



CIRCLE THEATRE

1703 Robinson Rd SE | CIRCLETHEATRE.ORG

Greetings,

Community Circle Theatre has been impacting West Michigan for the past 70 years and we know that you value the performing arts and enriching the community just as much as we do.

Like us, we know you're passionate about bringing our community together, so we are turning to businesses and organizations like yours to form mutually beneficial partnerships that make a lasting impact on West Michigan.

As the only community summer theatre in the greater Grand Rapids area, we are proud to create summer employment and performance opportunities for performers and theatre professionals. Circle gives folks the opportunity to showcase their talents while other theatres are in their off seasons. Giving professionals and performers year-round opportunities is the foundation of Circle Theatre, as exemplified by the 70+ paid performer, musician, director, and production team opportunities we were able to provide during the 2021 season alone. Sponsors like you are what make these opportunities possible.

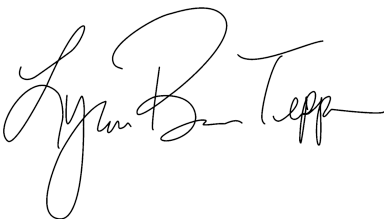
Below you will find more information regarding Circle Theatre, 2022 sponsorship opportunities, and your benefits for supporting Circle. These great benefits can also be customized to fit your specific business needs!

Please contact Ashlee McGreevy, Circle Theatre's Marketing & Outreach Director, by telephone at 989.277.9789 or by email at 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.

Warm Regards,

Lynne Brown Tepp
Executive & Artistic Director



OUR MISSION



ENTERTAIN



ENRICH



EDUCATE

An average of
30,000+
patrons each year

600+
yearly Season
Memberships

8,000
patrons receive
Circle mailings

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

35%
of patrons have an
annual income
of \$100k+

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
42%
of Circle Board of
Directors identify as
person 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.

POPUP CONCERTS | \$500 / \$3000 full season

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!

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!

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!

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!

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) ☐

POPUK CONCERT (\$500) ☐

POPUK CONCERT FULL SEASON (\$3,000) ☐

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.

RENT

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

RATED: R

Rent, a Pulitzer Prize-winning musical by Jonathan Larson, follows a year in the lives of a group of friends, artists, and musicians, as they explore love, happiness, and the struggle to survive. Set in the East Village of New York City during the height of the HIV/AIDS epidemic, *Rent*, Winner of a Tony Award for Best Musical, will have audiences learning to live for today.

Director/Vocal Director, Marcus Jordan | Director/Choreographer, Ellie Frances |
Music Director, Debra Perry

The Play That Goes WRONG

JUNE 2-4 | 8-12 | 15-18

RATED: PG

Welcome to the opening night of *The Murder at Haversham Manor*. Things get quickly out of hand in this hilarious, whodunit farce. From an unconscious leading lady to a corpse that can't play dead and actors who trip over everything including their lines - this 2015 Laurence Olivier Award winner for Best New Comedy will have audiences laughing all the way to the final curtain call.

Director, Tom Kaechele

THE MUSIC MAN

JULY 14-16 | 20-24 | 27-30

RATED: G

Six-time, Tony Award-winning, family-friendly, musical comedy, *The Music Man*, follows the story of fast-talking traveling salesman Harold Hill as he cons the folks of River City, Iowa with promises of organizing a local band. Everything is going according to plan until Hill falls for Marian, the local librarian, and finds himself changed for the better.

Director, Will Gearing | Choreographer, Torrey Thomas |
Music Directors, Vanessa Allen & Debra Perry

On Golden Pond

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

RATED: PG

Ethel and Norman Thayer have spent forty-eight summers on Golden Pond, relaxing in its calm beauty, that is until a visit by their daughter and her fiancé leaves them with a teenage boy this summer. The boy quickly becomes the "grandchild" they longed for and lessons on modern teenage life are quickly learned. *On Golden Pond*, a simplistic and beautiful love story, reminds us that time is short, but the years have been good and, perhaps, another summer on Golden Pond still awaits.

Director, Carrie McNulty

Little Shop of HORRORS

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

RATED: PG-13

One night meek floral assistant Seymour stumbles upon a new breed of plant that he names "Audrey II." He soon discovers this foul-mouthed, R&B-singing carnivore - named after his coworker crush - is out of this world, hungry for blood, and intent on world domination! For over 30 years this deviously delicious sci-fi musical has devoured the hearts of audiences world-wide.

Director/Vocal Director, Marcus Jordan | Director/Choreographer, Ellie Frances |
Music Director, Brendan Vincent

MAGIC CIRCLE

JUNE 28-30

Circle Theatre is excited to announce a reinvisioned Magic Circle. Traditionally this annual family-friendly show features classic children's productions. In 2022 Magic Circle will bring storytelling to kid's fingertips, taking character drawings from local children and creating one-of-a-kind productions based on their drawings. Magic Circle, where imagination takes stage.

Director, Emily Diener



**CIRCLE
THEATRE**



GET READY:
THE MUSIC OF MOTOWN
MAY 9 | JULY 18 | SEPTEMBER 12

From the 1960s to today, Motown has shaped musicians and communities for generations. Songs from Smokey Robinson, The Supremes, The Temptations, The Jackson 5, Gladys Knight & The Pips, Marvin Gaye, Stevie Wonder, and more will have you "Dancing in the Streets" and discovering the sound that changed America.

Director, Darius Colquitt

DIVINE DIVAS:
ICONIC WOMEN OF POP
MAY 16 | JULY 25 | SEPTEMBER 19

Dance your night away with the iconic and influential women who defined music, style, and what it means to be a strong woman. Featuring the rousing music of Beyonce, Cher, Bette Midler, Janet Jackson, Lady Gaga, Diana Ross, and more!

Director, Brandon Harris

LIVE MUSIC IS WAITING FOR YOU



SOUL GROOVE:
THE HITS OF SOUL & R&B
JUNE 6 | AUGUST 15

Your hips will start swaying when you get the urge to dance - it's time to groove. Soul Groove brings you a night of dynamic music from R&B and Soul artists like Tina Turner, Alicia Keys, Chaka Khan, Aretha Franklin, Roberta Flack, Prince, Luther Vandross and others!

Director, Lisa Knight

UNDER PRESSURE:
THE MUSIC OF QUEEN & DAVID BOWIE
JUNE 13 | AUGUST 22

The 70s-80s were a wonder that brought us more than just big hair, spandex, and neon windbreakers - it brought us the rock & roll poetry of Queen and David Bowie. Art and Music collide on this night with hits like *Bohemian Rhapsody*, *Killer Queen*, *Somebody to Love*, *Rebel Rebel*, *Let's Dance*, *Changes*, *Space Oddity*, and the iconic collaboration *Under Pressure*.

Director / Music Director, Scott Patrick Bell

