

# CIRCLE THEATRE

1703 Robinson Rd SE, Grand Rapids, MI 49506 | [CIRCLETHEATRE.ORG](http://CIRCLETHEATRE.ORG)



Greetings!

Since 1953, Community Circle Theatre has been providing West Michigan audiences with high-quality summer theater entertainment. As the only community summer theatre in the West Michigan area, we are excited to continue providing diverse and engaging performance opportunities in the coming season. Circle is committed to providing a place for the community to be entertained, challenged, and inspired. At your organization, we know that you value the performing arts, and would love to have you as a continued sponsor as we celebrate this milestone season!

We're passionate about bringing our community together, and we are turning to local businesses and organizations that have this same passion, like your own organization. By continuing to follow our mission to enrich, entertain and educate our community through exceptional theatrical arts in an intimate setting, and through our partnerships, we hope to leave a lasting mark in West Michigan.

Feel free to take a look at what our upcoming 2024 season has to offer and pick a show that you think might be a great fit for your company. If you aren't sure, we would love to schedule a time to chat with you and help you pick the best show for you!

We offer multiple sponsorship opportunities that all come with a variety of great perks. In the following pages, you will find the full 2024 Circle Theatre Season, as well as our different sponsorship levels and their benefits.

Being the only community summer theatre in West Michigan, we are able to provide summer employment and performance opportunities for performers while surrounding theatres are in their off-season. Sponsors like you are what allows us to make these opportunities possible.

Please contact Shannon Heldt by email at [shannon@circletheatre.org](mailto:shannon@circletheatre.org) for more details. Thank you for your time and consideration. We look forward to hearing from you.

Warm Regards,

Lynne Brown Tepp  
Executive & Artistic Director  
Community Circle Theatre

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

**42%**  
of Circle Board of  
Directors identify as a  
person of color

**600+**  
yearly Season  
Memberships

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

**8,000**  
patrons receive  
Circle mailings

**36%**  
of Circle Theatre  
patrons identify as  
people of color

"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**



**350+**  
dedicated  
yearly volunteers

**41%**  
of staff are people of color  
**40%**  
of performers are  
people of color

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

# 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 laughter. We want you to be a part of our lasting impact.

Your sponsorship will support Circle programming in the following ways:

**Entertain:** Your generosity will support the costs of royalties, sheet music, scripts, musicians, designers, technicians, lighting, sound, 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, Equity & Inclusion Committee.

**Educate:** Leave a lasting impact by supporting educational workshops for performers, directors and staff and supporting scholarships and internships 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.

LOBBY BAR | \$500 / \$6000 full season

ANNUAL SEASON PARTY | \$2,000

CIRCLE SUMMER CONCERT | \$2,000 per concert

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. Benefits customizable.

# 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:

- 1 full screen ad displayed in the lobby during all 5 Main Stage performances & the Magic Circle family performance
- Logo placement in the Annual Season Party social media posts & event pages, Season Brochure, & all show marketing
- Logo placement in all 10 Circle Summer Concert marketing sets
- 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
- Private backstage tour for up to 12 guests
- Private lower lobby cocktail hour before 1 Main Stage production
- Circle Theatre membership giving you 98 tickets for the season!

## CURTAIN CALL

\$25,000

Exclusive Production Support  
6 Productions Available

### Your Benefits:

- 1 full screen ad displayed in the lobby during all 5 Main Stage performances & the Magic Circle family performance
- Logo placement in the Annual Season Party social media posts & event pages and in 1 production marketing set
- Logo placement in all 5 Circle Summer Concert marketing sets
- 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
- Circle Theatre membership giving you 49 tickets for the season!

## FINALE

\$10,000

Non-exclusive Support

### Your Benefits:

- 1 full screen ad displayed in the lobby during all 5 Main Stage performances
- Logo placement in the Annual Season Party social media posts & event pages and in 1 production marketing set
- Logo placement in 2 Circle Summer Concert marketing sets
- 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
- Circle Theatre membership giving you 40 tickets for the season!

## Act 2

### \$5,000

Non-exclusive Support

#### Your Benefits:

- 1 full screen ad displayed in the lobby during 3 Main Stage performances
- Logo placement in the Annual Season Party social media posts & event pages and in 1 production marketing set
- Logo placement in 1 Circle Summer Concert marketing set
- 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
- Circle Theatre membership giving you 31 tickets for the season!

## Audition

### \$500

Non-exclusive Support

#### Your Benefits:

- 1 full screen ad displayed in the lobby during 1 Main Stage performance
- Logo placement & direct link on the Circle sponsor webpage
- Logo placement on the lobby screen for 18 productions/events
- Circle Theatre membership giving you 8 concert tickets for the season!

## Act 1

### \$2,500

Non-exclusive Support

#### Your Benefits:

- 1 full screen ad displayed in the lobby during 2 Main Stage performances
- Logo placement in 1 Circle Summer Concert marketing set
- 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
- Circle Theatre membership giving you 26 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!

## Opening Night

### \$1,500

Non-exclusive Support

#### Your Benefits:

- 1 full screen ad displayed in the lobby during 1 Main Stage performance
- Logo placement in 1 Circle Summer Concert marketing set
- 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
- Circle Theatre membership giving you 16 concert tickets for the season!





