



SPONSORSHIP OPPORTUNITIES

ZILKER THEATRE PRODUCTIONS

**Strengthening community, enlivening the spirit,
and inspiring artists of today and tomorrow.**



Dear Arts Supporters, Friends, and Family:

Thank you for your interest in Zilker Theatre Productions (ZTP) and the Zilker Summer Musical (ZSM), one of Austin's most beloved traditions. For 60 years, Austin businesses, community groups, and individual donors have ensured that the lights of Broadway shine on the Zilker Hillside—a tradition enjoyed by the public, free of charge.

In celebration of our 61st Season, we will be honoring the hard work, talent and history of this organization by expanding programming and educational opportunities. To date, the Zilker Summer Musical has been the gateway to a life of arts appreciation for the children of many Austin families. Inspired by this trend, we are seeking partnerships with local schools to offer theatre classes and a touring children's show for low income school districts. Furthermore, we plan to implement "ZTP All Year Long," an initiative to bring holiday and Fall musicals to Zilker Park.

Your support has helped keep the Zilker Summer Musical on The Hillside of Zilker Park for 60 years. Join the bright future of Zilker Theatre Productions, and sponsor with us to expand the high-quality entertainment and educational opportunities offered to Austin and the surrounding communities.

We look forward to partnering with you during ZTP's 60th anniversary year.

Your ZTP family,

Andrew Cannata

EXECUTIVE DIRECTOR
ZILKER THEATRE PRODUCTIONS

In 1959, with the goal to provide more opportunities for live theatre in Austin, Texas, Beverly Sheffield began the Zilker Summer Musical. In 1960, great interest in the shows allowed for the increase in production value and expansion to multiple opportunities for Austinites to catch their favorite musicals on The Hillside.

When the city ended its sponsorship of the Zilker Summer Musical in 1989, a group of local actors, singers, and dancers sought to preserve this Austin tradition by forming the non-profit, The Friends of the Zilker Summer Musical – now Zilker Theatre Productions. Recent titles have included shows like *Hairspray*, *Footloose*, *Shrek* and *The Wizard of Oz* and *All Shook Up*.

Today, there are few Austin theatre fans who have not been an audience member or participant in the Zilker Summer Musical—the longest running, free-to-see, outdoor, theatrical production in the country.

Zilker Theatre Productions' musicals have a significant impact on the Central Texas arts, culture and economic scene.

- Business and Economy: Partner with local businesses to boost interest and visibility throughout the year.
- Audience and Community: Foster community, uphold tradition and unite audiences through quality professional musical theater at no cost.
- Arts and Education: Provide career building opportunities for expert and emerging artists in performance and production through high-caliber shows and educational experiences.



VISION STATEMENT

Zilker Theatre Productions (ZTP) is a fixture of Austin's cultural scene, uniting community by producing live, Broadway-caliber performances of the much beloved Zilker Summer Musical.

Each ZTP event provides a professional and inspirational setting that promotes creative growth in the artists of tomorrow by pairing them with some of the best artists of today.

ZTP hopes to further the current goals of outreach and inspiration by expanding the professional season and partnering with local schools to bring students diverse storytelling that appeals to all ages, races, and backgrounds.





ZTP's 61st anniversary is a celebration of the endurance of a beloved Austin tradition that has not only impacted participants and audiences for over a half century, but also continues to thrive in a climate where support and interest in the fine arts can be challenging.

Our 61st season offers the unique opportunity to reflect on the hard work, successes and challenges of the organization, and to look forward and plan the bright future ahead.

ZILKER
THEATRE PRODUCTIONS

In its 61st year, ZTP hopes to partner with local businesses and donors to:

- Continue the tradition of bringing communities together through free summer musicals
- Broaden the scope and depth of ZTP professional and educational outreach through year-round programming
- Foster new, and nurture existing partner relationships within the business community

TIMELINE OF ACCOMPLISHMENTS

1938

Ampitheatre built in Zilker Park by the National Youth Administration



1959

First Zilker Summer Musical Performance, *Seventeen*



1987

Non-profit "Friends of the Summer Musical" formed



1992

Organization renamed "Zilker Theatre Productions;" Stage is renovated and renamed The Beverly S. Sheffield Zilker Hillside Theatre



