

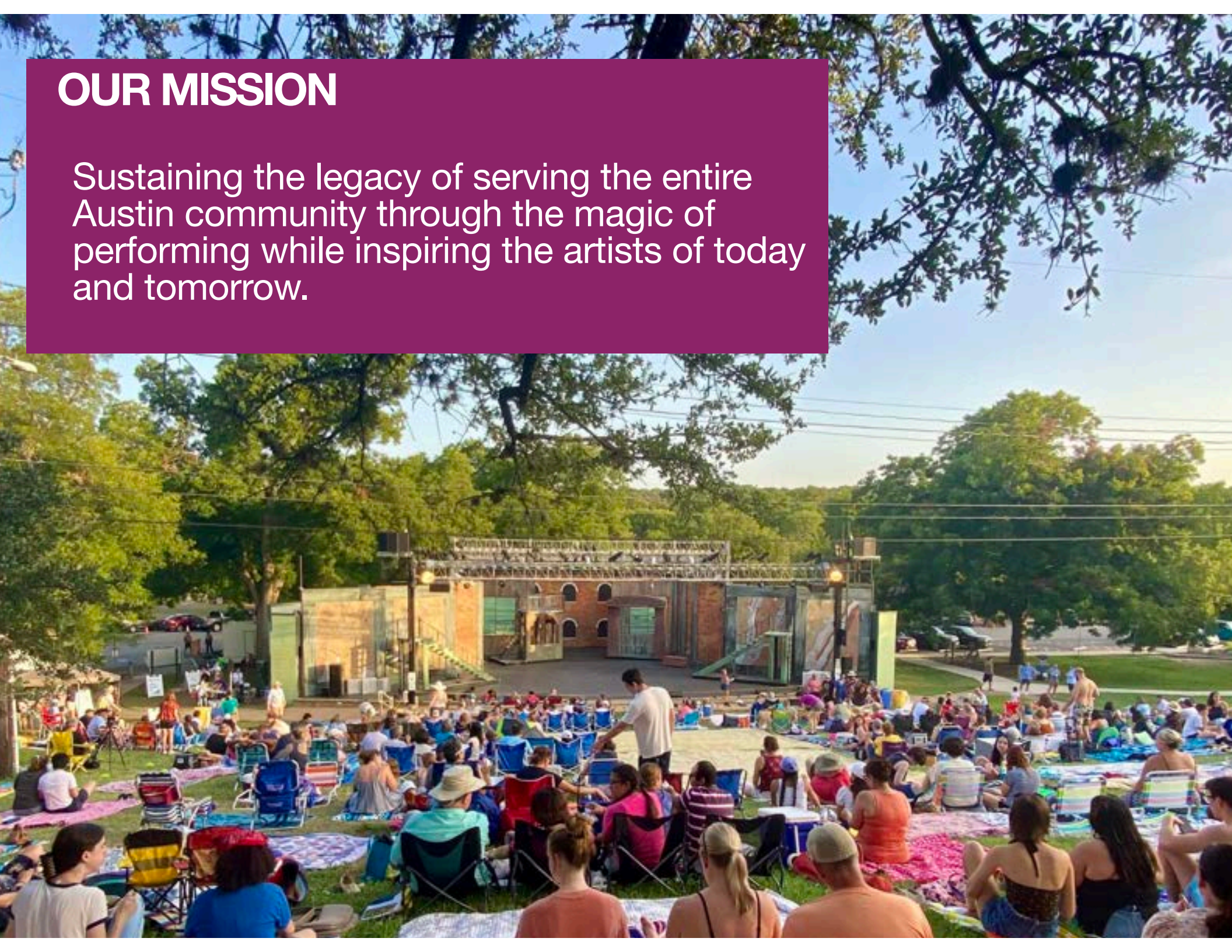


ZILKER THEATRE PRODUCTIONS

2024 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

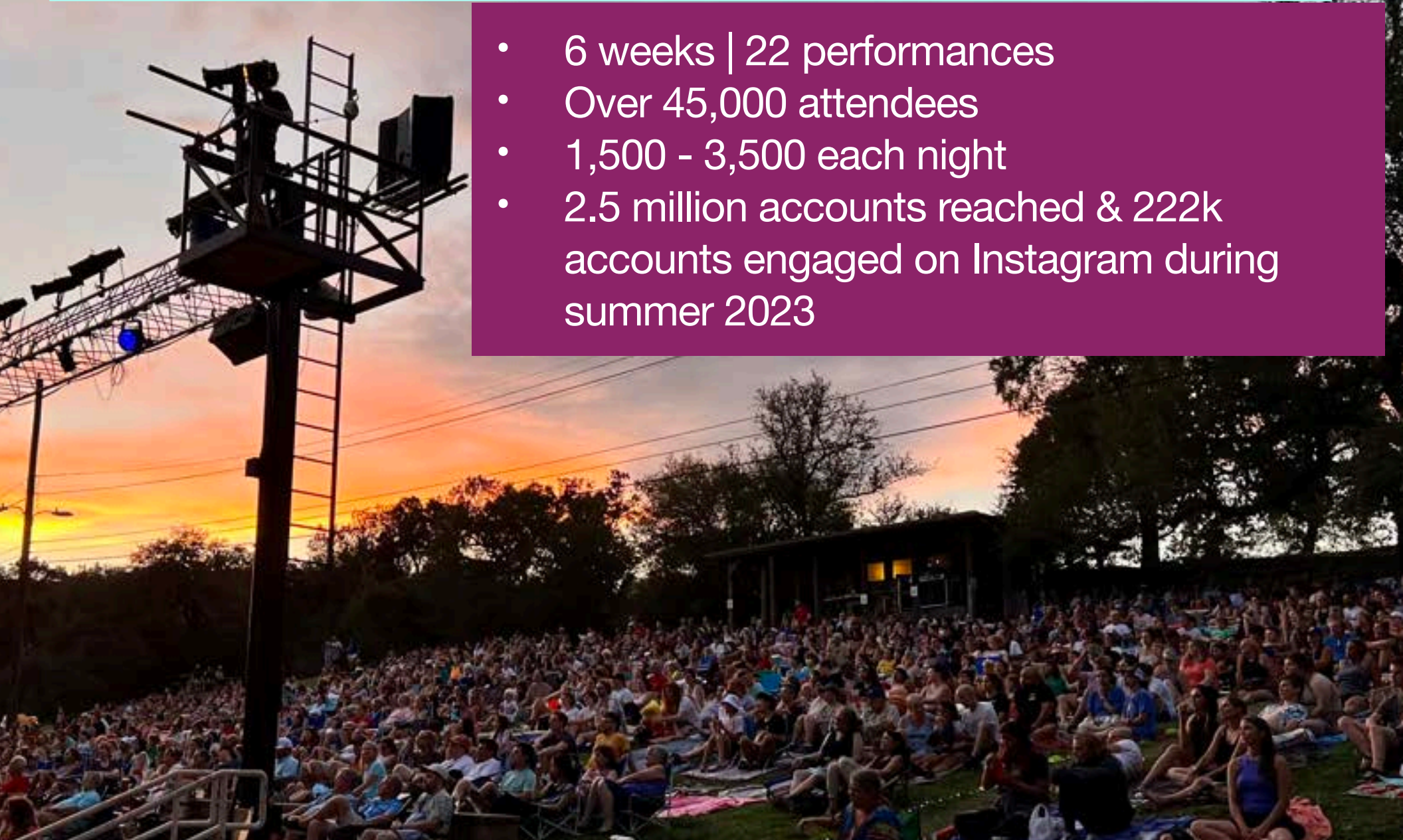


Support a 65-year-old tradition that embodies the spirit of "Old Austin" and resonates with locals.

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
- Over 45,000 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.



