



GUTHRIE  
THEATER



# Corporate Sponsorship

## 2021-2022 SEASON

The Guthrie Theater relies on the generosity of corporate sponsors to help create transformative theater experiences. Sponsorship has many benefits, including opportunities to engage your network, receive recognition and enjoy complimentary tickets to shows and special events. Packages may be customized, and all gifts are tax-deductible.

**We'd love to start a conversation with you. Please contact the Development Department at 612.225.6166 or [corporatecircle@guthrietheater.org](mailto:corporatecircle@guthrietheater.org).**

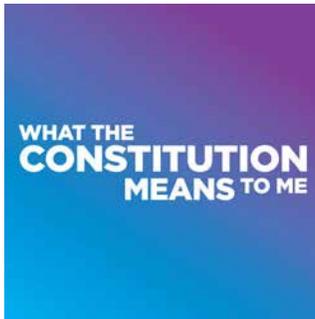
# Sponsor a Show

## SPONSORSHIP LEVELS

- Show sponsorship: \$50,000 – \$100,000
- Show co-sponsorship: starting at \$25,000
- Production sponsorships (such as scenic, costume or lighting design): starting at \$10,000

## AVAILABLE SHOWS

The following shows are available for sponsorship. Visit [guthrietheater.org](http://guthrietheater.org) for play descriptions.



a play by HEIDI SCHRECK  
directed by OLIVER BUTLER  
Sept 30 – Oct 24, 2021  
McGuire Proscenium Stage



by CHARLES DICKENS  
adapted by LAVINA JADHWANI  
directed by JOSEPH HAJ  
Nov 6 – Dec 27, 2021  
Wurtele Thrust Stage



by LORRAINE HANSBERRY  
directed by AUSTENE VAN  
Jan 8 – Feb 13, 2022  
McGuire Proscenium Stage



by WILLIAM SHAKESPEARE  
directed by JOE DOWLING  
Feb 26 – April 16, 2022  
Wurtele Thrust Stage



Spring 2022  
McGuire Proscenium Stage



by KATE HAMILL  
based on the novel by JANE AUSTEN  
directed by MEREDITH McDONOUGH  
June 18 – Aug 21, 2022  
Wurtele Thrust Stage



by LYNN NOTTAGE  
directed by TBA  
July 16 – Aug 21, 2022  
McGuire Proscenium Stage

## BENEFITS OVERVIEW

As a show sponsor, benefits include:

- Recognition in the play program, the Guthrie's Annual Report and relevant print, digital and social marketing
- Complimentary performance tickets
- Invitations and/or complimentary tickets to special events
- Discounts on tickets and classes for your employees

## **BENEFITS DETAIL**

Sponsors receive benefits tied directly to their sponsored show, plus season-long benefits valid for 12 months. Sample benefits listed below are for the \$50,000 sponsor level:

### **SHOW-SPECIFIC BENEFITS**

**Benefits increase for presenting, lead and above-title sponsors. Customized packages are available for co-sponsorships and production sponsorships. These benefits relate to the sponsored show only.**

- Premium color logo placement on relevant print, digital and social marketing
- Recognition in the play program (may be digital, not printed):
  - Primary logo placement on the credits page
  - 150-word "Message From the Sponsor" with color logo in the donor section
  - Complimentary full-page ad
- Recognition on ticket stock
- Complimentary table for six at the Opening Night celebration dinner
- Invitation to the Meet-and-Greet (when the creative team meets with actors and Guthrie staff on the first day of rehearsal)
- Complimentary tickets to in-person or digital donor/patron events related to the show (such as Sneak Peek and In Conversation events)
- Speaking opportunity at the Opening Night celebration dinner (or other event to be mutually agreed upon if the sponsored show has no opening night)
- Twelve complimentary performance tickets to be leveraged throughout the run for client and/or employee entertainment\*

### **SEASON-LONG BENEFITS**

**Benefits are valid for 12 months from date of sponsorship commitment and relate to all shows in the season.**

#### **Visibility and Recognition**

- Color logo placement on the Corporate, Foundation and Public Support page in each play program
- Color logo placement on the Institutional Giving webpage with a link to your preferred website
- Recognition in the Annual Report

#### **Hospitality and Access**

- Complimentary tickets to all in-person or digital donor/patron events
- Six complimentary tickets to each Stage Business corporate event (includes tickets to the evening performance and a networking opportunity with hors d'oeuvres and a hosted bar)
- Twelve complimentary performance tickets to any Guthrie production\*
- Six complimentary tickets to an additional Opening Night celebration dinner and performance
- 30% off play program ads
- 20% off performance tickets for your employees
- 15% off Guthrie classes for your employees

Additional benefits, such as access to the exclusive Kitchak Lounge, complimentary space rentals, rental discounts and behind-the-scenes tours, will be added as they become available.

