



CORPORATE SPONSORSHIP OPPORTUNITIES

TWH AUDIENCE – WHO WE ARE!

We're an award-winning professional theater company recognized on the national stage with:

- 37 years of commitment to the Hartford community
- More than 5,000 faithful subscribers (pre-pandemic)
 - 25,000 Individual attendances/season
 - More than 150 performances/year
- 90% of our patrons live in the Greater Hartford area
- Our audience is 72% Caucasian, 10% African American, 14% Latino, 2% Asian, 2% other
 - Our audience is 71% female, 29% male, median age is 52
- 1000+ Students and dozens of nonprofit community organizations receive free tickets annually

\$5,000 SUPPORTING PARTNER

- Prominent signage/recognition on all marketing materials, including program (3,000), postcards (16,000), eblasts (100,000), press releases, website, lobby video display, and in curtain speech
 - 20 Complimentary tickets to the sponsored production
- Employee Discounted tickets to all TWH productions for one year
- Opportunity to utilize TWH's facility for corporate events/meetings (subject to availability)
 - 4 tickets to Opening Night with Cast Party

\$10,000 PRODUCING PARTNER

- All benefits above, plus:
 - 35 Complimentary tickets to the sponsored production
- Logo included on production title plaque at theater entrance
 - Private behind-the-scenes tours
- Opportunity for company employees to volunteer at TheaterWorks
 - 6 tickets to Opening Night with Cast Party

\$25,000 PRODUCING PARTNER

- All benefits above, plus:
 - Actor presentation/lunch talk on the company's campus
- 50 Complimentary tickets to the sponsored production
 - 8 tickets to Opening Night with Cast Party

\$30,000 LEAD PRODUCING PARTNER

- All benefits above plus
- "Company Night" at TheaterWorks. Full house-give = 188 seats to use for employees and/or client recognition or to gift to a nonprofit.
- 50 Complimentary tickets to the sponsored production
 - 10 tickets to Opening Night with Cast Party

\$50,000 SEASON PRODUCING PARTNER

- All benefits above for EACH of the five productions during the entire season



ADDITIONAL SPONSORSHIP OPPORTUNITIES

\$5,000 - \$10,000 ARTIST & DESIGN SPONSORSHIP

- Support an individual actor or designer for a production
- Support a design element: set, lights, sound, costumes, or props

\$2,500 - \$25,000 EDUCATION PROGRAM SPONSORSHIP

- ALL FREE Student Matinees – one Saturday performance per production
- ALL FREE Student Performances – weekdays for area college and high school students
 - This Land is Your Land: Woody Guthrie and American History
 - Season Intern Program

\$2,500 - \$25,000 SPECIAL EVENT SPONSORSHIPS

- New Works Festival
- Pay-What-You-Want Performances
 - Living Room Concerts
 - Film Series
- Other Community Events

In addition to the benefits listed above, corporate supporters are recognized throughout the season in all programs, postcards and our website and receive employee discounted tickets to all TWH productions for one year.