



# CIRCLE THEATRE

1703 Robinson Rd SE | CIRCLETHEATRE.ORG

Greetings,

Community Circle Theatre has been impacting West Michigan for over 69 years and our mission is simple - to enrich, entertain, and educate our community through exceptional theatrical arts.

We are elated to be back for our 2021 season after having our stage dark over the past year. During this challenging intermission Circle Theatre has taken a moment to reflect and recenter our mission and goals. With your support we are looking forward to welcoming back patrons, volunteers, and staff with an exciting 2021 season featuring some favorite mainstays and some exciting new adventures.

Circle's Main Stage productions will kickoff in May with Circle On The Lawn productions including the play *The Gin Game* and the musical *Always... Patsy Cline*. Circle On The Lawn brings live theatre to the great outdoors allowing patrons to bring beach chairs or blankets, pack a picnic, and enjoy live theatre and beautiful Michigan summer nights.

Starting in July, Circle will welcome patrons and performers back into the theatre. Productions will include the musical *Cabaret*; comedy *Noises Off*; and musical *Hair*. The 69th season will finish up with a special fundraising musical event *American Graffiti* in Concert and Circle Movies On The Lawn in partnership with Wealthy Theatre.

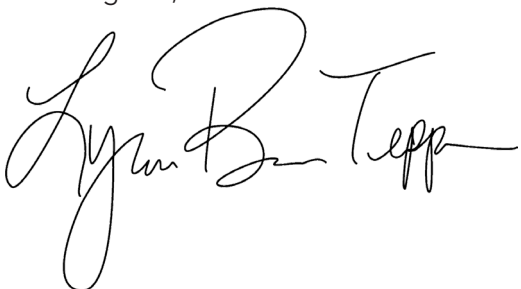
Throughout the summer patrons can also catch the unique and diverse Circle Summer Concert Series performances of *Hits of the 80s: Vol. 2*; *Freebird: Classic Rock of the 70s*; *ABC: Boy Band Evolution*; and *Hello Sunshine: Songs of Summer*. Back by popular demand, Circle Theatre will also host the Circle PopUp Concert Series featuring local musicians performing a variety of outdoor concerts.

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 989.277.9789 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 Tepper  
Executive & Artistic Director  
Community Circle Theatre

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

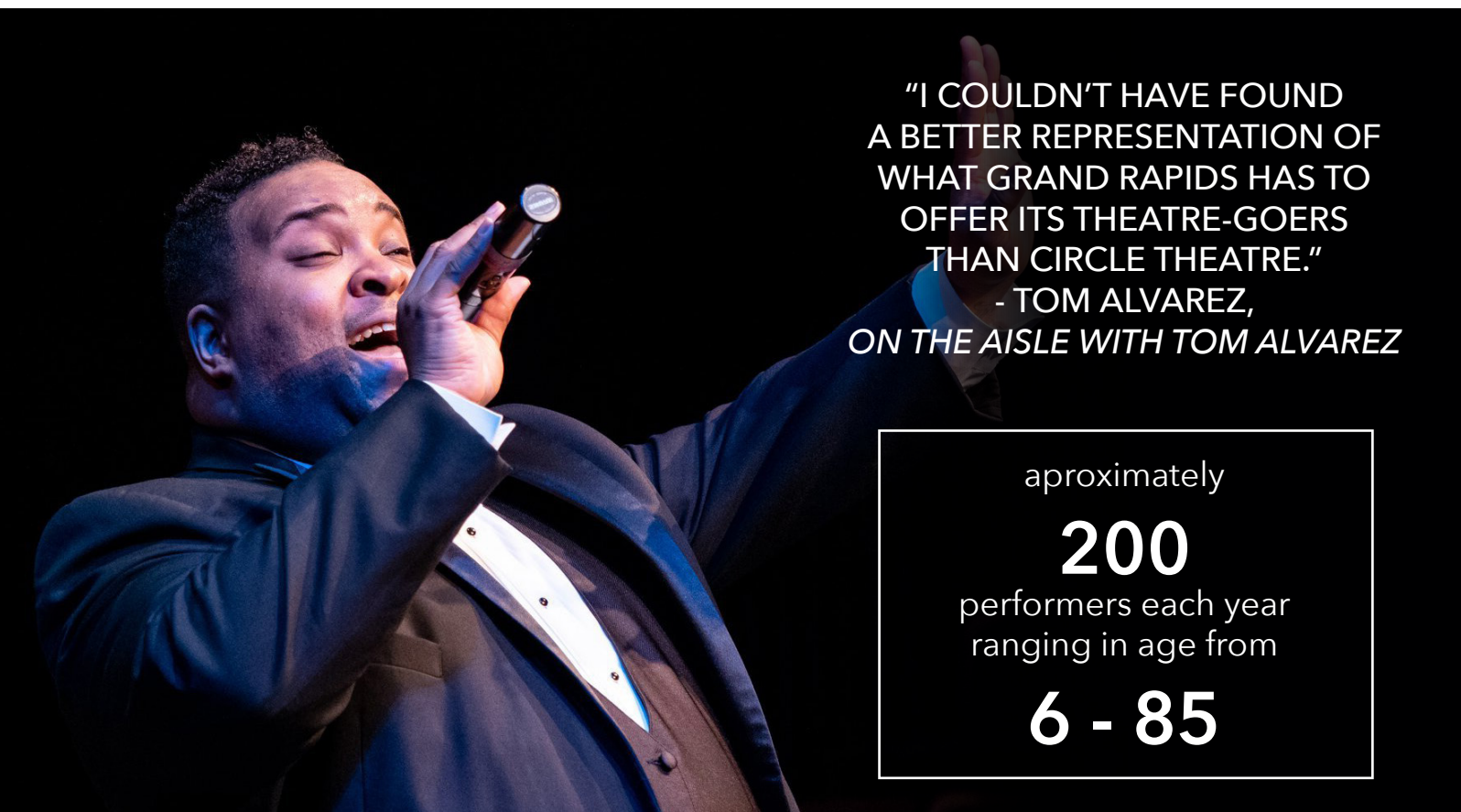
**42%**  
of Circle Board of  
Directors identify as a  
person of color