2006

Outstanding Ensemble Award renamed in honor of long time supporter Bil Pfuderer



2012

The Sound of Music: \$150,000 raised on the Hillside; Five B. Iden Payne Nominations



2011

Contemporary shows are offered, starting with Footloose; show brings in close to: Footloose is a major hit, bringing in close to \$100,000 on the Hillside; New stage floor added



2009

The Music Man: Winner of three B. Iden Payne Awards; John Faulk begins his tenure as Community Liaison; ADA seating and new sidewalks installed to make The Hillside more accessible



2008

50-year celebration: Anniversary Show Performed at Long Center; Texas Historical Commission's Austin Landmark plaque is presented.



2013

Little Shop of Horrors: Educational Pre-Show Programming Inaugural Year with "Meet the Plant"; Expand paid positions to include Executive Director and administrative staff



2015

Hairspray: \$165,000 raised on the Hillside; Largest & most diverse audiences on record; Hired Front of House staff: Front of House Manager and Concessions Manager.



2016

Shrek The Musical: \$170,000 raised on the Hillside; Hired Director of Development and Marketing; Hired Production Assistant; Bathrooms built backstage



2017

The Wizard of Oz – largest production budget and estimated largest crowds to date. Expand paid positions to include Artistic Director and Director of Production

ZTP AUDITION WORKSHOP

Free Spring workshop attracting all ages and experience levels for musical theatre auditions.

INVITED DONOR REHEARSAL

Open rehearsal of the ZSM for Donors at the \$300+ and their families to observe and interact.

ZILKER SUMMER MUSICAL (ZSM)

Free-to-see outdoor summer musical experience in Zilker Park, with audiences totaling ~60,000 each year.

ZTP'S SATURDAY EVENING EDUCATIONAL OPPORTUNITIES

Event preceding each Saturday night ZSM show for children and parents to learn about performance and stagecraft on the Zilker stage.

ZTP DONOR PREVIEW PARTY / DONOR PREVIEW EVENT

Exclusive, family friendly event for donors on the \$150+ level to get first access to the performance during the final dress rehearsal of the ZSM. Donors receive picnic-style dinner, air-conditioned tents, VIP restrooms, and premium Hillside seating.

ZTP HOLIDAY CAROLERS AT THE TRAIL OF LIGHTS

Partnership with Zilker Park and Trail of Lights to bring holiday cheer and spread awareness of the musicals in Zilker Park to the thousands of attendees.



STEP 1:

CHOOSE YOUR COMPANY FOCUS

A. HILLSIDE PARTY

- VIP Company Night on the Zilker Hillside with premium parking and VIP tent experience with A/C and restroom access
- Reserved seating at ZSM
- Team picture onstage and posted on social media
- Program ad
- Logo on poster / program / website
- Recognition in Pre-Show Speeches

B. BOOTH & BRAND BONANZA

- ZTP-provided booth with your branding on the Zilker Hillside and social media shout-outs
- One 25 guest night on the Hillside with premium parking
- Program ad
- Recognition in Pre-Show Speeches



STEP 2A:

CHOOSE YOUR LEVEL:

HILLSIDE PARTY PACKAGE

ALL LEVELS INCLUDE LOGO RECOGNITION ON POSTER, PROGRAM AND WEBSITE

LEVEL	CONTRIBUTION	GUESTS	
EXECUTIVE PRODUCER	\$50,000	2 PARTIES OF 200	
PRODUCER	\$25,000	200	
DIRECTOR	\$15,000	150	
SUPER STAR	\$10,000	100	
STAR	\$7,500	75	
RISING STAR	\$5,000	50	
Limited exclusive hillside parties available - reserve yours now!			

