ZILKER THEATRE PRODUCTIONS

2027 CORPORATE SPONSOR & DONOR GUIDE

ZTP'S MISSION

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



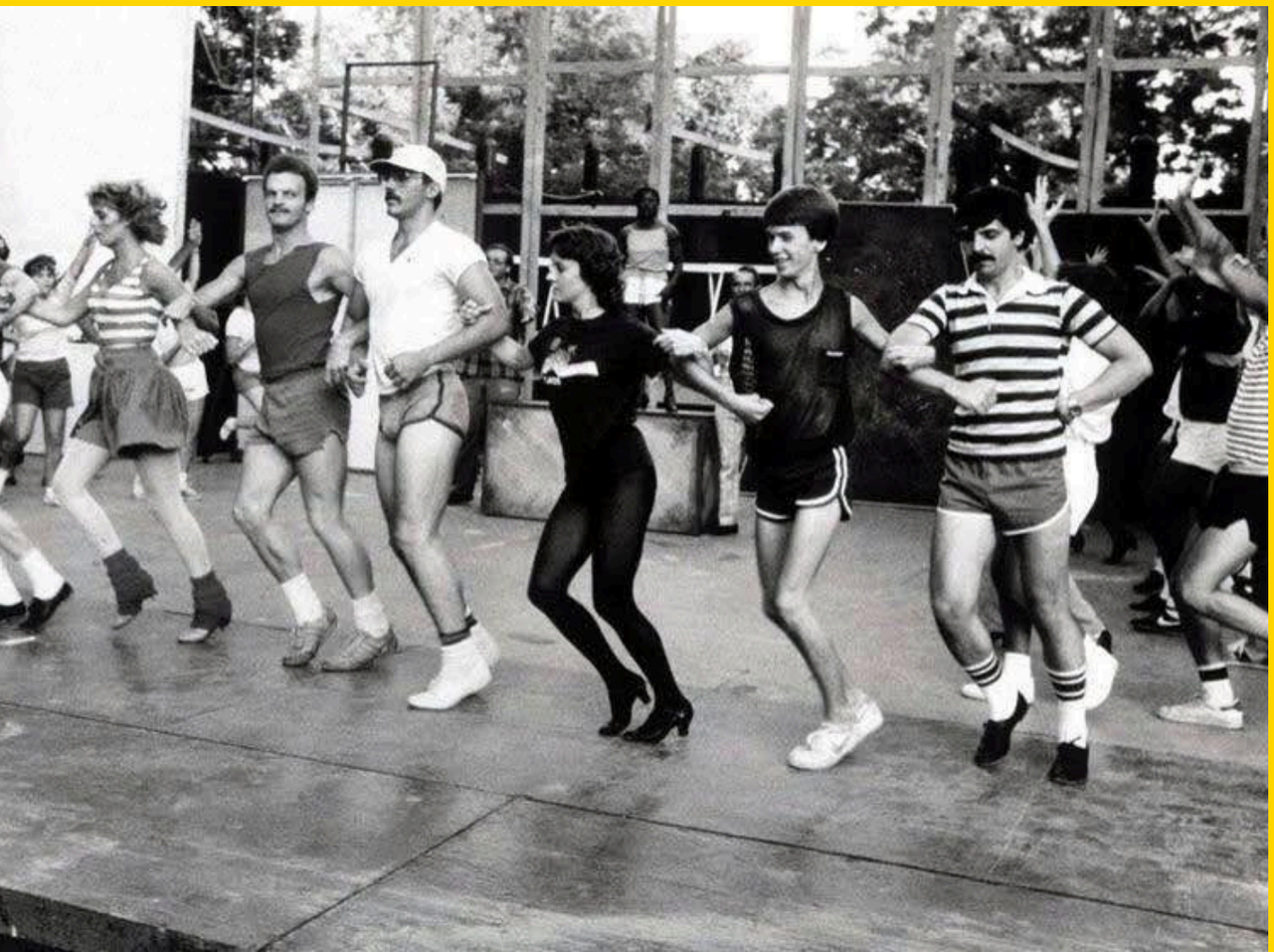
PRESERVING LEGACY AND ENRICHING THE COMMUNITY

