

THE BROADWAY SACRAMENTO

GALA

Benefitting Broadway Sacramento's
Musical Theatre Productions and Arts Education Programs

September 11, 2021 • 5:00 PM

SAFE Credit Union Performing Arts Center & Convention Center

Broadway Sacramento
Gala Co-Chairs:

Bill Johal
Joann Lewis

The annual **Broadway Sacramento Gala** is one of Sacramento's premiere fundraising events. Hosted by veteran TV personalities Rob Stewart and Kellie DeMarco, the elegant black-tie-optional soiree includes a hosted bar reception and gourmet dinner, a live auction, an exclusive cabaret performance by one of the theatre world's top talents, and dancing into the night to the music of a live band. This year's Broadway Sacramento Gala will feature a **HAMILTON** theme, in celebration of the multiple Tony Award-winning musical's Sacramento premiere, which begins September 15.

SPONSORSHIPS RANGE FROM
\$4,000-\$20,000

SPONSORSHIP INFORMATION:

Karen McClafin, (916) 446-5880x178
kmclafin@broadwaysacramento.com

Broadway Sacramento
1510 J St., Suite 200 • Sacramento, CA 95814

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.



BROADWAY SACRAMENTO GALA SPONSOR BENEFITS

Your support of the 2021 Broadway Sacramento Gala aligns you with one of the country's premiere nonprofit musical theatre organizations.



TABLE HOST: \$800 + INVITE 8 FRIENDS

Contact us at (916) 446-5880x108, to coordinate a group of your favorite theatre-loving friends and family. Each person in your party can pay separately, and you, the table host, will receive special recognition as a token of our appreciation.



SPONSORSHIP RECOGNITION	STARS \$4,000	DIRECTORS \$5,500	PRODUCERS \$10,000	TITLE SPONSOR \$20,000
PRE-EVENT BENEFITS				
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			★	★
EVENT BENEFITS				
Branded signature cocktail and word of welcome				★
Sponsor acknowledgement by host during Gala program		★	★	
Name listed in event program and multi-media presentation	★			
Logo in event program and multi-media presentation		★	★	★
Prominent logo signage at stage				★
10 tickets to the Broadway Sacramento Gala	★			
10 tickets—premiere location		★	★	
20 tickets—prominent, front row location				★
POST-EVENT BENEFITS				
Listing in all playbills and website for 12 months (250,000 impressions)	★	★	★	★
Name Listing on Playbill 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)				★

Tickets to the Broadway On Tour engagement of HAMILTON, which runs from Sept. 15 – Oct. 10, are not included as part of the Broadway Sacramento Gala or its Sponsor benefits.