



GUTHRIE
THEATER

2024 EVENTS

Sponsorship Opportunities



Fresh off the heels of a milestone anniversary season that reminded us of where we've been, we're enjoying the next chapter in the Guthrie's history.

Our thrilling 2023-2024 Season offers something for everyone: Feel-good comedies. Cleverly crafted thrillers. A cult-classic musical. And the noteworthy return of rotating repertory with Shakespeare's History Plays (*Richard II*, *Henry IV* and *Henry V*).

This season, we're diversifying our fundraising structure and hosting three special events* that will celebrate theater and bring the community together. Each event appeals to a broad yet distinct audience with the aim of widening the circle of Guthrie supporters.

We'd love for you to be part of these celebratory events! Learn more about each event and explore the sponsorship benefits available on the following pages. Thank you for your consideration.

Love Notes

Wednesday, February 14

A theater-inspired cabaret featuring heartfelt musical performances by beloved Twin Cities artists.

History Plays Weekend Symposium

Fri, April 19 – Sun, April 21

A three-day celebration of Shakespeare with *Richard II*, *Henry IV* and *Henry V*.

Vine & Dine Gala

Saturday, June 29

A feast for the senses in honor of opening weekend of the cult-classic musical *Little Shop of Horrors*.

Love Notes

Wednesday, February 14

A theater-inspired cabaret featuring heartfelt musical performances by beloved Twin Cities artists.



LOCATION

McGuire Proscenium Stage.

CAPACITY

700 (five pricing levels).

AUDIENCE

Guthrie patrons and the general public.

PROGRAM

A 60-minute cabaret featuring musical theater performances by four well-known local artists.

FOOD AND BEVERAGE

Specially curated sips and bites by Chowgirls will be available for purchase.

GIFT BAGS

When purchasing tickets, patrons will have the option to purchase a gift bag of goodies from the Guthrie Store for anyone in their party. Gift bags will be placed on the theater seats to be discovered upon arrival.

MARKETING

We will significantly market this event to the general public. Marketing campaigns may include radio, TV, print and/or social media. We will also collaborate with local restaurants to offer patrons pre-show dinner options and generate cross-promotional opportunities.

History Plays Weekend Symposium

Fri, April 19 – Sun, April 21

A three-day celebration of Shakespeare with *Richard II*, *Henry IV* and *Henry V*.



LOCATION

Guthrie Theater (multiple spaces throughout the building, including the Wurtele Thrust Stage).

CAPACITY

150.

AUDIENCE

Fans of Shakespeare, Guthrie patrons and theatergoers outside of the Twin Cities who wish to attend this premier event in the American theater.

SCHEDULE OF EVENTS

The weekend symposium will focus on the theme of Shakespeare and Leadership and include a variety of events and special guest speakers.

Friday

- Registration
- Pre-show reception and networking
- Evening performance of *Richard II*

Saturday

- Keynote speaker
- Breakout sessions
- Evening performance of *Henry IV*

Sunday

- “How’d They Do That?” workshop
- Matinee performance of *Henry V*
- Post-play discussion
- Closing toast

ADDITIONAL INFORMATION

Patrons may purchase tickets to the weekend symposium only or the weekend symposium plus all three Shakespeare plays. Sponsors are invited to consider underwriting this event to help make the pricing financially accessible.

Vine & Dine Gala

Saturday, June 29

A feast for the senses in honor of opening weekend of the cult-classic musical *Little Shop of Horrors*.



LOCATION

Guthrie Theater (multiple spaces throughout the building, including the Level One restaurant space, lobbies and Wurtele Thrust Stage).

CAPACITY

Approximately 200 for dinner and 1,100 for the Opening Night performance.

AUDIENCE

Guthrie donors (dinner and performance) and fans of musicals (performance only). Patrons who attend the performance only will have the opportunity to participate in fundraising activities and activations throughout the building as well as donate during a pre-show curtain speech.