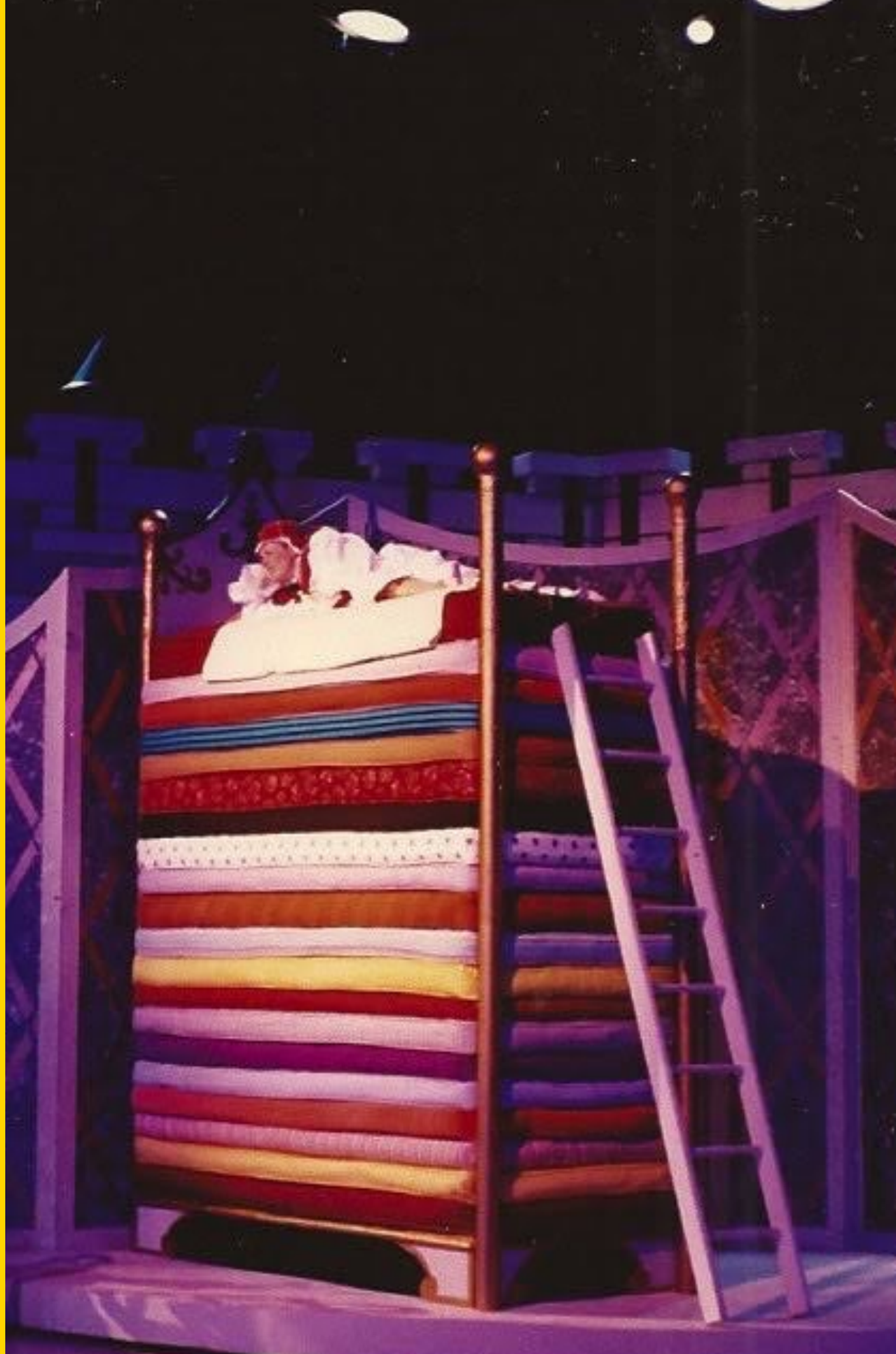
Support a 67-year-old tradition that embodies the spirit of "Old Austin" and resonates with locals.

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 65,000+ attendees
- 1,500 - 3,500 each night
- Nearly 6 million accounts reached & 600k accounts engaged on Instagram from 2023-2026 show season

BEYOND THE SUMMER MUSICAL

YEAR-ROUND ENGAGEMENT AND COMMUNITY INVOLVEMENT

- The 67-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.
- Zilker Theater Productions hosts **Audition Workshops** for aspiring actors and other community **engagement programs throughout the year.**





CREATE JOBS

The Summer Musical employs over 100 local creatives: 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 Zilker Theatre Productions’ website with a 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 the stage
- Reserved seating for your group


join us every





SPONSOR BENEFITS

- Sponsor tent access with table seating
- Pre-show backstage tour
- Opportunity for a walk-on role in the show
- Company info table
- Company photo on stage
- Zilker Summer Musical poster signed by the cast
- Association with the 67-year-old Austin tradition/community goodwill

