

CIRCLE THEATRE

2026 SEASON SPONSOR DECK



*YOUR BUSINESS.
OUR STAGE.*

A FRONT ROW SEAT TO COMMUNITY IMPACT.

OUR MISSION

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 STARTERS

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

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

**Circle Theatre hosts 10+ lobby bar nights a season. They are often our most popular night, with a 35% increase in attendance!*

SEASON KICKOFF CONCERT | \$2,500

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.



CIRCLE BY THE NUMBERS

30,000+ engaged patrons per season experiencing your brand in a live, high-attention environment year after year.

9,000+ households reached via direct mail, extending sponsor reach beyond the stage and into the home.

700+ Season Members representing loyal, repeat attendees with an affinity for supporting partner brands.

13,000+ opted-in email subscribers receiving regular communications with sponsor recognition.

350+ volunteers serving as brand ambassadors across all events.

5,000+ monthly website visits offering digital exposure through sponsor placement and linking.

250+ press release recipients containing many West MI media contacts, local influencers, and more.

40% of patrons and performers identify as people of color, connecting sponsors with a diverse, culturally engaged audience.

43% of Board leadership and staff identify as people of color, reinforcing our commitment to community representation and governance.

20,000+ social media followers delivering sustained digital impressions with sponsor recognition and calls to action.

"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

approximately
200
performers each year
ranging in age from
6 - 85



LEAVE YOUR MARK

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, 4 Summer Concert Series & the Magic Circle family performances
- Full page ad placement in all 5 Main Stage and 4 Summer Concert Series digital playbills.
- Company name or logo placement on 3 production playbill handouts given to patrons at each performance.
- Homepage logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Featured article on the Circle Theatre Blog
- Logo placement in 15 Circle email eBlasts that have 13,000+ recipients
- An 8"x18" banner hung on our sponsor wall in the upper lobby for the entire season
- 2x Thank you post on Circle Theatre Facebook & Instagram pages
- Mentions in all production press releases that go to 250+ recipients.
- 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
- Invitation to our Circle 360 Behind the Scenes events for each 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, 4 Summer Concert Series & the Magic Circle family performances
- Full page ad placement in all 5 Main Stage digital playbills and Magic Circle playbill
- Company name or logo placement on 1 production playbill handout given to patrons at each performance.
- Homepage logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Featured article on the Circle Theatre Blog
- An 8"x18" banner hung on our sponsor wall in the upper lobby for the entire season
- Logo placement in 10 Circle email eBlasts
- Thank you post on Circle Theatre Facebook & Instagram pages
- Mention in 1 production press release that go to 250+ recipients.
- Thank you & mention in 3 Main Stage curtain speeches
- Private backstage tour for up to 12 guests
- Invitation to our Circle 360 Behind the Scenes events for each Main Stage production
- Circle Theatre membership giving you 60 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 and 4 Summer Concert Series performances
- Half page ad placement in all 5 Main Stage digital playbills.
- Homepage logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Featured article on the Circle Theatre Blog
- Logo placement in 5 Circle eBlasts
- An 8"x18" banner hung on our sponsor wall in the upper lobby for the entire season
- Thank you post on Circle Theatre Facebook & Instagram pages
- Mention in 1 production press release that go to 250+ recipients
- Thank you & mention in 2 Main Stage curtain speeches
- Invitation to our Circle 360 Behind the Scenes events for each Main Stage production
- 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
- Half page ad placement in 3 Main Stage digital playbills.
- Logo placement & direct link on the Circle Theatre website homepage & sponsor page
- Logo placement in 3 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 that go to 250+ recipients
- Thank you & mention in 1 Main Stage curtain speech
- Invitation to our Circle 360 Behind the Scenes events for each Main Stage production
- Circle Theatre membership giving you 30 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
- Quarter page ad placement in 1 Main Stage digital playbill
- Invitation to our Circle 360 Behind the Scenes events for each Main Stage production
- Circle Theatre membership giving you 10 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
- Half page ad placement in 3 Main Stage digital playbills.
- Logo placement & direct link on the Circle sponsor webpage
- Logo placement in 2 Circle eBlasts
- Thank you post on Circle Theatre Facebook & Instagram pages
- Mention in 1 production press release that go to 250+ recipients
- Thank you & mention in 1 Main Stage curtain speech
- Invitation to our Circle 360 Behind the Scenes events for each Main Stage production
- Circle Theatre membership giving you 25 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
- Quarter page ad placement in 3 Main Stage digital playbills
- Logo placement & direct link on the Circle sponsor webpage
- Logo placement in 1 Circle eBlast
- Thank you & mention in 1 Main Stage curtain speech
- Invitation to our Circle 360 Behind the Scenes events for each Main Stage production
- Circle Theatre membership giving you 15 concert tickets for the season!



