



# ZILKER THEATRE PRODUCTIONS

---

**2025 CORPORATE SPONSORSHIPS**



# OUR MISSION

Sustaining the legacy of serving the entire Austin community through the magic of performing while inspiring the artists of today and tomorrow.





# PRESERVING LEGACY AND ENRICHING THE COMMUNITY



Support a 66-year-old tradition that embodies the spirit of "Old Austin" and resonates with locals.

Align with Austinites' desire to preserve cultural heritage and create lasting positive associations.



# YOUR BRAND. AUSTIN'S LARGEST PERFORMING ARTS AUDIENCE

- 6 weeks | 22 performances
- Up to 66,000 attendees
- 1,500 - 3,500 each night
- 2.5 million accounts reached & 222k accounts engaged on Instagram during summer 2023





# BEYOND THE SUMMER MUSICAL

## YEAR-ROUND ENGAGEMENT AND COMMUNITY INVOLVEMENT

- The 65-year-old tradition of the summer musical preserves cultural heritage, provides community outreach initiatives, and is an integral part of fostering **local talent**, promoting creativity, and enhancing Austin's well-being.
- ZTP hosts **Audition Workshops** for aspiring actors and community engagement programs throughout the year.





# CREATING JOBS

The Summer Musical employs 100+ local artists:  
Actors, technicians, musicians, designers and more.

Your sponsorship fuels their passion!





# SPONSOR BENEFITS

- Naming opportunities - “Brought to you by [sponsor]”
- Company logo on program cover, show poster, and ZTP’s website with live link to your company website
- Dedicated social media post during show run to maximize engagement
- Tagged in group Instagram posts and reels
- Customizable program ad
- Nightly pre-show recognition from stage
- Reserved seating for your group
- Sponsor lounge access with table seating
- Pre-show backstage tour
- Opportunity for walk-on role in the show
- Company info table
- Company photo on stage
- Zilker Summer Musical poster signed by the cast
- Association with 66-year-old Austin tradition / community goodwill





# SPONSORSHIP LEVELS

	<b>Title</b> <b>\$100,000</b>	<b>Presenter</b> <b>\$50,000</b>	<b>Producer</b> <b>\$25,000</b>	<b>Manager</b> <b>\$15,000</b>	<b>Director</b> <b>\$10,000</b>	<b>Star</b> <b>\$5,000</b>	<b>Principal</b> <b>\$2,500</b>	<b>Member</b> <b>\$1,000</b>
<b>Impact</b>	Provides free, Broadway-quality theater and preserves a cherished generational tradition	Maintains the Zilker Hillside Theater, a local historic facility	Secures creative team, and underwrites the orchestra	Employs local actors for rehearsals and 6 weeks of live performances	\$10k funds each budget: set, costumes, lighting, and sound	Provides support to secure a rehearsal space	Enhances the summer musical with ADA and inclusivity performances	Provides an internship for a young aspiring theatre technician
<b>VIP Reserved Seating</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Preview Opening Invite</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
<b>Program Ad size</b>	Full-page/color	Full-page/color	Full-page/color	Full-page	1/2 page	1/2 page	1/4 page	1/4 page
<b>Attributed Sponsor Lounge</b>	<input checked="" type="checkbox"/>	-	-	-	-	-	-	-
<b>VIP Tent Access</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
<b>Backstage package (tour, photo, etc)</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
<b>Concession &amp; Merch Discounts</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-
<b>Walk-on role in the show</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-
<b>Free Chair Rental *Limited*</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-
<b>Show Concierge</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-	-
<b>Nightly pre-show recognition</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-	-
<b>Exclusive Private Rehearsal Invite (Up to 4 people)</b>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	-	-	-	-	-



# NAMING OPPORTUNITIES

- **Sponsor Lounge - \$10,000** supports your signage both in front of and inside our tent. It will be visible to corporate sponsors and the public throughout the entire event.
- **Chair rentals (need a donation of 100 chairs) - \$10,000** provides chairs with your logo on the back. These chairs will be seen by thousands of audience members each night and will be used for future productions. A one-time donation can bring long-lasting benefits.
- **Donor Preview - \$10,000** allows our donors to know who to thank for the food, beverage, and a first look at the summer show. A great way to showcase your brand to ZTP's supporters.
- **Workshops - \$5,000** empowers future actors to learn and grow in the arts.
- **"Be a Star Saturday Dance Party" Pre-show educational offerings - \$3,000** includes your business logo before every performance and an onstage weekly announcement.
- **Auditions - \$2,500** enables your brand to be highlighted during our audition process. Participants will recognize your support in creating opportunities for future actors and preserving a 65-year-old tradition.





# HOW WILL YOU USE YOUR SPONSOR NIGHT?

## Interact with the audience



**BookPeople** set up stations for kids to color and decorate bookmarks before the show, and passed out books as part of a summer reading initiative.



**H-E-B** gets creative with its brand at the show—bringing an ice cream truck, handing out merchandise and snacks, and even featuring H-E-Buddy for fun photo ops with kids. Always a crowd favorite!



# HOW WILL YOU USE YOUR SPONSOR NIGHT?

## Thank your clients



**The Murphey Team** uses their sponsor night as a client appreciation event, complete with a catered buffet dinner, guided backstage tour, and reserved seating for the show.



**Clinfinity** invites potential clients for a night of entertainment and to give them a taste of a uniquely Austin tradition.



# HOW WILL YOU USE YOUR SPONSOR NIGHT?

## Thank your team



**Several sponsors** turn their night into a special celebration for staff and their families. They treat everyone to food and drinks, take a moment to show appreciation, and offer VIP perks like reserved seating. Many say it's "way better than last year's break room pizza party!"



# HOW WILL YOU USE YOUR SPONSOR NIGHT?

## Use it as a giving opportunity

**Henna** donates their company night to local charities, creating opportunities for others to enjoy the show. Incredible local organizations like the Austin Sunshine Camp, OutYouth, and the Boy and Girl Scouts have all seen the summer show because of company night donations from generous sponsors!





# HOW WILL YOU USE YOUR SPONSOR NIGHT?

**Consider other ideas for your sponsor night!** This is a great opportunity to host a uniquely fun office party, entertain prospective clients, team-build by volunteering at the show, and more.

On any given night we have **1,500-3,500** people sitting on the Hillside waiting for the show to start.

How will you engage them?





# CORPORATE VOLUNTEERING & SPONSORSHIP

Discover the impact we are making in our community!

Reach out to learn more about our community outreach initiatives and how you can get involved.





# YOU'RE IN GREAT COMPANY!



## HUGE THANKS TO OUR 2023 SPONSORS!

### Presenting Sponsors



### Managing Sponsor



### Directing Sponsors



LATHAM & WATKINS LLP

### Star Sponsors



NORTON ROSE FULBRIGHT

### Principal Sponsors







**Mailing Address:**

Zilker Theatre Productions  
9204 Leaning Rock Circle  
Austin, TX 78730

**Contact Info:**

[info@zilker.org](mailto:info@zilker.org)  
512.436.3092