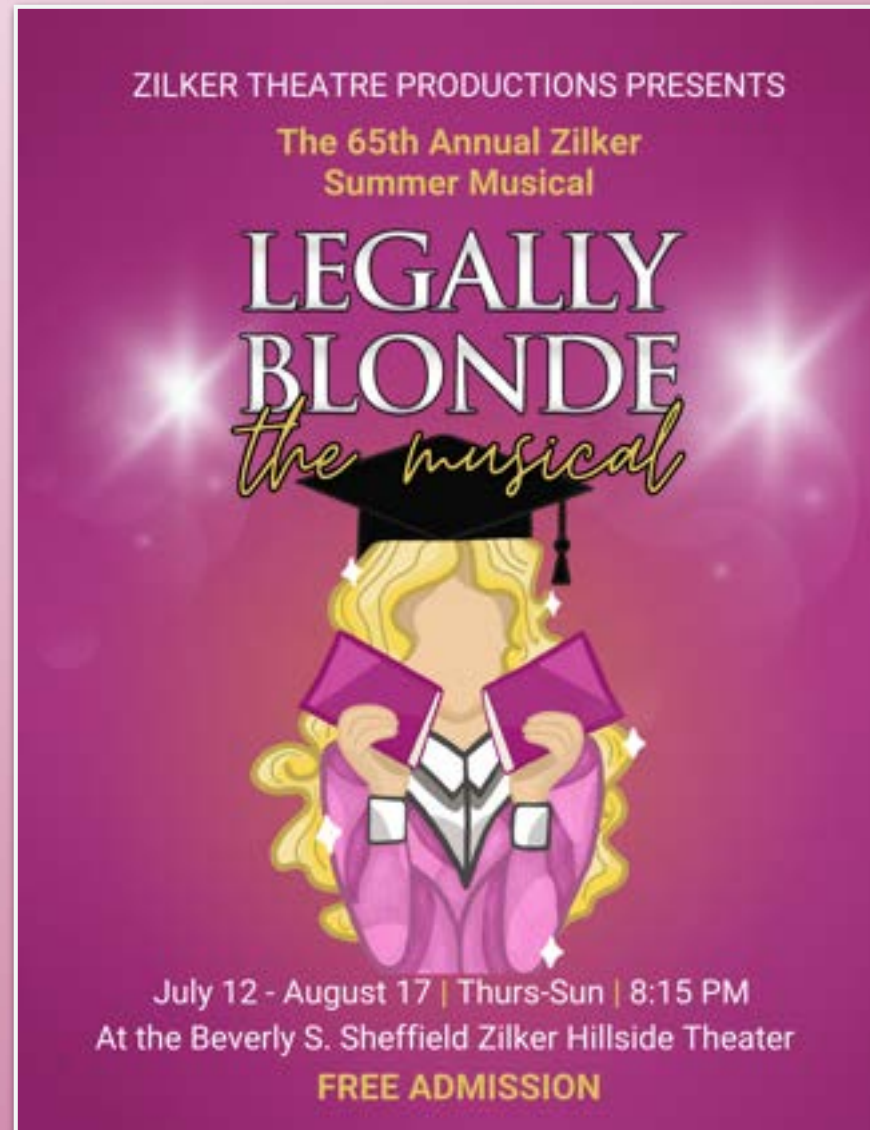
CREATING JOBS

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

Your sponsorship fuels their passion!



THE 65TH ANNUAL ZILKER SUMMER MUSICAL IS...










































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 65-year-old Austin tradition / community goodwill



SPONSORSHIP LEVELS

	Member \$1,000	Principal \$2,500	Star \$5,000	Director \$10,000	Manager \$15,000	Producer \$25,000	Presenter \$50,000	Title \$100,000
Impact	<i>Provides an internship for a young aspiring theatre technician</i>	<i>Enhances the summer musical with ADA and inclusivity performances</i>	<i>Provides support to secure a rehearsal space</i>	<i>\$10k contributions fund each of the following budgets: set, costumes, lighting, and sound</i>	<i>Employs local actors for rehearsals and 6 weeks of live performances</i>	<i>Secures creative team, and underwrites the orchestra</i>	<i>Maintains the Zilker Hillside Theater, a local historic facility</i>	<i>Offers Broadway-quality theater at no cost to the community, and preserves a generational tradition</i>
VIP Reserved Seating	4	25	50	50	75	100	200	200 x 2 nights
Program Ad size	1/4 page	1/4 page	1/2 page	1/2 page	Full-page	Full-page/color	Full-page/color	Full-page/color
VIP Sponsor Lounge	-	-	Shared	Exclusive	Exclusive	Exclusive	Exclusive	Exclusive
Dedicated Social Media post	-	-						
Backstage package (tour, photo, etc)	-	-						
Concession & Merch Discounts	-	-						
Walk-on role in the show	-	-	-					
Free Chair Rental *Limited*	-	-	-					
Show Concierge	-	-	-	-				
Nightly pre-show recognition	-	-	-	-				
Exclusive Private Rehearsal Invite (Up to 4 people)	-	-	-	-	-			

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?

Engage 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** promotes its brand in by passing out H-E-B ice cream and handing out branded cooling towels. Their mascot H-E-Buddy has even made an appearance to greet the audience and take photos with kids before the show!



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 use their night to celebrate staff and their families! They provide snacks and drinks for everyone, gather their group and take a moment to appreciate them, and give them the VIP treatment with reserved seating. Many joke that it's "so much better than last year's pizza party in the break room!"



