

# BROADWAY SACRAMENTO INDIVIDUAL DONOR BENEFITS

DONOR CIRCLE	\$275	\$500	\$1,000	
<b>Playbill Listing:</b> Listing in the donor section of the Broadway At Music Circus and Broadway On Tour playbills for 12 months	X	X	X	
<b>Website Listing:</b> Listing on the Broadway Sacramento website for 12 months	X	X	X	
<b>Community Night:</b> Opportunity for you and a guest to attend one or two Community Night invited dress rehearsal(s)	1	2	2	
<b>Behind-the-Scenes Luncheon &amp; Rehearsal:</b> Invitation for two to a Broadway At Music Circus behind-the-scenes luncheon and rehearsal	X	X	X	
<b>Donor E-Newsletter:</b> Access to quarterly donor e-newsletter for 12 months (January, April, July and October)	X	X	X	
<b>Donor Lounge Access:</b> Unlimited access to the Broadway Sacramento donor lounges for 12 months		X	X	
<b>Broadway On Tour Sneak Peek:</b> Opportunity for two to attend the Broadway On Tour presentation about the upcoming season		X	X	
<b>Concessions &amp; Bar Coupons:</b> Single-use \$3 coupons for concession stands and bars (coupons available upon request and administered every 12 months)		5	10	
<b>Concierge Ticket Service:</b> Receive concierge ticket service to assist with ticket exchanges and additional ticket purchases			X	
<b>Opening Night Party:</b> Invitation for two to attend a post-performance Broadway At Music Circus opening night party (tickets to opening night performance are not included)			X	
DIRECTOR CIRCLE (INCLUDES ABOVE LEVEL BENEFITS)	\$1,500	\$2,500	\$5,000	\$7,500
<b>Opening Night Party:</b> Invitation for two additional people to attend a post-performance Broadway At Music Circus opening night party	X	X	X	X
<b>Director Circle Event:</b> Opportunity for you and a guest to attend an exclusive Broadway At Music Circus event	X	X	X	X
<b>Signed Playbill or Print:</b> Receive a signed playbill or print for a Broadway At Music Circus show of your choice or the season	ONE PLAYBILL	ONE PLAYBILL OR PRINT	ALL PLAYBILLS OR PRINTS	ALL PLAYBILLS OR PRINTS
<b>Donor Lounge Listing:</b> Listing on the donor poster at the Broadway Sacramento donor lounges for 12 months	X	X	X	X
<b>Pavilion Tour &amp; Rehearsal:</b> Opportunity for you and a guest to tour the Broadway At Music Circus Pavilion and attend a rehearsal		X	X	X
<b>Production Center Tour:</b> Invitation for two to tour the Broadway At Music Circus Production Center			X	X
<b>New York Broadway House Seat Access:</b> Access to purchase New York Broadway house seats as available				X
<b>Evolution of a Show:</b> Opportunity for you and up to three guests to observe various stages in the preparation of a production				X

# BROADWAY SACRAMENTO INDIVIDUAL DONOR BENEFITS

MAJOR DONOR (INCLUDES ABOVE LEVEL BENEFITS)	\$10,000	\$20,000	\$50,000
<b>Spring Dinner:</b> Invitation for you and a guest to attend an exclusive dinner with Broadway Sacramento Executive Team members	X	X	X
<b>Broadway Sacramento House Seat Access:</b> Access to purchase Broadway Sacramento house seats as available	X	X	X
<b>Tactile Pre-Show Presentation &amp; Audio Description Observation:</b> Opportunity for you and a guest to attend a tactile presentation before a Saturday matinee Broadway On Tour show and then observe an audio description (tickets not included)	X	X	X
<b>Sponsorship Opportunity:</b> Includes above level benefits and the ability to sponsor a one-week show per Broadway At Music Circus or Broadway On Tour season, as available, and upon request at time of donation	X	X	X
<b>Sponsor Recognition:</b> Recognition of your sponsorship level in the pre-show media presentation for Broadway At Music Circus or Broadway On Tour	MAJOR SPONSOR	MAJOR SPONSOR	LEAD SPONSOR
<b>Complimentary Tickets:</b> Complimentary tickets for one performance of the show being sponsored (tickets upon request at time of donation and subject to availability; cannot be combined with other tickets)	6	8	10
<b>Sponsor Webpage Listing:</b> Listing on the sponsored show webpage	X	X	X
<b>Pre-Show Welcome Recording:</b> Recognition of your sponsorship in the pre-show welcome recording (when available)		X	X
<b>Community Night Tickets:</b> Tickets for one Broadway Sacramento Community Night invited dress rehearsal (tickets upon request at time of donation and cannot be combined with other tickets)		20	50
<b>Private Use of Subscriber Lounge:</b> Use of the Subscriber Lounge once a year for a private one-hour reception before a Community Night invited dress rehearsal (subject to availability and cost to be borne by the donor)			X

## BROADWAY SACRAMENTO BY THE NUMBERS

**350,000**  
PATRONS ANNUALLY



**100K**  
RECIPIENTS



**31K**  
FOLLOWERS



**24K**  
FOLLOWERS



**2K**  
FOLLOWERS



**1K**  
FOLLOWERS

Figures above are based on Broadway On Tour and Broadway At Music Circus combined annual patron data.

## AUDIENCE DEMOGRAPHICS

Theatre patrons are educated, affluent and believe entertainment and luxuries are a necessary part of life.

- 72% FEMALE
- 89% 35+ YEARS OLD
- AVERAGE AGE IS 53.8
- AVERAGE HOUSEHOLD INCOME \$162,000
- 81% ARE COLLEGE EDUCATED
- 38% HOLD ADVANCED DEGREES

## BROADWAY SACRAMENTO



For questions about donor benefits,  
please contact the Development Department  
development@broadwaysacramento.com



For Corporate Giving Information  
**BROADWAYSACRAMENTO.COM**