STEP 2B:

CHOOSE YOUR LEVEL:

BOOTH & BRAND BONANZA PACKAGE

LEVEL	CONTRIBUTION	BOOTH NIGHTS	RECOGNITION
EXECUTIVE PRODUCER	\$50,000	20	LOGO ON POSTER, PROGRAM, & WEBSITE
PRODUCER	\$25,000	15	LOGO ON POSTER, PROGRAM, & WEBSITE
DIRECTOR	\$15,000	12	LOGO ON POSTER, PROGRAM, & WEBSITE
SUPER STAR	\$10,000	9	LOGO ON POSTER, PROGRAM, & WEBSITE
STAR	\$7,500	7	LOGO ON POSTER, PROGRAM, & WEBSITE
RISING STAR	\$5,000	5	LOGO ON PROGRAM & WEBSITE
PRINCIPAL	\$2,500	3	LOGO ON WEBSITE

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A LOOK TO THE FUTURE

Zilker Theatre Productions hopes to expand on the current mission of providing impactful productions while collaborating with the artists of today and tomorrow. This expansion includes the offering of year-round theatrical programming and educational opportunities, such as:

EDUCATIONAL OUTREACH EXPANSION

Goal: Offer first of its kind classes to emerging and established professionals in the Austin Arts Community. Classes may include, but are not limited to, Marketing for the Modern-Day Actor, Headshot and Resume Development for Performers, Stage Management, etc.

EDUCATIONAL CHILDREN'S TOUR

Goal: Partner with local universities to provide original and educational children's musicals to low income elementary schools. University students will gain the experience of working as an ensemble on a theatrical tour and Elementary students will experience educational theatre that examines age-appropriate themes.

ADDITIONAL PRODUCTIONS

Goal: Additional Productions, such as Fall and Holiday productions expand opportunities throughout the year to experience live theatre for professional artists and local audiences.

With the help of our donors and sponsors, this much anticipated growth fulfills the long-term goals of becoming a year-round theatre company who brings live theatre and educational experiences to youth and Central Texas. For each endeavor, even at its most beginning stages, the additional support will go towards the increased need for space procurement, marketing development, and logistical navigation including the costs of creating, building and managing each event.



The most impactful moments are the ones that take place after the show. Allowing the audience to interact with the cast and crew after a performance and hearing the kids talk about their experience is what Zilker is all about.

-ANDREW CANNATA, PERFORMER



At Wells Fargo, we appreciate ZTP's commitment to community development and education. ZTP's sponsorship opportunities have allowed for us to further expand the Wells Fargo brand by demonstrating our commitment to Austin and the surrounding communities. The length of the season and large crowd sizes have also provided tremendous brand exposure.

-CHRISTOPHER NGUYEN, WELLS FARGO VICE PRESIDENT AND MARKETING MANAGER FOR THE AUSTIN & SAN ANTONIO REGIONS



We love the sponsor night as a great team building event for our firm. We also receive strong exposure from a business development perspective, not only from the social media shout outs, but also through sponsor name recognition during the summer performance season.

-LUKE CHILDRESS, HOLTZMAN PARTNERS, LLP



ZSM DRAWS IN OVER
55,000
PEOPLE EACH YEAR

ZSM TAKES MORE THAN
\$200,000
TO PRODUCE

ZSM IS ACCESSIBLE TO ALL,
WITH ADA SEATING, ASL
INTERPRETED AND AUDIO
DESCRIPTION PERFORMANCES.

IN CONJUNCTION WITH THE CITY OF AUSTIN, OVER
\$800,000 IN IMPROVEMENTS HAVE BEEN MADE
TO THE BEVERLY S. SHEFFIELD ZILKER
HILLSIDE THEATER SINCE 2008.

STARTED IN 1958, ZTP IS
THE OLDEST PAY-WHAT-
YOU-CAN OUTDOOR
ORGANIZATION OF ITS
KIND IN THE U.S.

ZTP EMPLOYS THEATRE PROFESSIONALS FROM OUR AUSTIN COMMUNITY, SOME OF
WHOM HAVE WORKED ON PRODUCTIONS IN AMERICA'S TOP REGIONAL THEATRES, ON
BROADWAY, AND INTERNATIONALLY.

CAROL CHANNING ONCE VISITED AND
WELCOMED AUDIENCE MEMBERS TO A
PERFORMANCE.

ZILKER THEATRE PRODUCTIONS IS A
501(C)(3) NON-PROFIT ORGANIZATION





JOIN THE ZILKER THEATRE PRODUCTIONS FAMILY!

To become a sponsor, or donate to ZTP, visit zilker.org/donate or email info@zilker.org

Questions? Visit zilker.org for more information.