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!



CORPORATE VOLUNTEERING & SPONSORSHIP

- Consider other ideas for your sponsor night! It 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 1,500-3,500 people sit on the Hillside waiting for the show to start.
How will you engage them?



YOU'RE IN GREAT COMPANY!

HUGE THANKS TO OUR 2023 SPONSORS!

Presenting Sponsors



Managing Sponsor



Directing Sponsors

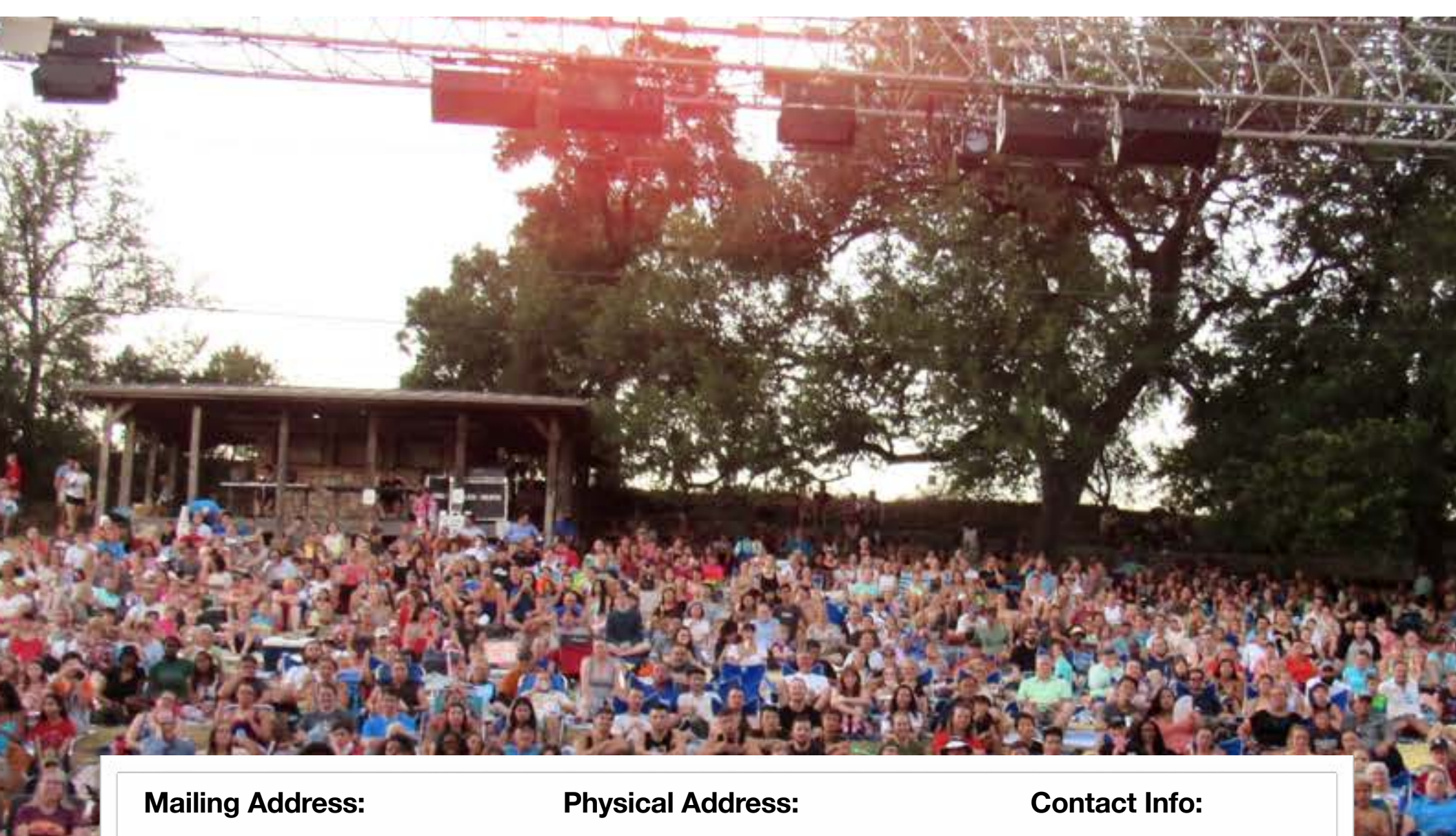


Star Sponsors



Principal Sponsors





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