Theatre Arlington Capital Campaign

Sponsorship Opportunities

12 sponsorship levels available:
- Building Complex - $500,000
- Theatre Building - $250,000
- Education Building - $250,000
- Office Suite - $100,000
- Theatre Lobby - $100,000
- Rehearsal Hall - $75,000
- Classroom One - $50,000
- Concessions - $25,000
- Box Office - $25,000
- Dressing Room - $10,000
- Technical Booth - $10,000
- Kitchen - $10,000

About the Capital Campaign

- Theatre Arlington’s proactive response to the revitalization of Downtown Arlington
- Innovative re-design of 27,000 annual capacity live theatre complex
- Acquisition of 316 W. Main St. for educational and administrative purposes
- Landscaping beautification of surrounding areas
- Upgrades to sound and lighting systems

About Theatre Arlington

Decade One: The Potluck Players

In 1973, a group of Arlington citizens got together to form a theater group. This group was originally called “The Potluck Players,” because they met in the Potluck Room of Miss Persis Dance Studio. Their first production was “I Do, I Do.”

Decade Two: Established on Main Street

In 1991, the theater saw a move in management and in venue. Penny Patrick became the Executive Director and the theater moved from its 134-seat playhouse to its new home on Main Street in the heart of Downtown Arlington in June. Renovations began and on New Year’s Eve 1991 the new 199-seat cabaret-style theater opened with a dynamite production of “Pump Boys and Dinettes.”

Decade Three: Expansion

Fundraising was completed and the opening of the Allan Saxe Mainstage Theater in November 1994 was a tremendous step forward for the organization. In 1996, Theatre Arlington began offering year-round theater classes for children and adults. The theater also began its successful outreach arm with its ACTUPS program. ACTUPS stand for Applied Creative Thinking Using Performance Skills. Also in 2001, “The Secret Garden” wins a Best of Tarrant Award and is recognized by the Star-Telegram as one of the top five theater productions in the Metroplex.

Decade Four: Growing Community Outreach

The fourth decade began with the addition of the TAG Players, the theater’s Senior Readers Theater outreach group. With the youth and education program growing, doing nine shows per season, outreach programs and two touring companies there was never a dull moment. The addition of new lighting and sound, a full-time professional staff of eight, two buildings and serving more than 33,000 per season, Theatre Arlington has grown from a small group of people performing in a dance studio to the second largest and second oldest theater in Tarrant County!

Now: Envisioning the Future!
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Building Complex Sponsor - $500,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- VIP Introduction to Celebrity Endorser with picture taken
- Logo on signage at Kickoff Fundraising Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- 2 Golden tickets for 5 years – all access pass to any show must call ahead for reservations
- Naming rights to complex secured for 25 years
- Recognition on Wall Plaque in most prominent position
- Program recognition for 3 years
- Two theater chair naming rights

Office Suite Sponsor (education building) - $100,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- VIP Introduction to Celebrity Endorser with picture taken
- Logo on signage at Kickoff Fundraising Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- 2 Golden tickets for 3 years – all access pass to any show must call ahead for reservations
- Naming rights to complex secured for 10 years
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 3 years
- One theater chair naming rights

Theatre Building Sponsor - $250,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- VIP Introduction to Celebrity Endorser with picture
- Logo on signage at Kickoff Fundraising Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- 2 Golden tickets for 5 years – all access pass to any show must call ahead for reservations
- Naming rights to complex secured for 25 years
- Recognition on Wall Plaque in a prominent position
- Program recognition for 3 years
- Two theater chair naming rights

Theatre Lobby Sponsor - $100,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- VIP Introduction to Celebrity Endorser with picture
- Logo on signage at Kickoff Fundraising Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- 2 Golden tickets for 3 years – all access pass to any show must call ahead for reservations
- Naming rights to complex secured for 10 years
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 3 years
- One theater chair naming rights

Education Building Sponsor – $250,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- VIP Introduction to Celebrity Endorser with picture
- Logo on signage at Kickoff Fundraising Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- 2 Golden tickets for 5 years – all access pass to any show must call ahead for reservations
- Naming rights to complex secured for 25 years
- Recognition on Wall Plaque
- Program recognition for 3 years
- Two theater chair naming rights

Rehearsal Hall Sponsor (education building) - $75,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- Logo on signage at Kickoff Fundraising Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- 2 Silver tickets for 3 years – all access pass to any show must call ahead for reservations
- Naming rights to complex secured for 10 years
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 3 years
- One theater chair naming rights
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Classroom One Sponsor (education building) - $50,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- Logo on signage at Kickoff Fundraising Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- 2 Bronze tickets for 1 year – all access pass to any show must call ahead for reservations
- Naming rights to complex secured for 10 years
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 1 year
- One theater chair naming rights

Concessions Sponsor – $25,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- Naming rights to complex secured for 10 years
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 1 year
- One theater chair naming rights

Box Office Sponsor - $25,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- Logo on publicity Capital Campaign thank you ad
- Logo on all printed advertising and social media materials if secured before print date
- Naming rights to complex secured for 10 years
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 1 year
- One theater chair naming rights

Dressing Room Sponsor – $10,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- Name on publicity Capital Campaign thank you ad
- Name on all printed advertising and social media materials if secured before print date
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 1 year

Technical Booth Sponsor – $10,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- Name on publicity Capital Campaign thank you ad
- Name on all printed advertising and social media materials if secured before print date
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 1 year

Kitchen Sponsor – $10,000
- VIP Invitation to Celebrity Endorsed Kickoff Event
- Name on publicity Capital Campaign thank you ad
- Name on all printed advertising and social media materials if secured before print date
- Recognition on Wall Plaque – sizing comparable to gift
- Program recognition for 1 year

Other Sponsorship Opportunities - $ varying
- Wall Plaque – name recognition $1,000 (50 available)
- Theater Chair – name recognition $1,000 (20 available)
- Star Wall – name recognition $500 (50 available)
- Bricks – name recognition $100 (available till completed)

For sponsorship visit theatrearlington.org/capital.html
Capital Campaign Pledge Form

Name: __________________________________________________________________________________

Address: _________________________________________________________________________________

Phone: ____________________________________     Alt Phone: ___________________________________

Email: ___________________________________________________________________________________

Contribution:

- Building Complex - $500,000
- Education Building - $250,000
- Theatre Lobby - $100,000
- Classroom One - $50,000
- Box Office - $25,000
- Technical Booth - $10,000
- Theatre - $250,000
- Office Suite - $100,000
- Rehearsal Hall - $75,000
- Concessions - $25,000
- Dressing Room - $10,000
- Kitchen - $10,000
- Wall Plaque - $1,000
- Theatre Chair - $1,000
- Star Wall - $500
- Bricks - $100
- Other

Total Amount Pledged: ________________________________

Pledge Fulfilled: ______________ one time     __________________ annually      _________________ quarterly

I agree to the foregoing pledge in support of Theatre Arlington’s Capital Campaign with all payments on this pledge to be fulfilled by December 31, 2017.

_____________________________________________
Signature