



# 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, 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.



<b>SPONSORSHIP RECOGNITION</b>	<b>STARS \$4,000</b>	<b>DIRECTORS \$5,500</b>	<b>PRODUCERS \$10,000</b>	<b>TITLE SPONSOR \$20,000</b>
<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				★
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				★
<b>POST-EVENT BENEFITS</b>				
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)				★

**TAKEN**

**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.**