SCHEDULE OF EVENTS

- Cocktail hour
- Seated dinner with a short speaking program and special giving opportunities
- Opening Night performance of *Little Shop of Horrors*

This event may include an auction, raffle or other type of fundraising activity.

LOBBY ACTIVATIONS

To amplify the botanical themes in *Little Shop of Horrors*, we hope to have dynamic floral displays or other activations in the lobbies to allow all patrons to participate in this special evening.



BENEFITS AT A GLANCE	\$75,000	\$50,000	\$25,000	\$15,000 (\$25,000 for two events)	\$5,000 (\$10,000 for three events)
PRIOR TO EVENT					
Recognition in print and digital promotions	color logo (above title)	color logo (standalone)	color logo	b/w logo	listing
Listing in the event press release	●	●	●	●	
Recognition on social media	dedicated sponsor spotlight	only sponsor mentioned	shared with other sponsors	shared with other sponsors	
A digital toolkit to highlight your sponsorship and invite your guests	●	●	●	●	●
DURING EVENT					
Admission to History Plays and <i>Little Shop of Horrors</i> events	10 guests	10 guests	8 guests	6 guests	4 guests
Performance tickets (Area 1A)	10	10	8	6	4
VIP meet-and-greet	4 guests	2 guests			
Color logo on takeaway items	●	●			
UberShare code	●	●			
Pre-paid parking passes			●	●	●
Recognition on event materials	color logo (prominent)	color logo	color logo	b/w logo	listing
Ad in play program for History Plays or <i>Little Shop of Horrors</i>	half page	half page			
Color logo on event signage	above title	●			
Thank you from the stage	speaking opportunity	●	●		

BENEFITS AT A GLANCE

\$75,000

\$50,000

\$25,000

\$15,000
(\$25,000 for two events)

\$5,000
(\$10,000 for three events)

SEASON-LONG BENEFITS

Donor listing on the website and in all play programs	•				
Two tickets to each Opening Night celebration in 2024	•	•			
Invitations to behind-the-scenes events in 2024	•	•	•		
20% employee discount on tickets to productions in 2024	•	•	•		

EVENT-SPECIFIC BENEFITS

Love Notes

- Cocktail vouchers
- Named cocktails
- Gift bags
- Color logo on event materials

History Plays Weekend Symposium

- Sponsorship of specific events
- Color logo on event materials

Vine & Dine Gala

- Named cocktails
- Color logo on event materials



Sponsorship Pledge Form

CONTACT INFORMATION

COMPANY _____

CONTACT NAME _____

ADDRESS _____

CITY/STATE/ZIP _____

PHONE _____

EMAIL _____

SPONSORSHIP CONTRIBUTION

We pledge to be an event sponsor at the following dollar level:

\$

PAYMENT METHOD

- Please send an invoice.
- I have enclosed a check made payable to Guthrie Theater Foundation.

PLEASE PROVIDE THE FOLLOWING CONTACT INFORMATION

MARKETING CONTACT _____

PHONE _____ EMAIL _____

HOSPITALITY CONTACT _____

PHONE _____ EMAIL _____

SIGNATURE _____ DATE _____

RETURN THIS FORM TO: EMAIL emilye@guthrietheater.org PHONE 612.225.6166 FAX 612.225.6004
MAIL Attn: Development, Guthrie Theater, 818 South 2nd Street, Minneapolis, MN 55415

OUR MISSION: The Guthrie Theater engages exceptional theater artists in the exploration of both classic and contemporary plays, connecting the community we serve to one another and to the world. Through its extraordinary artists, staff and facility, the Guthrie is committed to the people of Minnesota and, from its place rooted deeply in the Twin Cities, influences the field as a leading 21st-century arts organization.

Guthrie Theater is a 501(c)(3) organization. No refunds or exchanges may be granted.
All proceeds benefit the Guthrie Theater.