



**GLOUCESTER
STAGE**

The Power of Live Theatre

2024 UNDERWRITING OPPORTUNITIES

PARTNER WITH GLOUCESTER STAGE

Gloucester Stage Company has produced professional, critically acclaimed plays to engaged audiences on Cape Ann for over 45 years. Sponsorships provide unique gathering events and marketing exposure, while supporting world-class union artists and nonprofit performing arts in our Community.

16,700 people walk through the historic theater doors and experience culture at Gloucester Stage Company each year.¹

Audience Location²

52%
from Outside
Essex County

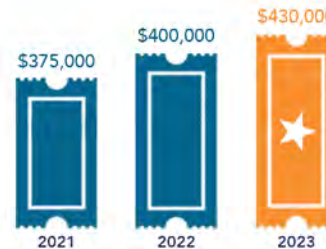


Audience Demographics³

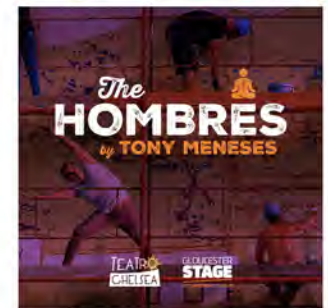


- Adult Professionals 28%
- Seniors 55%
- Under 35 10%
- Students 7%

Ticket Growth



1. Captured attendance numbers at all ticketed and free events in 2023.
 2. Based off of zip codes captured at the time of purchase or reservation.
 3. Discount levels allow us to measure a percentage of age.



PREMIERE PRESENTING SPONSOR

Premiere Sponsor for our 41st Season

This top level of support and partnership allows Gloucester Stage to accomplish our Mission and impacts every audience member.

Regional Recognition (value \$12,500)

Partner logo placement on promotional materials for all main stage shows. This includes:



Logo on 7,800+ postcards mailed to patrons prior to the production opening **x 4 PLAYS**



Logo on 150 posters distributed around Cape Ann and into Boston **x 4 PLAYS**



Partner Sponsor included in **press releases, curtain speeches, e-newsletters, and social media blasts** throughout the run of the show (around 4-5 week period). **x 4 PLAYS**

Mainstage Playbill (value \$2,500)



Full Page, Inside Cover Color Ad for mainstage show programs handed out to patrons for each performance. Ad specs are 5" w x 8" h

Digital Presence (value \$1,500)



Website Gateway - Logo placement on the GSC home page with link to Partner website.



30 sec. Promo Video playing in the lobby before performances and during intermission for the entire season. Display is 42" flat screen tv, no sound available.

Access - Tickets (value \$5,600)



80 Flexible Tickets to the sponsored production or to be used during the season. These can be shared with customers, friends, and staff; or **can be combined for a group event.**

TOTAL EXPOSURE VALUE: \$20,000+

**PRESENTING
SPONSOR
INVESTMENT:**

\$10,000

This impactful director level sponsorship is a commitment of two thousand dollars to the Gloucester Stage Co.

These funds uphold the mission of providing live theater to Cape Ann and power our org. to continue efforts enriching the community through performances.




PRODUCER LEVEL SPONSOR

Lead Sponsor an entire Production (limit 1 per show)


This impactful level of support helps Gloucester Stage continue to produce high quality theatre and impact an entire shows' audience.

Regional Recognition (value \$3,500)


Partner logo placement on 1 Play promotional materials of your choosing. This includes:

-  Logo on 7,800+ postcards mailed to patrons prior to the production opening
-  Logo on 150 posters distributed around Cape Ann and into Boston
-  Partner Sponsor included in **press releases, curtain speeches, e-newsletters, and social media blasts** throughout the run of the show (around 4-5 week period).


Mainstage Playbill (value \$1,200)

-  **Full Page Color Ad** for mainstage show programs handed out to patrons for each performance. Ad specs are 5"w x 8"h

Digital Presence (value \$500)

-  **30 sec. Promo Video** playing in the lobby before performances and during intermission for the entire season. Display is 42" flat screen tv, no sound available.

Access - Tickets (value \$1,400)

-  **20 Flexible Tickets** to the sponsored production or to be used during the season. These can be shared with customers, friends, and staff; or **can be combined for a group event.**

TOTAL EXPOSURE VALUE: \$6,600+

PRODUCER SPONSOR INVESTMENT:

\$5,000

This impactful director level sponsorship is a commitment of two thousand dollars to the Gloucester Stage Co.

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DIRECTOR LEVEL SPONSOR

Sponsor an entire Production (limit 2 per show)

This elite level of support grants Gloucester Stage the ability to produce high quality theatre and impact an entire shows' audience.

Regional Recognition *(value \$1,500)*

Partner logo placement on 1 Play promotional materials of your choosing. This includes:



Logo on 150 posters distributed around Cape Ann and into Boston



Partner Sponsor included in **press releases, curtain speeches, e-newsletters, and social media blasts** throughout the run of the show (around 4-5 week period).

Mainstage Playbill *(value \$750)*



Half Page Color Ad for mainstage show programs handed out to patrons for each performance. Ad specs are 5"w x 3.75"h

Digital Presence *(value \$250)*



10 sec. Promo Video playing in the lobby before performances and during intermission for the entire season. Display is 42" flat screen tv, no sound available.

Access - Tickets *(value \$700)*



10 Flexible Tickets to the sponsored production or to be used during the season. These can be shared with customers, friends, and staff; or **can be combined for a group event.**

TOTAL EXPOSURE VALUE: \$3,200+

DIRECTING SPONSOR INVESTMENT:

\$2,000

This impactful director level sponsorship is a commitment of two thousand dollars to the Gloucester Stage Co.

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ANNUAL SUMMER BENEFIT SPONSOR

Celebrate the toast of the season as a lead supporter

This once a year fundraiser for Gloucester Stage, brings our best and brightest supporters together for an entertaining, one-night-only performance.

Gold Sponsor \$2,800

Premiere seating and special recognition including:



Name or Logo Prominent in Printed Programs & Signage at the event



Name or Logo Prominent in e-newsletters and online web page advertising the Benefit



Professional photo with you and your guests



8 tickets to the Benefit, VIP Reserved Table, Thank you in Curtain Speech

Silver Sponsor \$1,400

Reserved seating and recognition including:



Name or Logo in Printed Programs & Signage at the event



Name or Logo in e-newsletters and online web page advertising the Benefit



Professional photo with you and your guests



4 tickets to the Benefit, Reserved Table, Thank you in Curtain Speech

**BENEFIT GALA
SPONSOR
INVESTMENT:**

\$2,800

GOLD SPONSOR
(a \$2,000 Charitable Donation)

\$1,400

SILVER SPONSOR
(a \$1,000 Charitable Donation)

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UNDERWRITING AGREEMENT

Supporting Gloucester Stage Company



Investment Level:

- PRESENTING SEASON** PARTNER (\$10,000)
- PRODUCER** SHOW SPONSOR (\$5,000)
- DIRECTOR** SHOW SPONSOR (\$2,000)
- ANNUAL **SUMMER BENEFIT** SPONSOR (\$2,800 OR \$1,400)

Show(s) Sponsored: _____ Total Cost: _____

PARTNER INFO

Advertising Business: _____

Authorized Representative: _____ Title: _____

Authorized Signature: _____ Date: _____

Payment Schedule:

- Our check is enclosed
- Please send us an invoice
- Please call me to use a credit card or to set up an installation plan - Phone: _____