



# CIRCLE THEATRE

1703 Robinson Rd SE | CIRCLETHEATRE.ORG

Greetings,

Community Circle Theatre has been impacting West Michigan for over 68 years and our mission is simple - to enrich, entertain, and educate our community through exceptional theatrical arts.

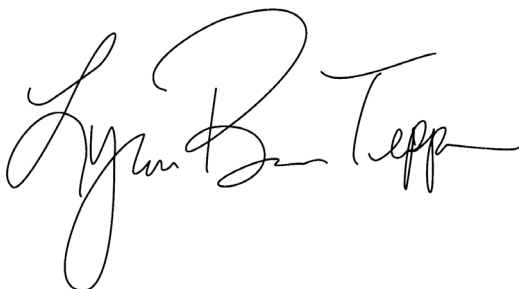
Circle Theatre's 2020 season has looked very different from past seasons. During these challenging times Circle Theatre has had to postpone not only our season productions, but also numerous fundraising events that keep our theatre's doors open. With this extended intermission, we've taken a moment to reflect and recenter our mission and goals. We are working hard to develop new initiatives and experiences to engage our patrons. With your support we are looking forward to coming out of this long intermission with an exciting 2021 season featuring some favorite mainstays and some exciting new adventures.

Like us, we know you're passionate about bringing our community back together, so we are turning to businesses and organizations like yours to form mutually beneficial partnerships that make a lasting impact on West Michigan. With the help of community leaders like yourself, we'll be able to enrich, entertain, and educate our audience now and for years to come.

We have multiple sponsorship opportunities for our community partners, all of which come with great perks. Please contact Ashlee McGreevy by telephone at 616.632.1983 or by email at [ashlee@circletheatre.org](mailto:ashlee@circletheatre.org) for more details about cementing your impact in the West Michigan cultural scene. We thank you for your time and eagerly await hearing from you.

Let's make great art together!

Warm regards,



Lynne Brown Tepp  
Executive & Artistic Director  
Community Circle Theatre

An average of  
**30,000+**  
patrons each year

**350+**  
dedicated  
yearly volunteers

**600+**  
yearly Season Flex  
Pass & Concert  
Bundle holders

**9,000+**  
eBlast recipients  
**20,000+**  
social media followers

**8,000**  
patrons receive  
Circle mailings

**2,500+**  
average website  
views each month



"I COULDN'T HAVE FOUND  
A BETTER REPRESENTATION OF  
WHAT GRAND RAPIDS HAS TO  
OFFER ITS THEATRE-GOERS  
THAN CIRCLE THEATRE."  
- TOM ALVAREZ,  
*ON THE AISLE WITH TOM ALVAREZ*

aproximately  
**200**  
performers each year  
ranging in age from

**6 - 85**

**50%**  
of Circle patrons have  
an annual income  
between \$75k - \$105k

**60%**  
of patrons are employed  
**40%**  
of patrons are retired

**81%**  
of patrons use  
technology to keep up  
with Circle Theatre

# MAKE AN IMPACT

With your support you'll touch the lives of not only a diverse group of performers, but also the entire community. Theatre can leave a lasting impact on the lives of those who experience theatrical stories of struggle, family, love, and a little laughter. We want you to be a part of our lasting impact.

Your sponsorship will support Circle programming in the following ways:

**Entertain:** Provide royalties, sheet music, scripts, musician costs, lighting, sound, program and playbill printing, costumes, makeup and hair, and advertising for each production.

**Enrich:** Foster a new generation of art lovers by supporting Circle programs that introduce the performing arts to children through Magic Circle and Circle Presents productions and support diversity training and programming for the theatre community through our Circle Diversity Committee.

**Educate:** Leave a lasting impact by supporting educational workshops for performers, directors and staff and supporting scholarships for students pursuing both the technical and performing aspects of theatre.

## SPONSORSHIP STARTER

Dip your toes into sponsorship with Circle Theatre by supporting an event.

POPUP CONCERTS | \$250

LOBBY BAR | \$500

VOLUNTEER ORIENTATION | \$750

SEASON KICKOFF EVENT | \$1,000

ANNUAL SEASON PARTY | \$1,500

CIRCLE SUMMER CONCERT | \$2,000

Sponsorship Starters are no fuss packages that allow you to sponsor a single event with Circle Theatre. As a Thank You we'll mention you on social media and at the events.

# LEAVE YOUR MARK

*Because when you have nowhere to go, theatre can take you anywhere.*

## ENCORE

\$50,000

Full Season Support  
3 Spots Available

### Your Benefits:

- Full page ad in all 5 Main Stage Playbills & the Magic Circle family production Playbill
- Logo placement in the Season Kickoff & Annual Season Party programs, Season Brochure, & all show posters
- Logo placement in all 10 Circle Summer Concert programs
- Logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Featured article on the Circle Theatre Blog
- Logo placement in 24 Circle eBlasts
- Thank you post on Circle Theatre Facebook & Instagram pages
- Logo placement on the lobby screen for 18 productions/events
- Logo placement in all promotional videos
- Mentions in all production press releases & radio ads
- Thank you & mention in 5 Main Stage curtain speeches
- Thank you in 1 Main Stage Playbill welcome letter
- Private backstage tour for up to 12 guests
- Private lower lobby cocktail hour before 1 Main Stage production
- 10 Season Flex Passes & 12 Concert Bundles, giving you 98 tickets for the season!

