



# Show Sponsorship

## What is Theatre in the Round?

Rooted in the Minneapolis community since 1952, Theatre in the Round Players (TRP) provides open entry points for anyone to learn and experience high quality theatre-making while staging intimate, engaging performances.

Training theatres like Theatre in the Round are an essential part of the arts ecosystem in the Twin Cities, which makes this area a great place to live, work, and play.

## Why become a Sponsor?

- By supporting our mission with sponsorship, you can
- reach our loyal audience and volunteer community
  - align your brand with stories that mirror your values
  - highlight your support of the local community
  - support the theatre ecosystem in the Twin Cities

Our audiences & volunteers are engaged, loyal, civically active, regular attenders of arts & culture events.

Email [Larisa@theatreintheround.org](mailto:Larisa@theatreintheround.org) to secure your slot!



### Show Sponsorship Levels

- Exclusive - \$5,000
- Presenting - \$2,500
- Production - \$1,000
- Title - \$500
- Artist - \$250



Tiers			<b>Exclusive Presenting</b> Exclusive	<b>Presenting Sponsor</b> Limit 1/show	<b>Production Sponsor</b> Limit 2/show	<b>Title Sponsor</b> Limit 4/show	<b>Artist Sponsor</b> Limit 8/show
	<b>RECOGNITION OPPORTUNITY</b>	REACH	<b>\$5,000*</b>	<b>\$2,500*</b> <small>\$1,850 tax deduction</small>	<b>\$1,000*</b> <small>\$650 tax deduction</small>	<b>\$500*</b> <small>\$300 tax deduction</small>	<b>\$250*</b> <small>\$200 tax deduction</small>
Print	Theatre Billboard	125K	x	x			
	Playbill Ad	2.5K	Full Page	Full Page	½ Page	¼ Page	Logo
	Playbill Listing (all Season)	20K	x	x	x	x	X
Email	Tickets Available Email	16K	x	x	X	x	x
	NEXT Email Newsletter	16K	x	x	x		
Social/Web	Listed/tagged on Paid Social	15K	x	x			
	Featured Sponsor Social Post	6.5K	x	x	x	x	
	Logo on Opening Night Post	6.5K	x	x	x	x	x
	Linked logo on Website	5K	x	x	x	x	x
Tickets	2 Tickets for Opening Night		x	x	x	x	x
	Additional Tickets		30	10	6	4	2
Extras	<b>Looking for specific engagement or recognition? Let's Talk!</b>						
	<b>Make it a Season!</b>		\$20,000	\$10,000	\$4,000	\$2,000	\$1,000



**Make it a Season!**

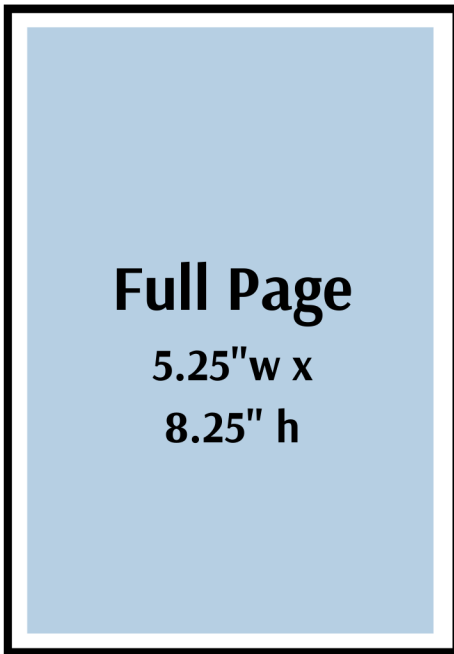
Commit to a sponsorship tier for all 8 productions to save 50% AND receive

- + Linked logo on the home page of our website
- + Logo included in the season lobby display
- + Logo on the season brochure (if committed by May 31)

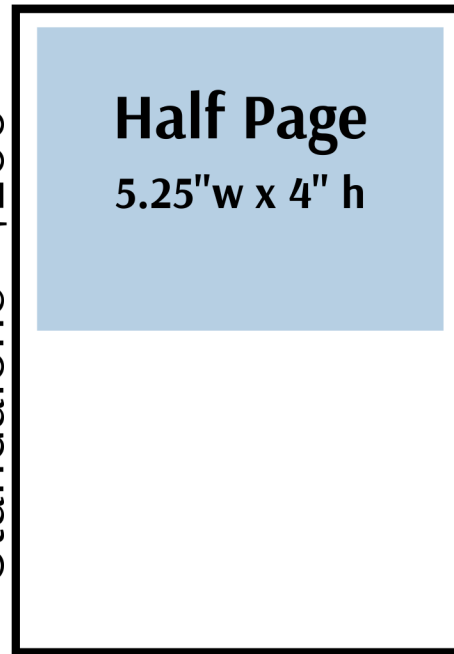
\*30% off Nonprofits & Cedar Riverside Businesses

# Ad Information

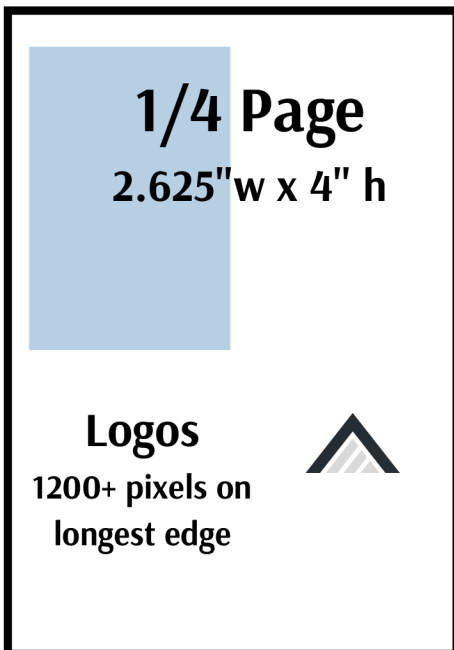
Standalone - \$400\*



Standalone - \$200\*



Standalone - \$100\*



**Ad Format:** PNG, JPEG or PDF with 300 dpi. **Grayscale.**

**Logos:** PNG or JPEG at least 1200 pixels on longest edge.

**Publication Deadlines:**

Logos: at sponsorship confirmation

Ads: 4 weeks before opening.

Social Post: 1 week before opening.

Standalone ads can be purchased as space is available.  
Contact [Larisa@theatreintheround.org](mailto:Larisa@theatreintheround.org) for availability.

\*30% off Nonprofits & Cedar Riverside Businesses