

AN ALL-STAR CONCERT  
CELEBRATION OF

**RICHARD  
LEWIS**

**THURSDAY, AUGUST 31, 2023**

**UC DAVIS HEALTH PAVILION**

**5:30 PM – DOORS OPEN, FOOD & BEVERAGE SERVICE BEGINS**

**7:00 PM – CONCERT BEGINS**

**SUMMER COCKTAIL ATTIRE**

**Tickets \$200, including concert, food and beverages**

**Additional details will be posted on our website:**

**BROADWAYSACRAMENTO.COM**



After devoting his entire career to Broadway Sacramento, President & CEO Richard Lewis, whose father co-founded Broadway At Music Circus more than 70 years ago, has decided to retire. Join us this summer for an evening in honor of his extraordinary tenure of service: **AN ALL-STAR CONCERT CELEBRATION OF RICHARD LEWIS** will take place on the UC Davis Health Pavilion stage and feature a number of Broadway stars performing songs from your favorite musicals. This very special event, which benefits Broadway Sacramento's musical theatre productions and arts education programs, will also feature a wide array of delicious food offerings, along with superb beverages from Sacramento area wineries and breweries. Experience some incredible performances and enjoy some great food, wine and beer while honoring a true Sacramento institution!

**SPONSORSHIPS RANGE FROM  
\$2,500-\$20,000**

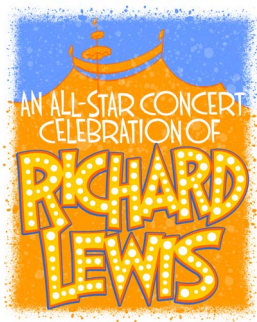
**SPONSORSHIP INFORMATION:**

**Michelle Hollis, (916) 446-5880 x123**  
mhollis@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 arts education and community engagement programs offered by Broadway Sacramento. This event will be the main fundraiser of the year, as the Broadway Sacramento Gala will not take place in 2023.



## **BROADWAY SACRAMENTO**

### **ALL-STAR CONCERT SPONSOR BENEFITS**

Your support of the **2023 All-Star Concert** aligns you with one of the country's premiere nonprofit musical theatre organizations!

**[BroadwaySacramento.com/support/all-star-concert](https://BroadwaySacramento.com/support/all-star-concert)**

### **\$20,000 TITLE SPONSORSHIP – 1 AVAILABLE**

- o Large linked logo on Concert webpage
- o Large Logo placement on pre-Concert materials and press releases
- o Exclusive social media postings and recognition
- o Branded signature cocktail and word of welcome
- o Large Logo in Concert program, signage and multi-media presentation
- o Up to 24 premium VIP tickets, including access to pre-Concert VIP area
- o Listing in all playbills and website for 12 months (250,000 impressions)
- o Name listing on playbill Concert page
- o ½ page advertisement in Broadway Sacramento playbill (one show – 17,000 impressions)

### **\$10,000 RICHARD LEWIS SUPERFAN SPONSOR – 5 AVAILABLE**

- o Linked logo on Concert webpage
- o Logo placement on pre-Concert materials and press releases
- o Exclusive social media postings and recognition
- o Logo in Concert program and multi-media presentation
- o Up to 18 VIP tickets, including access to pre-Concert VIP area
- o Listing in all playbills and website for 12 months (250,000 impressions)
- o Name listing on playbill Concert page
- o ¼ page advertisement in Broadway Sacramento playbill (one show – 17,000 impressions)

### **\$5,000 STANDING OVATION SPONSOR – 10 AVAILABLE**

- o Large name on Concert webpage
- o Name placement on Concert materials
- o Social media posting and recognition
- o Logo or name in Concert program and multi-media presentation
- o Up to 12 VIP tickets, including access to pre-Concert VIP area
- o Listing in all playbills and website for 12 months (250,000 impressions)
- o Large name listing on playbill Concert page

### **\$2,500 BREAK A LEG SPONSOR – 20 AVAILABLE**

- o Name on Concert webpage
- o Social media posting and recognition
- o Name in Concert program and multi-media presentation
- o Up to 6 premium tickets
- o Listing in all playbills and website for 12 months (250,000 impressions)
- o Name listing on playbill Concert page