THE NEED FOR ARTS EDUCATION

Studies show that participation in the arts provides important 21st Century skills like creativity, responsibility, collaboration, and problem-solving, while also fostering self-esteem and an appreciation for live theatre. Village Theatre remains dedicated to providing affordable arts education to families through our two programs: KIDSTAGE and Pied Piper.

KIDSTAGE

Village Theatre KIDSTAGE after-school classes, camps, productions, and technical apprenticeships use theatre arts education to teach “skills for theatre, skills for life” to youth ages 3-25 in Village Theatre’s Everett and Issaquah locations.

PIED PIPER

Pied Piper brings “literature to life” for students, dance, and music companies for school classes, musical productions, summer camps, educational shows, and outreach to local schools. With the support of our Sponsors, Village Theatre continues to provide programming opportunities to all families and schools regardless of their ability to pay.

SPONSOR YOUTH EDUCATION AND PROVIDE ARTS EDUCATION TO THOUSANDS OF YOUTH, FAMILIES, AND SCHOOLS.

VILLAGE ORIGINALS

Village Originals Sponsors have the unique and exciting opportunity to support a variety of ground-breaking programs all year round. From our Festival of New Musicals (a three-day-long festival showcasing readings of hundreds of new musicals shared with audiences (including some hundred of savvy theatre-goers), your support will nurture every stage of growth for these new musicals and bring them to a diverse crowd of enthusiastic new works supporters. Village Originals audiences will associate your company with the thrilling work of creating the next big musical hit!

“...the arts are an important part of our community – they spark creativity, bridge diverse cultures, improve academic performance, help drive tourism, and strengthen our local economy with revenue and jobs.”

Fred Butler, Former Mayor, Issaquah

MAINSTAGE SPONSORSHIPS RANGING FROM $10,000 – $50,000

Village Theatre is a leading producer of musical theatre in the Pacific Northwest, presenting five Mainstage shows with 243 performances from September to July over 96,000 patrons at the Francis J. Gaudette Theatre in Issaquah, and more than 8,000 patrons at the Everett Performing Arts Center.

One of Village Theatre’s most celebrated qualities is that every one of our shows is meticulously designed by theatre artisans from the ground up. Each production seen on Village Theatre’s stage is the result of hundreds of hours of meetings, planning, and building to create a completely customized show that cannot be experienced anywhere else.

SPONSOR MAINSTAGE AND SUPPORT EXTRAORDINARY ENTERTAINMENT THROUGHOUT THE PUGET SOUND.

SPONSORSHIP OPPORTUNITIES

Village Theatre continues to provide educational shows, and outreach to local schools regardless of their ability to pay.

THEIR SPONSOR BENEFITS

MANY MAINSTAGE SPONSORS ENJOY PRIVATE VILLAGE THEATRE RECEPTIONS AS A PART OF THEIR SPONSOR BENEFITS.

SPONSORS RANGING FROM $2,500 – $25,000

THEIR SPONSOR BENEFITS

VILLAGE THEATRE ARTISANS FOR EACH MAINSTAGE PRODUCTION

SPONSORSHIP OPPORTUNITIES

Village Theatre’s Youth Education program is one of the region’s largest and most comprehensive, serving over 57,000 students, families, and schools with after-school classes, musical productions, summer camps, educational shows, and outreach to local schools. With the support of our Sponsors, Village Theatre continues to provide programming opportunities to all families and schools regardless of their ability to pay.

YOUTH EDUCATION SPONSORSHIPS RANGING FROM $2,500 – $25,000

Sponsors play a critical role in the positive impact of KIDSTAGE and Pied Piper, as well as helping Village Theatre to provide:

• Scholarships and free tickets to more than 6,800 of our KIDSTAGE participants
• Free Pied Piper tickets or theatre workshops for close to 5,500 students and educators
• Free Pied Piper Sensory Friendly performances
• Touring KIDSTAGE musical performances free to the public

Sponsors play a starring role in our Mainstage productions. Depending on their level of support, corporate sponsors enjoy recognition on thousands of print collateral, online promotions, pre-show announcements, and more. We also provide tickets and discounts on tickets for sponsor employees and clients. Village Theatre’s customizable sponsorships are highly entertaining, rewarding, impactful, and a valuable way to invest in community and shared clientele.

“...the arts are an important part of our community – they spark creativity, bridge diverse cultures, improve academic performance, help drive tourism, and strengthen our local economy with revenue and jobs.”

Fred Butler, Former Mayor, Issaquah

VILLAGE ORIGINALS SPONSORSHIPS RANGING FROM $2,500 – $25,000

Musicals like Hamilton, Wicked, and even Sound of Music all began as new works. Their success came from the faith and investment of artists and Sponsors that believed in the future of their productions. Village Theatre is dedicated to the preservation and artistic development of musical theatre. Our Village Originals program is nationally recognized and has helped to develop over 165 new musicals, many of which have gone on to stages around the world, including Broadway.

SPONSORSHIP OPPORTUNITIES

Village Originals Sponsors

SPONSORSHIP OPPORTUNITIES

DID YOU KNOW?

“...the arts are an important part of our community – they spark creativity, bridge diverse cultures, improve academic performance, help drive tourism, and strengthen our local economy with revenue and jobs.”

