

JOIN US FOR SACRAMENTO'S BIGGEST PARTY CELEBRATING MUSICAL THEATRE!

Consider being a sponsor partner with Sacramento's oldest professional performing arts organization and California's largest nonprofit musical theatre company in providing musical theatre to the greater Sacramento Region.



SPONSORSHIP OPPORTUNITIES



TITLE SPONSOR.....\$20,000

THE PRODUCERS.....\$10,000

THE DIRECTORS.....\$5,000

THE STARS.....\$3,500



THE BROADWAY GALA celebrates the tradition of Broadway musical theatre that has thrilled audiences worldwide for nearly 100 years and in Sacramento for over 67 years at Music Circus and Broadway Sacramento. ♦The Gala, a black-tie optional soiree, will consist of a hosted-bar reception and gourmet dinner, featured performances from nationally-recognized Broadway singers and dancing to a live band, all in an elegant and theatrical atmosphere at the Sacramento Memorial Auditorium. Complimentary valet parking is provided.

BROADWAY GALA 2018 SPONSOR BENEFITS

YOUR MARKETING BENEFITS THE COMMUNITY

Broadway Sacramento is a good and philanthropically desirable investment. We appreciate your interest in helping further our mission to educate and entertain in the community.

BENEFITS	TITLE SPONSOR \$20,000	THE PRODUCERS \$10,000	THE DIRECTORS \$5,000	THE STARS \$3,500
Prominent logo placement on all printed materials, including advertisements, invitations, programs and on the website	◆			
Prominent logo signage above the stage at the Gala	◆			
Exclusive Advertisement in a Broadway Sacramento playbill (1/2 page; exposure 32,000 imprints)	◆			
Two Tables of 10 at Gala – prominent, front row location & table signage	◆			
Name listing in Broadway Sacramento and Music Circus playbills (200,000) for 12 months	◆	◆	◆	◆
10 tickets to a 2018 Music Circus show of your choice	◆	◆		
Recognition in social media postings	◆	◆		
Logo – Gala invitation (2,500) & Logo- Gala Event Program (500)	◆	◆	◆	
Logo on web page with web-link to sponsors' webpage	◆	◆	◆	
Logo included in multi-media show	◆	◆	◆	
Logo – Broadway Sacramento playbill Gala ad (32,000 imprints)	◆	◆	◆	
Table of 10 at Gala – premier location		◆	◆	
Social Media – exclusive social media postings for each sponsor	◆	◆		
Exclusive Advertisement in a Broadway Sacramento playbill (1/4 page; exposure 32,000 imprints)		◆		
Four tickets to a 2018 Music Circus show of your choice			◆	
Name listed – Gala invitation (2,500) and Event Program (500)				◆
Name listed in multi-media show at Gala				◆
Table of 10 at the Gala				◆



2018 BROADWAY GALA COMMITTEE

Jacqueline Calkin Bagatelos,
Co-Chair

Jennifer Benton

Josh Hart

Zheyila Henriksen

Vickie Housholder

Jennifer Randlett Madden,
Co-Chair

Steve Kyriakis

Joann Lewis

Linda Merksamer

Allan Robin

Kellie Randle,
Co-Chair

Anna Shah

Rob Stewart

Mark Viviano

ABOUT BROADWAY SACRAMENTO:

Established in 1951, we are committed to the presentation of quality theatrical productions to enrich the cultural life of the City of Sacramento and the Greater Sacramento Region. Our goals are to preserve and expand the American musical theatre as an art form by educating new and diverse audiences and nurturing aspiring artists. We seek to encourage an interest in musical theatre through school and community outreach.



We fulfill these goals through:

♦ **MUSIC CIRCUS SERIES:** The summer series which produces and presents six musicals - June-August. Recognized nationally, Music Circus is committed to producing professional musical theatre in the iconic theatre-in-the-round. Music Circus integrates performers, directors and designers from Broadway and around the country with talented local support staff, exceptional theatre students and volunteers. Over 100,000 attend Music Circus productions annually.

♦ **BROADWAY SACRAMENTO SERIES:** A six- show mix of first-rate touring

productions. Broadway Sacramento is the largest performing arts event in the Capital Region with over 150,000 in annual attendance.

♦ **THE ACADEMY:** arts education programs include training in music, theatre and dance, theatre arts internships, and enhanced theatrical experiences for underserved populations.

ALLISON CAGLEY,
DIRECTOR OF DEVELOPMENT

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