

# THE BROADWAY SACRAMENTO GALA

Memorial Auditorium · April 4, 2020 · 6:00 PM

Featuring entertainment by nationally-recognized Broadway actors, the **Broadway Sacramento Gala** is one of Sacramento's premiere fundraising events. Hosted by veteran TV personalities Rob Stewart and Kellie DeMarco—and this year with a glamorous Big Band Era theme—the elegant black tie optional soiree includes a hosted bar reception and gourmet dinner, a live auction, a performance by a Broadway Sacramento youth ensemble, and dancing to the brassy sounds of a live big band.



## **BROADWAY SACRAMENTO GALA CO-CHAIRS:**

- **Jacqueline Calkin Bagatelos**
- **Steve Kyriakis**

ABOVE: Telly Leung, Broadway's *Aladdin*, performing a set at 2019 Gala.

BELOW: Party-goers at 2018 Gala.

Photos by Tia Gemmell

## AN ELEGANT EVENING BENEFITING BROADWAY SACRAMENTO



### **SPONSORSHIP INFORMATION:**

Chelsea Blake, (916) 446-5880x123  
cblake@broadwaysacramento.com

Broadway Sacramento  
1510 J Street, Suite 200 · Sacramento, CA  
BroadwaySacramento.com

## **SPONSORSHIP OPPORTUNITIES**

Support **Broadway At Music Circus** and **Broadway On Tour** musical theatre productions, as well as educational and community engagement programs offered by **Broadway Sacramento**. Sponsorships range from \$3,500 to \$20,000.

# BROADWAY SACRAMENTO GALA SPONSOR BENEFITS

Your support of the 2020 Broadway Sacramento Gala aligns you with one of the country's premiere nonprofit musical theatre organizations.

SPONSORSHIP RECOGNITION	STARS \$3,500	DIRECTORS \$5,000	PRODUCERS \$10,000	TITLE SPONSOR \$20,000
<b>PRE-EVENT BENEFITS</b>				
Name listed on Gala webpage	◆			
Logo on Gala webpage with link to sponsor website		◆	◆	◆
Logo placement on Gala materials and press release mentions				◆
Exclusive social media postings and recognition			◆	◆
<b>EVENT BENEFITS</b>				
Branded signature cocktail and word of welcome				◆
Stage mention		◆	◆	
Name listed in event program and on table	◆			
Logo in event program and on table		◆	◆	◆
Prominent logo signage at stage				◆
Name listed in media presentation	◆			
Logo included in media presentation		◆	◆	◆
Table of 10 Tickets	◆			
Table of 10—premiere location		◆	◆	
Two Tables of 10—prominent, front row location				◆
<b>POST-EVENT BENEFITS</b>				
Name listing in all playbills and website for 12 months (250,000 impressions)	◆	◆	◆	◆
Name listing in <i>Bandstand</i> Gala page (16,000 impressions)		◆	◆	◆
Advertisement in a Broadway On Tour playbill (1/4 page)			◆	
Advertisement in a Broadway On Tour playbill (1/2 page)				◆

## TABLE HOST: \$750 + FILL A TABLE

Contact us at (916) 446-5880 x123, to coordinate a table full of your favorite theatre-loving friends and family. Each person in your party can pay separately, and you will all sit at the same 10-person table! Table hosts will receive special recognition as a token of our appreciation.