**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.

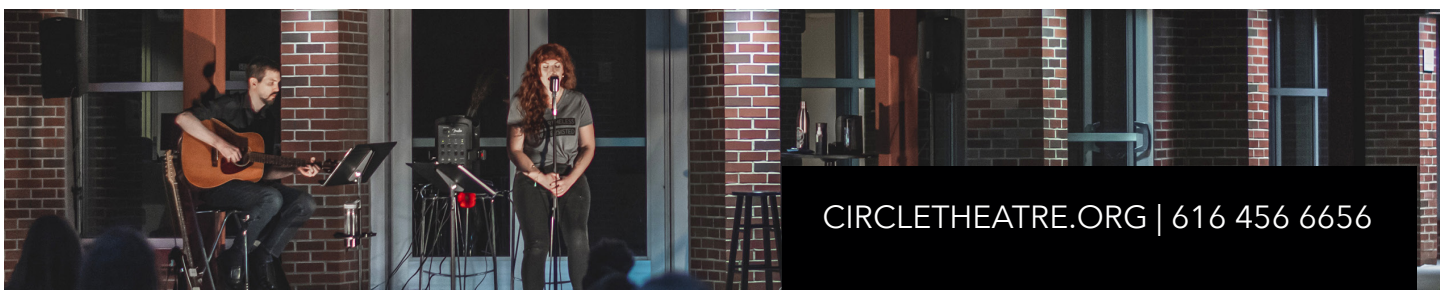
POPUK CONCERTS | \$500 / \$3000 full season

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.



CIRCLETHEATRE.ORG | 616 456 6656

# 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!

## 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:

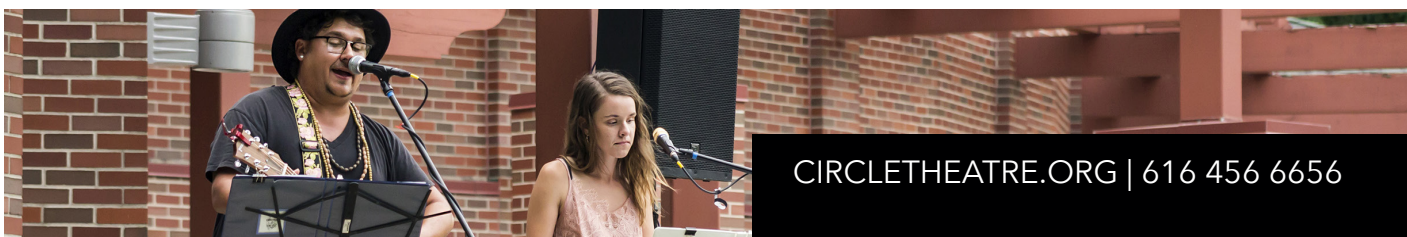
- 1 full screen ad displayed in the lobby during 1 Main Stage performance
- Logo placement in 1 Circle Summer Concert marketing set
- Logo placement & direct link on the Circle sponsor webpage
- Logo placement in 2 Circle eBlasts
- Logo placement on the lobby screen for 18 productions/events
- Thank you & mention in 1 Main Stage curtain speech
- Circle Theatre membership giving you 16 concert tickets for the season!

## 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 (\$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](mailto:lmathias@circletheatre.org).