# 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 (\$2,000) ☐

LOBBY BAR (\$500) ☐

LOBBY BAR FULL SEASON (\$6,000) ☐

### 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).

# CIRCLE THEATRE

## 2024 MAIN STAGE SEASON



### MAGIC CIRCLE: CURIOUS GEORGE AND THE GOLDEN MEATBALL

MAY 2-5

RATED: G

Join Curious George, the inquisitive, lovable monkey-star of books, movies and the award-winning PBS television show in a brand new musical. All You-Can-Eat Meatball Day came just once a year. On Meatball Day, George helped his friend, Chef Pisghetti, cook some delicious meatballs and serve them to the hungry crowd. But this year, the crowd had vanished! Determined to help his friend, George goes on a mission to enter the Chef's meatballs in the world-famous Golden Meatball Contest in Rome. With every swing and flip, George takes the audience through a fun-filled adventure.



### TICK, TICK... BOOM!

MAY 16-18 | 22-26 | 29- JUNE 1

RATED: PG-13

Before Rent, there was Tick, Tick... Boom!. Now an Oscar-nominated Netflix feature film, this autobiographical musical by Jonathan Larson, the Pulitzer Prize- and Tony Award-winning composer of Rent, is the story of a composer and the sacrifices that he made to achieve his big break in theatre. His girlfriend wants to get married and move out of the city, his best friend is making big bucks on Madison Avenue and, yet, Jon is still waiting on tables and trying to write the great American musical.



### YOU CAN'T TAKE IT WITH YOU

JUNE 13-15 | 19-23 | 26-29

RATED: G

In this Pulitzer Prize winning comedy, Grandpa Vanderhof and his wacky family, the Sycamores, have been happily living their zany lives for many years. This family are a madcap group of eccentrics, marching to the beat of their own drum, with pride and joy. When Tony Kirby, the son of a snobbish Wall Street banker becomes engaged to young Alice Sycamore, disaster ensues. *You Can't Take It With You* is a madcap, idealistic comedy that reinforces the idea that you can only live life to the fullest by doing whatever makes you happy.



### MONTY PYTHON'S SPAMALOT

JULY 11-13 | 17-21 | 24-27

RATED: PG-13

Winner of three Tony® Awards this outrageous, uproarious, and gloriously entertaining story retells the legend of King Arthur and his Knights of the Round Table. Lovingly ripped off from the classic film comedy Monty Python and the Holy Grail, this musical features a bevy of beautiful show girls, not to mention cows, killer rabbits, and French people. Travel along with Arthur, and his servant Patsy, as he recruits several knights to accompany him on his quest, including Sir Bedevere, Sir Robin, Sir Lancelot, and Sir Galahad.



### A RAISIN IN THE SUN

AUGUST 8-10 | 14-18 | 21-24

RATED: PG-13

Set on Chicago's South Side, Lorraine Hansberry's celebrated play follows the divergent dreams and conflicts in three generations of the Younger family: son Walter Lee, his wife Ruth, his sister Beneatha, his son Travis, and matriarch Lena. When her deceased husband's insurance money comes through, Mama Lena dreams of moving to a new home and a better neighborhood in Chicago. Walter Lee, a chauffeur, has other plans: buying a liquor store and being his own man while Beneatha dreams of medical school. Hansberry's portrait of one family's struggle to retain dignity in a harsh and changing world is a searing and timeless story of hope and inspiration.



### URINETOWN THE MUSICAL!

SEPTEMBER 5-7 | 11-15 | 18-21

RATED: PG-13

In a Gotham-like city, a terrible water shortage caused by a 20-year drought, has led to a government-enforced ban on private toilets. The citizens must use public amenities, regulated by a single malevolent company that profits by charging admission for one of humanity's most basic needs. Winner of three Tony Awards, Urinetown is a hilarious musical satire of the legal system, capitalism, social irresponsibility, populism, environmental collapse, privatization of natural resources, bureaucracy, municipal politics, and musical theatre itself!



# CIRCLE SUMMER CONCERT SERIES

## DYNAMIC DUOS:

THE BEST OF POP & ROCK MUSICAL DUOS

MAY 20 | JULY 15 | SEPTEMBER 9

This tribute to the greatest musical partnerships of all time includes the music of Hall & Oates, Seals & Croft, Simon & Garfunkel, Ashford & Simpson, Sam & Dave, White Stripes, Ike & Tina Turner, Eurythmics, Righteous Brothers, and more!

## DANCE SENSATIONS:

THE BEST DANCE HITS OF ALL TIME

MAY 28 | JULY 22 | SEPTEMBER 16

What better way to celebrate summer than with grooves that will be sure to have you on your feet and dancing the night away. Featuring songs like Dancing Queen, Gonna Make You Sweat, Thriller, Love Shack, Vogue, and more!



# LIVE MUSIC IS WAITING FOR YOU



## PURPLE REIGN:

THE MUSIC OF PRINCE

JUNE 17 | AUGUST 12

Join us as we celebrate one of the greatest and most prolific musicians of all time, Prince. With more than 100 million records sold around the globe, Prince's music occupied the world's pop-music soundtrack for more than three decades with hits like When Doves Cry, Nothing Compares 2 U, Let's Go Crazy, Little Red Corvette, 1999, Kiss, I Would Die 4 U, Raspberry Beret and, of course, Purple Rain.

## JAZZ: NOW & THEN

JUNE 24 | AUGUST 19

Come experience the phenomenon that affected nearly every aspect of American culture, from style and social movements to the music that came after. Featuring traditional and modern vocalists like Billie Holiday, Ella Fitzgerald, Frank Sinatra, Sarah Vaughan, Nat King Cole, Diana Krall, Harry Connick Jr., Michael Buble, and more!