Fred Butler, Former Mayor, Issaquah

VILLAGE ORIGINALS ON BROADWAY

Next To Normal (Tony Award and Pulitzer Prize winner, opened on Broadway in 2009)

It Shoulda Been You (opened on Broadway in 2015)

Million Dollar Quartet (opened on Broadway in 2010)

The Addams Family (opened off Broadway in 2009)

VILLAGE THEATRE ARTISANS FOR EACH MAINSTAGE PRODUCTION

SETS, PROPS AND COSTUMES ARE DESIGNED AND CRAFTED BY VILLAGE THEATRE ARTISANS FOR EACH MAINSTAGE PRODUCTION

MY HEART IS THE DRUM

BY BILL FORRESTER

MY FAIR LADY

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MY FAIR LADY
SPONSOR RECOGNITION
OUR AUDIENCE IS YOUR AUDIENCE

In today’s market, a company is only as strong as the relationship it fosters with its clients. Village Theatre’s audience is a highly desirable target market for your company. Most of our audience members consist of patrons who have been cultivated through long-term relationships developed over many years of frequent interactions. 80% of our 20,000+ Season Subscribers renew their yearly subscriptions, guaranteeing you with the prolonged visibility of a captivated audience. The relationships that we build with patrons will be your relationships too. Over 210,000 individuals visit Village Theatre annually, 72% of which are between the ages of 45 and 75. They are leaders in business, academia, and politics across the region. They are individuals with discretionary income and purchasing power. Theatre inspires conversation and community, and you can become a part of this engaging, ever-growing Village Theatre family.

VISIBILITY AND BENEFITS

Village Theatre is proud to be associated with all of our Corporate Sponsors. Each partnership is a uniquely tailored, mutually beneficial relationship structured to support your company, your employees, and the community. We have several giving levels that range from $2,500 to $50,000 which are accompanied by a series of benefits that are tied to the program of your choice (Mainstage, Youth Education, or Village Originals). When you choose to sponsor Village Theatre, you may be eligible for the following benefits:

DONOR RECOGNITION OPTIONS (DEPENDING ON LEVEL OF GIVING)

- SEASON BROCHURE
- SPIOTLIGHTS
- DIRECT MAILINGS
- SHOW PROGRAMS
- SPONSOR WALL
- PRE-SHOW ANNOUNCEMENT
- DOOR TICKETS
- EMAIL MARKETING
- TIcket Discounts for Employees & Clients
- CLIENT EVENTS
- POSTERS
- SPONSOR SPOTLIGHTS
- WEBSITE
- VILLAGE VOICES
- PRINT & WEB ADS
- TRANSIT ADS

FOR MORE INFORMATION ON CORPORATE SPONSORSHIP, PLEASE CONTACT:

ISSAQWHA
Megan Adams, Individual Giving Manager
megan@villagetheatre.org
(425) 392-1942 x154

EVERETT
Aileen Forde, Development Manager
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ABOUT VILLAGE THEATRE
THE LARGEST FULLY-PRODUCING THEATRE IN WASHINGTON STATE

Founded in 1979, Village Theatre is a nationally recognized regional theatre company in the Pacific Northwest with three main programming components: Mainstage, Village Originals, and Youth Education Programs: KIDSTAGE and Pied Piper.

- Village Theatre has over 20,000 subscribers and more than 210,000 patron visits annually in both our Issaquah and Everett locations.
- Youth Education programs serve over 57,000 young people and their families annually.
- The Village Originals program is a nationally-recognized program enabling the development of over 165 new musicals. Many have gone on to stages that include: Broadway (Two Tony Award winners: Next to Normal and Million Dollar Quartet), Chicago, Las Vegas, and cities throughout the United States, as well as London, Europe, and Asia.
- Village Theatre is a 501(c)3 non-profit theatre company with a staff of 119 year-round employees; hiring over 350 actors, musicians, directors, designers, scenic and wardrobe technicians, and stage crew annually.
- Village Theatre’s 2017-2018 operating budget is $13.2 million. 78% of the budget comes from earned income or ticket sales, tuition fees for classes, leases, and dividends. 22% of the annual operating budget comes from contributed income.
- Village Theatre owns two theatres in Issaquah: the beloved First Stage Theatre, fully reconstructed in 2011, and the Francis J. Gaudette Theatre built in 1994; along with the Craig and Joan Watjen Technical Studios built in 2007, which houses Village Theatre’s scene shop, prop shop, and paint space.
- Village Theatre is a part of the City of Everett’s economic development and revitalization plan. Since 1998, Village Theatre has been the resident theatre and management company of the Everett Performing Arts Center, contracted by the City of Everett.
- Village Theatre’s Cope Gillette Theatre in Everett opened in September 2011, and is a performance and teaching facility located next to the Everett Performing Arts Center.
- According to the ArtsFund Economic Impact Study, $2.4 Billion in business activity was generated in the Central Puget Sound economy due to spending by arts, cultural, and scientific organization, and spending by their patrons, with $123 million generated by Village Theatre’s audience.
- Village Theatre’s Cope Gillette Theatre in Everett opened in September 2011, and is a performance and teaching facility located next to the Everett Performing Arts Center.

VILLAGE THEATRE MISSION
TO BE A REGIONALLY RECOGNIZED AND NATIONALLY INFLUENTIAL CENTER OF EXCELLENCE IN FAMILY THEATRE:

- To promote a season of top quality productions
- To commission and produce new musicals that achieve national exposure
- To train young people in theatre skills for career opportunities and enriched lives
- To develop a broad-based appreciation for live theatre
- To promote positive values through art

VILLAGE THEATRE CORPORATE SPONSORSHIPS
HIGH VALUE FOR OUR BUSINESS PARTNERS

A NATIONALLY RENOWNED INCUBATOR OF POWERHOUSE PRODUCTIONS.
– SEATTLE MAGAZINE

A SHOW IN THE KAIN, 2016, MAINSTAGE