Playbill Ad: Full page (\$400/production or \$1,500/season)**

*Specify production(s):*

◇ **Playbill Ad: Half page (\$200/production or \$800/season)**

*Specify production(s):*

◇ **On-screen Ad: 1-4 weeks (\$40/week)**

*Specify date(s):*

◇ **On-screen Ad: 5+ weeks (\$30/week)**

*Specify date(s):*

For all questions about advertising, Civic's Development and Marketing Director at [Lindsey@CivicTheatre.com](mailto:Lindsey@CivicTheatre.com) or 610.432.8943 x206.

**Please complete and return the Sponsorship Agreement.**



## SPONSORSHIP AGREEMENT

Business /Organization Name

Address

Website

Telephone

Email Address

Contact Name

Signature

### Sponsorship Levels:

- ◇ Center Stage (\$20,000)
- ◇ Reception (\$5,000)
- ◇ Performance (\$600/\$300)
- ◇ Full Season (\$10,000)
- ◇ Production (\$2,500/\$1,500)
- ◇ West End Neighbor (\$500)
- ◇ *Contact me about investing in Civic's youth educational programs through the EITC program.*
- ◇ *Contact me with more information about Tonys & Tapas Sponsorship*

### Advertising: see reverse side

*Please email all artwork to Marketing@CivicTheatre.com*

### Payment Information:

- ◇ Check enclosed: payable to Civic Theatre
- ◇ Charge my credit card:
- ◇ VISA      ◇ MasterCard      ◇ Discover      ◇ AmEx

Name on Card

Card Number

Expiration Date

CVV

Signature

**Or visit [www.civictheatre.com/support](http://www.civictheatre.com/support)**

**Civic Theatre of Allentown**

527 N. 19th Steet, Allentown, PA 18104

610.432.8943 | [civictheatre.com](http://civictheatre.com)



SCAN ME

For more information about becoming a Season Sponsor, please contact Civic's Development and Marketing Director at [Lindsey@CivicTheatre.com](mailto:Lindsey@CivicTheatre.com) or 610.432.8943 x206.

Civic Theatre of Allentown is a 501(c)(3) nonprofit organization. The official registration and financial information of Civic Theatre may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1.800.732.0999. Registration does not imply endorsement.



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