## CURTAIN CALL

\$25,000

Exclusive Production Support  
6 Productions Available

### Your Benefits:

- Full page ad in all 5 Main Stage Playbills & the Magic Circle family production Playbill
- Logo placement in the Season Kickoff & Annual Season Party programs, & 1 production poster
- Logo placement in all 5 Circle Summer Concert programs
- Logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Featured article on the Circle Theatre Blog
- Logo placement in 18 Circle eBlasts
- Thank you post on Circle Theatre Facebook & Instagram pages
- Logo placement on the lobby screen for 18 productions/events
- Logo placement in 1 promotional video
- Mention in 1 production press release & related radio ads
- Thank you & mention in 1 Main Stage curtain speech
- Private backstage tour for up to 12 guests
- 5 Season Flex Passes & 6 Concert Bundles, giving you 49 tickets for the season!

## FINALE

\$10,000

Non-exclusive Support

### Your Benefits:

- 1/2 page ad in all 5 Main Stage Playbills
- Logo placement in the Season Kickoff & Annual Season Party programs, & 1 production poster
- Logo placement in 2 Circle Summer Concert programs
- Logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Logo placement in 12 Circle eBlasts
- Thank you post on Circle Theatre Facebook & Instagram pages
- Logo placement on the lobby screen for 18 productions/events
- Mention in 1 production press release & related radio ads
- Thank you & mention in 1 Main Stage curtain speech
- 4 Season Flex Passes & 5 Concert Bundles, giving you 40 tickets for the season!

# Act 2

## \$5,000

Non-exclusive Support

### Your Benefits:

- 1/2 Page ad in 3 Main Stage Playbills
- Logo placement in the Season Kickoff & Annual Season Party programs, & 1 production poster
- Logo placement in 1 Circle Summer Concert program
- Logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Logo placement in 6 Circle eBlasts
- Thank you post on Circle Theatre Facebook & Instagram pages
- Logo placement on the lobby screen for 18 productions/events
- Mention in 1 production press release & related radio ads
- Thank you & mention in 1 Main Stage curtain speech
- 3 Season Flex Passes & 4 Concert Bundles, giving you 31 tickets for the season!

# Act 1

## \$2,500

Non-exclusive Support

### Your Benefits:

- 1/2 Page ad in 2 Main Stage Playbills
- Logo placement in 1 Circle Summer Concert program
- Logo placement & direct link on the Circle sponsor webpage
- Logo placement in 2 Circle eBlasts
- Logo placement on the lobby screen for 18 productions/events
- Mention in 1 production press release
- Thank you & mention in 1 Main Stage curtain speech
- 2 Season Flex Passes & 4 Concert Bundles, giving you 26 tickets for the season!

# Audition

## \$500

Non-exclusive Support

### Your Benefits:

- 1/4 Page ad in 1 Main Stage Playbill
- Logo placement & direct link on the Circle sponsor webpage
- Logo placement on the lobby screen for 18 productions/events
- 2 Concert Bundles, giving you 8 concert tickets for the season!

# Opening Night

## \$1,500

Non-exclusive Support

### Your Benefits:

- 1/4 Page ad in 1 Main Stage Playbill
- Logo placement in 1 Circle Summer Concert program
- Logo placement & direct link on the Circle sponsor webpage
- Logo placement in 2 Circle eBlasts
- Logo placement on the lobby screen for 18 productions/events
- Thank you & mention in 1 Main Stage curtain speech
- 4 Concert Bundles, giving you 16 concert tickets for the season!

# In-kind

## Personalized & Variable

Each season Circle has a variety of needs. Current needs include: storage space, rehearsal space, rolling bins, garment racks, microphones, linens, and water bottles.

We'll work together to create a package that best fits your organization!

# THANK YOU FOR YOUR SUPPORT

Thank you for supporting Circle Theatre in our continued effort to enrich, entertain, and educate the community through exceptional theatrical arts. It is with your support that we will continue to impact the lives of our performers, volunteers, and patrons and make a lasting impact on Grand Rapids and beyond.

## SPONSOR INFORMATION

SPONSOR NAME (as preferred in advertising): \_\_\_\_\_

SPONSOR ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_

STATE: \_\_\_\_\_ ZIP CODE: \_\_\_\_\_

## SPONSORSHIP COMMITMENT:

### STARTER:

CIRCLE SUMMER CONCERT (\$2,000) ☐

ANNUAL SEASON PARTY (\$1,500) ☐

SEASON KICKOFF EVENT (\$1,000) ☐

VOLUNTEER ORIENTATION (\$750) ☐

LOBBY BAR (\$500) ☐

POPUP CONCERT (\$250) ☐

### SPONSOR LEVEL:

ENCORE (\$50,000) ☐

CURTAIN CALL (\$25,000) ☐

FINALE (\$10,000) ☐

ACT 2 (\$5,000) ☐

ACT 1 (\$2,500) ☐

OPENING NIGHT (\$1,500) ☐

AUDITION (\$500) ☐

## CONTACT INFORMATION

NAME: \_\_\_\_\_

PHONE NUMBER: \_\_\_\_\_ EMAIL: \_\_\_\_\_

## BILLING INFORMATION

PAYMENT TYPE: CREDIT CARD ☐ CHECK (made payable to Circle Theatre) ☐

NAME ON CARD: \_\_\_\_\_

CARD NUMBER: \_\_\_\_\_

EXPIRATION DATE: \_\_\_\_\_ BILLING ZIP CODE: \_\_\_\_\_

SIGNATURE: \_\_\_\_\_

Please send the completed form by mail to Circle Theatre, Attn. Lisa Mathias, 1700 Fulton St. E, Grand Rapids, MI 49503 or by email to [lmathias@circletheatre.org](mailto:lmathias@circletheatre.org).