

# Attic Theatre Inc. Sponsorship Opportunities

## *The importance of Attic to your community and your organization*

As a member and supporter of the Fox Cities Community, you can visibly demonstrate your support by participating in sponsorship opportunities with Attic Theatre, Inc.

Attic Theatre is a critical component of the economic health and vitality of the Fox Cities area. Recent research shows that today's creative thinkers want to do more than observe or watch—they want to participate, and Attic offers that opportunity.

Attic has a distinguished history of success through its contribution to the Fox Cities arts community. Through a variety of theatrical venues, Attic is uniquely positioned to allow adults and children direct participation on stage and behind the scenes to create a rich and lasting experience.

## *The history of Attic Theatre*

Attic began in 1950 in the Cloak family attic at 122 N. Union Street in Appleton as an acting class and the beginning of community theatre. Initially Attic performed in a variety of venues such as Jefferson School and in church basements.

When Lawrence University opened the Music/Drama building, Attic began its long stay there using both theaters. This simple beginning led to a long line of productions and success for more than 50 years. Thousands of people have participated in Attic, either on stage, backstage or in the audience. Some have gone on to professional theatrical endeavors while others continue to enjoy theater in a variety of ways.

In the recent past, Attic tried several other locations including the Fox Cities Performing Arts Center and a small theater in the former Valley Fair Mall. In 2006 Attic returned to Lawrence University to the welcome and delight of Attic performers and patrons.

## *The Attic opportunity for you*

Attic Theatre today is truly a community theatre—comprised of local volunteers, donors and theatergoers. We rely on volunteers to do the work—starting with a governing board of directors comprised of all volunteers. Ticket sales alone do not cover the costs of our offerings. We rely on donors and sponsors for funds.

And with your help, we can continue to fulfill Attic's goal to create memorable theatrical experiences that are affordable and accessible to the Fox Cities community!



## *Attic Theatre Inc. Sponsorship Opportunities*

### *Season Sponsor - \$10,000*

- Season named after sponsoring organization.
- Corporate logo and recognition on all season communications and marketing materials.
- Logo prominently displayed on cover of season program.
- Preferred placement of full-page ad in season program.
- Invitation to VIP reception and 50 tickets for preview performances of the season shows.
- Display in theater lobby during all season performances.
- Ongoing recognition on Attic Season Sponsors plaque, which is displayed during all season performances.

### *Show Sponsor*

*Comedy/Drama - \$5,000      Musical - \$6,000*

- Corporate logo and recognition on all season communications and marketing materials.
- Preferred placement of full-page ad in season program.
- Display in theater lobby during performances of sponsored show.
- Invitation to VIP reception and 50 tickets for preview performance of sponsored show.

### *Children's Show Sponsor - \$3,000*

- Corporate logo and recognition on all Attic communications/marketing materials.
- Preferred placement of full-page ad in children's show program.
- Display in theatre lobby during children's show performances.
- Invitation to VIP reception and 50 tickets for one performance.

## *Attic Theatre Inc. Sponsorship Opportunities*

### *Season Ticket Sponsor - \$1,000*

- Company name/logo on all regular season tickets and envelopes.
- Recognition in Attic newsletter and website materials.

### *Artistic Personnel Sponsorships - \$500 per intern*

- Recognition of sponsorship next to the intern or musician you are sponsoring in the season program.
- Acknowledgement of sponsorship in the lobby during season performances.

### *Educational Program Sponsorship*

Attic has a history of offering quality workshops and classes for children and adults.

Opportunities for sponsorship could include:

- Scholarships for students.
- Sponsorship of a workshop.

*Contact Attic Theatre for details.*

### *Special Event Sponsorship*

Throughout the year Attic may present special events such as receptions, shows or dinners. These events also provide an opportunity for sponsorship. Contact Attic Theatre for details.

### *Media Partnership – In-kind donation valued up to \$3,000*

Media partner name/logo appear on all communications and marketing materials.