2024 EVENTS

Sponsorship Opportunities

PHOTO: A.M. PHOTOGRAPHY
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.


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.

*Details subject to change. All proceeds benefit the Guthrie Theater.
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

<table>
<thead>
<tr>
<th>Prior to Event</th>
<th>$75,000</th>
<th>$50,000</th>
<th>$25,000 ($25,000 for two events)</th>
<th>$15,000 ($10,000 for three events)</th>
<th>$5,000</th>
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</thead>
<tbody>
<tr>
<td>Recognition in print and digital promotions</td>
<td>color logo (above title)</td>
<td>color logo (standalone)</td>
<td>color logo</td>
<td>b/w logo</td>
<td>listing</td>
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<tr>
<td>Listing in the event press release</td>
<td>●</td>
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<tr>
<td>Recognition on social media</td>
<td>dedicated sponsor spotlight</td>
<td>only sponsor mentioned</td>
<td>shared with other sponsors</td>
<td>shared with other sponsors</td>
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<tr>
<td>A digital toolkit to highlight your sponsorship and invite your guests</td>
<td>●</td>
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## DURING EVENT

<table>
<thead>
<tr>
<th>Admission to History Plays and Little Shop of Horrors events</th>
<th>10 guests</th>
<th>10 guests</th>
<th>8 guests</th>
<th>6 guests</th>
<th>4 guests</th>
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<tbody>
<tr>
<td>Performance tickets (Area 1A)</td>
<td>10</td>
<td>10</td>
<td>8</td>
<td>6</td>
<td>4</td>
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<tr>
<td>VIP meet-and-greet</td>
<td>4 guests</td>
<td>2 guests</td>
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<tr>
<td>Color logo on takeaway items</td>
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<td>UberShare code</td>
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<td>Pre-paid parking passes</td>
<td>●</td>
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<tr>
<td>Recognition on event materials</td>
<td>color logo (prominent)</td>
<td>color logo</td>
<td>color logo</td>
<td>b/w logo</td>
<td>listing</td>
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<tr>
<td>Ad in play program for History Plays or Little Shop of Horrors</td>
<td>half page</td>
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<td>Color logo on event signage</td>
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<tr>
<td>Thank you from the stage</td>
<td>speaking opportunity</td>
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<tr>
<td><strong>SEASON-LONG BENEFITS</strong></td>
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<td>Donor listing on the website and in all play programs</td>
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<td>Two tickets to each Opening Night celebration in 2024</td>
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<td>Invitations to behind-the-scenes events in 2024</td>
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<td>20% employee discount on tickets to productions in 2024</td>
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<td><strong>EVENT-SPECIFIC BENEFITS</strong></td>
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<td><strong>Love Notes</strong></td>
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<td>· Cocktail vouchers</td>
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<td>· Named cocktails</td>
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<td>· Gift bags</td>
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<td>· Color logo on event materials</td>
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<td><strong>History Plays Weekend Symposium</strong></td>
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<td>· Sponsorship of specific events</td>
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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.