SPONSORSHIP LEVELS

	Title $100,000	Presenter $50,000	Producer $25,000	Manager $15,000	Director $10,000	Star $5,000	Principal $3,000
Impact	*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*
VIP Seating	✔	✔	✔	✔	✔	✔	✔
Social Media Promotion	✔	✔	✔	✔	✔	✔	✔
Program Ad size	Full-page/color	Full-page/ color	Full-page/color	Full-page	1/2 page	1/2 page	1/4 page
Exclusive Show Poster	✔	✔	✔	✔	✔	✔	✔
Parking Pass*	✔	✔	✔	✔	✔	✔	✔
VIP Tent Access	✔	✔	✔	✔	✔	*Shared	*Shared & limited
Backstage Tour	✔	✔	✔	✔	✔	✔	-
Free Chair Rental *Limited*	✔	✔	✔	✔	✔	-	-
Free Water	✔	✔	✔	✔	✔	-	-
Nightly pre-show recognition	✔	✔	✔	✔	-	-	-
Walk-on role in the show	✔	✔	✔	-	-	-	-
Rehearsal Invite (up to 4 people)	✔	✔		-	-	-	-
Attributed Sponsor Lounge	✔	-	-	-	-	-	-

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 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.





NAMING OPPORTUNITIES

- **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, in weekly social media posts, and 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 66-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.

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 and backstage tours. 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 Chevrolet 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?



YOU'RE IN GREAT COMPANY!

Presenting Sponsors

Austin Parks Foundation

H-E-B Helping Here

Austin Parks & Recreation — Museums & Cultural Programs

Managing Sponsor

Olden Lighting

Directing Sponsors

Applied Materials Foundation

Austin International School — Expanding Minds. Broadening Perspectives.

Latham & Watkins LLP

Star Sponsors

Texas Gas Service — A Division of ONE Gas

3M

Wells Fargo

Toyota of North Austin

All City Real Estate

AvenueFive Institute

The Murphey Team — Real Estate Specialists — kw Austin SW Keller Williams Realty

Community Impact Newspaper — News Everyone Gets

Book People — A Community Bound By Books

Austin PBS

Henna Chevrolet — We'll Stand By You

Norton Rose Fulbright

Principal Sponsors

Texas Commission on the Arts — Investing in a Creative Texas

Method Architecture

Carpenter & Langford — Certified Public Accountants

RVshare

CG and S Design-Build

Thomas Graphics Inc.

waterloo greenway

BECOME A DONOR

ZTP has options for all individuals and businesses to support this Austin legacy. Volunteering, in-kind donations, and our Friends of the Summer Musical membership program are great ways to give back.



GIVE YOUR TIME



ACES sponsored our Neurodivergent Cool Down Room on Sunday nights. They provided merch, a team of volunteers, and information about their services.



Austin Water worked with our Creative Team for Singin’ in the Rain to advise on water conservation. They also tabled throughout our show run to educate our audience on their programs.

CORPORATE VOLUNTEERING



Many companies encourage their teams to volunteer and support the show. Their kindness sustains a legacy that makes the performing arts accessible to Austin communities and inspires the artists of today and tomorrow.

GIVE YOUR PRODUCT OR SERVICE



Siete Foods & Richard's Rainwater donated hundreds of product for us to sell at our market place and give to our VIP guests.



Kendra Scott provided free jewelry products that we could add to our raffle. Which helped us earn revenue to preserve this tradition.

BECOME A FRIEND OF THE SUMMER MUSICAL



FRIENDS OF THE SUMMER MUSICAL BENEFITS

- See the Summer Musical first with an exclusive invite to Donor Preview with a catered meal
- VIP Encore Nights
- Access to exclusive ZTP merch
- Backstage tours
- Annual gift
- Curtain speech recognition




H-E-B
Helping He










Monumental Pictures

FRIENDS OF THE SUMMER MUSICAL TIERS

	Lead Performer $2,500	Directing Team $1,250	Dance Captain $750	Featured Performer $500	Ensemble Member $250
Program recognition	✅	✅	✅	✅	✅
Tickets to Donor Preview	10	8	6	4	2
Early Access to Exclusive ZTP Merch	✅	✅	✅	✅	-
Encore Night, VIP seating, & Parking Pass*	10 seats 2 VIP parking	8 seats 2 reg. parking	6 seats, 1 reg. parking	-	-
Backstage Tour	✅	✅	-	-	-
Annual Gift	✅	✅	-	-	-
Curtain Speech Recognition	✅	-	-	-	-

Sign Up Now

Visit zilker.org/donate for more information about donor, sponsor, and membership opportunities





Mailing Address:

Zilker Theatre Productions
9204 Leaning Rock Circle
Austin, TX 78730

Contact Info:

sponsors@zilker.org
512.436.3092

ZILKER
THEATRE PRODUCTIONS