

Theater Works

Theater Works



THE PEACE & LOVE GALA



CORPORATE SPONSORSHIPS

March 16, 2024 at 6 pm
Peoria Center for the Performing Arts

theaterworks.org/gala

TheaterWorks

The 2023-24 season marks the 38th season for TheaterWorks, a non-profit theater that produces full seasons of theater, youth theater (YouthWorks), internships, and youth education camps and classes (TheaterAlive! and SummerWorks). TheaterWorks welcomed 8,000 school-aged youth to field trip performances, hundreds of young people to its classes and camps, more than a hundred young people to its stages, and drawing more families than ever before to the programming offered by TheaterWorks. As the managing tenant of the Peoria Center for the Performing Arts, TheaterWorks helps to provide a diverse range of nearly 100 performances by groups in our community, in addition to the nearly 200 TheaterWorks events.

At A Glance

65,000

Annual Peoria Center
for the Performing Arts
attendance (FY18)

15,000

Youth benefitiing from
TheaterWorks
programming



Gala At A Glance

\$100 - \$130,000
Average Household
Income

Average age: 30 - 60

Traditionally
attended by City
Council members,
Mayor and executive
level Valley business
leaders

300 Guests live
across the West
Valley. Primary zip
codes are from most
affluent part of
Peoria (85383,
85382)

Arts Sector At A Glance

\$23 million industry
in the West Valley

\$9.8 million in
spending by arts
audiences in the
West Valley region

The Opportunity

You are cordially invited to an evening of peace and love to benefit all of our educational and artistic programs. The evening begins with cocktails and hors d'oeuvres, silent auction, and entertainment followed by an original performance and live auction. The evening concludes with a party under the stars with cuisine from local eateries, dancing, and entertainment.

SIGNATURE SPONSOR - \$20,000

- Recognition as the Signature Sponsor with name over title of Gala on all marketing materials including invitations, press releases, emails, social media promotions, advertising and programs
- Two tables of ten at the Gala with premium seating
- First choice of Event space naming rights (i.e. bar, space activation)
- Recognition in TheaterWorks lobby (largest and most prominent)
- On-stage introduction and welcome remarks
- Recognition in TheaterWorks playbills for one year
- A full-page color ad on the inside front cover of the Gala program
- Recognition on TheaterWorks social media and Gala website
- 40 tickets to any TheaterWorks production(s) within 2024-25 Season

STAR SPONSOR - \$15,000

- Recognition on all marketing materials including invitations, press releases, emails, social media promotions, advertising and programs
- Two tables of ten at the Gala with premium seating
- Second choice of Event space naming rights (i.e. bar, space activation)
- Recognition in TheaterWorks lobby
- Recognized by the Emcee from the stage
- Recognition in TheaterWorks playbills for one year
- A full-page color ad on the inside back cover of the Gala program
- Recognition on TheaterWorks social media and Gala website
- 30 tickets to any TheaterWorks production(s) within 2024-25 Season



PRODUCTION SPONSOR - \$10,000

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- Recognition in TheaterWorks lobby
- Recognized by the Emcee from the stage
- Recognition in TheaterWorks playbills for one year
- A half-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 20 tickets to any TheaterWorks production(s) within 2024-25 Season



DIRECTOR SPONSOR - \$7,500

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- Recognition in TheaterWorks lobby
- A half-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 14 tickets to any TheaterWorks production(s) within 2024-25 Season



ENSEMBLE SPONSOR - \$5,000

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- A quarter-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 8 tickets to any TheaterWorks production(s) within 2024-25 Season



DESIGN SPONSOR - \$3,500

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- A quarter-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 4 tickets to any TheaterWorks production(s) within 2024-25 Season



TheaterWorks Gala 2024

Sponsorship Information

Company: _____

Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

Website: _____

- ☐ Signature Sponsor \$20,000
- ☐ Star Sponsor \$15,000
- ☐ Production Sponsor \$10,000

- ☐ Director Sponsor \$7,500
- ☐ Ensemble Sponsor \$5,000
- ☐ Design Sponsor \$3,500

Payment Method

- ☐ We will submit our payment online
- ☐ Check Enclosed (please make payable to TheaterWorks)
- ☐ Please charge my credit card (info below)

Name on Card: _____

Credit Card Number: _____

Exp. Date: _____

CCV: _____

Address: _____

City/State/Zip: _____

Signature: _____