

# VILLAGE THEATRE SPONSORSHIPS

HIGH VALUE FOR OUR BUSINESS PARTNERS



**Village Theatre**

Mainstage + New Works + Youth Education



**80% OF OUR 18,000+ SEASON SUBSCRIBERS RENEW THEIR YEARLY SUBSCRIPTIONS, GUARANTEEING YOU WITH PROLONGED VISIBILITY TO A CAPTIVATED AUDIENCE.**

## 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 18,000+ 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 220,000 individuals visit Village Theatre annually, 72% of which are between the ages of 45 and 75. They are leaders in business, academia, and politics around 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 \$5,000 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)

THEATRE MARQUEE	DONOR WALLS	LOBBY SPONSOR WALL	PRE-SHOW ANNOUNCEMENT
SEASON BROCHURE	SHOW PROGRAMS	DONOR LISTINGS	ANNUAL REPORT
POSTERS	VILLAGE NEWSLETTERS	SPONSOR SPOTLIGHTS	DIRECT MAILINGS
WEBSITE	EMAIL MARKETING	PRINT & WEB ADS	TRANSIT ADS
THEATRE TICKETS	TICKET DISCOUNTS FOR EMPLOYEES & CLIENTS	CLIENT EVENTS	

#### FOR MORE INFORMATION ON SPONSORSHIP, PLEASE CONTACT:

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## ABOUT VILLAGE THEATRE

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.

- Village Theatre has over 18,000 subscribers and more than 220,000 patron visits annually in our Issaquah and Everett locations.

- Annually, 15,000+ youth experience Village Theatre through KIDSTAGE or as audience members. KIDSTAGE programs are available to all, regardless of the ability to pay.

- The Village Originals program is a nationally-recognized program enabling the development of over 175 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 501c3 non-profit theatre company with a staff of 119 year-round employees; hiring over 350 actors, musicians, directors, designers, scenic and wardrobe technicians, stage crew, and educators annually.

- Village Theatre's operating budget currently averages around \$14 million annually. 75% of the budget comes from earned income or ticket sales, tuition fees for classes, leases, and dividends. 25% 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 (prior to the world-wide pandemic), \$3 billion in business activity was generated in the Central Puget Sound economy due to spending by arts, cultural, and scientific organizations, and spending by their patrons, with \$123 million generated by Eastside King County alone.



SINGIN' IN THE RAIN, 2016, MAINSTAGE PHOTO: TRACY MARTIN

**"A nationally renowned incubator of powerhouse productions."**  
— *Seattle Magazine*



INTO THE WOODS, 2017, MAINSTAGE PHOTO: MARK KITAOKA

## 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

COVER PHOTOS (TOP TO BOTTOM): MARY POPPINS, 2015, MAINSTAGE, PHOTO: TRACY MARTIN; IN THE HEIGHTS, 2014, MAINSTAGE, PHOTO: MARK KITAOKA; SHE LOVES ME, 2019 SEASON, PHOTO: TRACY MARTIN; INTO THE WOODS, MAINSTAGE 2017, PHOTO: MARK KITAOKA; (RIGHT) SINGIN' IN THE RAIN, 2016, MAINSTAGE, PHOTO: MARK KITAOKA

# YOUTH EDUCATION

SPONSORSHIPS RANGING FROM \$5,000 – \$25,000

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

Village Theatre's Youth Education program is one of the region's largest and most comprehensive, serving 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.

## 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 youth education program, KIDSTAGE.

## 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 – 20 in Village Theatre's Everett and Issaquah locations.

**Sponsorships play an integral role in the positive impact of KIDSTAGE. In our 2019 – 2020 Season:**

- 15,315 youth experienced Village Theatre programs through KIDSTAGE or as audience members;
- 3,158 students worked directly with professional artists, designers, and arts educators;
- 18 average contact hours provided per student in KIDSTAGE classes, camps, and productions;
- 27% of youth education students received scholarships, free tickets, or free tuition.



KIDSTAGE CLASS  
PHOTO: NORTHWEST THEATRE PRESS

*“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*



IN THE HEIGHTS, 2019, KIDSTAGE TEENSELECT, EVERETT PHOTO: NORTHWEST THEATRE PRESS



NEWSIES, 2017, MAINSTAGE PHOTO: TRACY MARTIN

# MAINSTAGE

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

**SPONSOR MAINSTAGE AND SUPPORT EXTRAORDINARY ENTERTAINMENT THROUGHOUT THE PUGET SOUND.**

Village Theatre is a leading producer of musical theatre in the Pacific Northwest, presenting five Mainstage shows with 243 performances from September to July to over 96,000 patrons at the Francis J. Gaudette Theatre in Issaquah, and more than 58,000 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.

**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.



VILLAGE THEATRE'S ANNUAL GALA AT THE FAIRMONT OLYMPIC HOTEL OFFERS A SPECIAL OPPORTUNITY FOR SPONSORS

*“Village Theatre is a pillar of the historic downtown Everett community. Thanks to Village patrons and students, downtown businesses enjoy more shoppers and diners. Whether on the Mainstage or the kid's stage, Village Theatre brings life, art, and profound fun to our community.” Dan Eernisse, Economic Development Director, City of Everett*

# VILLAGE ORIGINALS

SPONSORSHIPS RANGING FROM \$5,000 – \$25,000

**SPONSOR VILLAGE ORIGINALS AND INVEST IN THE EXCITING PROCESS OF DEVELOPING NEW MUSICALS FOR THEATRES AND PATRONS FOR GENERATIONS TO COME.**

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 175 new musicals, many of which have gone on to stages around the world, including Broadway.

## 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* (Tony award-winner opened on Broadway in 2010)
- *The Ark* (opened off-Broadway November 2005)



MILLION DOLLAR QUARTET, 2019,  
MAINSTAGE PHOTO: TRACY MARTIN



HOW TO BREAK, BETA PRODUCTION, 2017  
PHOTO: JEFF CARPENTER

**Village Originals Sponsors have the unique and exciting opportunity to support groundbreaking new musicals that people can say "I saw it when" through a variety of programs all year round.**

From our nationally recognized Annual Festival of New Musicals (a three-day-long festival showcasing readings to an enthusiastic, packed house of supporters), to our new Northwest Creator Residencies (supporting BIPOC artists to start creating a new musical from scratch), to our Beta Productions (a series of fully produced shows getting their first shot at staging), your support will nurture every stage of growth for these new musicals and bring them to a taste-making crowd of enthusiastic new works supporters. Village Originals audiences will associate your company with the thrilling work of creating the next big musical hit!



NIKOLA TESLA DROPS THE BEAT, 2017 FESTIVAL OF NEW MUSICALS, PHOTO: NORTHWEST THEATRE PRESS