\*Restrictions may apply. Sponsors will be given detailed instructions on how to reserve and use complimentary tickets.

# Sponsor a Program

From rush lines to relaxed performances, the Guthrie offers a wide range of offstage programs available for corporate sponsorship.

## SPONSORSHIP LEVELS

- Supporter (\$2,500 - \$4,999)
- Lead Supporter (\$5,000 - \$14,999)
- Premier Supporter (\$15,000 - \$24,999)
- Underwriter (\$25,000 - \$49,999)
- Sponsor (\$50,000 - \$74,999)



PHOTO: DAN NORMAN

## Ticket Discount Programs

The Guthrie strives to make ticket prices accessible to as many people as possible. The following discount programs are available for sponsorship:

### RUSH LINE

If available, rush tickets go on sale at the Box Office 15–30 minutes before performances. Tickets are sold to patrons in the rush line on a first-come, first-served basis.

### RUSH CLUB

Members of the Rush Club may purchase tickets at rush line prices ahead of the rush line. Up to four tickets may be purchased in person during an exclusive hour-long window on the day of the show. Members also enjoy discounts throughout the year.

### 30 BELOW

Designed for patrons ages 16 to 30, this program allows members to purchase up to four tickets at rush prices without waiting in line. Purchase tickets by phone or in person anytime on the day of the show. Members also receive special offers throughout the season.

### SENIORS, STUDENTS AND EDUCATORS

Discounts are available for seniors (ages 65 and up) and full-time students (ages 12 and up). Students must present proof of full-time college status or the name of their middle or high school to the Box Office. Full-time K-12 educators may purchase tickets at the same price as students.

### GATEWAY TICKET PROGRAM

Gateway Tickets are available to patrons with limited income for \$5. To qualify, patrons must be at least 18 years old and enrolled in select programs, such as WIC, MinnesotaCare, Supplemental Security Income, SNAP, Section 8 or free/reduced school meals. Up to four tickets may be purchased for select performances by phone or in person at the Box Office.



PHOTOS: NICK FAY

## Accessibility Programs

The Guthrie is committed to offering theater experiences that can be fully enjoyed by guests and patrons of all abilities. We will work with you to create a custom sponsorship package based on your interests in the following accessibility programs:

### PATRON SERVICES

FM assistive listening system devices, high-magnification (2.8x) sport glasses and Braille or large-print materials may be borrowed from Patron Services on Level Four.

### ACCESSIBLE SEATING

Patrons with wheelchairs or mobility concerns may purchase tickets for accessible seating. Adjacent companion seats are also available.

### AMERICAN SIGN LANGUAGE INTERPRETATION

Our ASL interpreters are highly skilled professionals extensively trained for theatrical interpretation. Patrons receive a program supplement with characters and their name signs.

### AUDIO DESCRIPTION

Audio description provides explanations of the action, costumes and scenery for patrons who are blind or have low vision.

### OPEN CAPTIONING

Open captioning displays text simultaneously with the performance. LED screens can be viewed from designated sections of the theater with no special equipment needed.

### RELAXED PERFORMANCES

A relaxed performance is intentionally modified to accommodate patrons with sensory sensitivities, anxiety, autism spectrum disorders or challenges attending the theater.

### ACCESS TOURS

ASL-interpreted backstage tours can be arranged with two weeks' notice. Sensory tours invite patrons who are blind or have low vision to explore the stage, costumes and props before a performance.

### EQUIPMENT LOANS

By loaning accessibility equipment to nearly 50 fellow arts organizations, the Guthrie increases opportunities for people of all abilities to attend theater performances throughout the region.

# Corporate Sponsorship Benefits

Use this at-a-glance view to help determine which sponsorship level and benefits are ideal for your organization.



VISIBILITY AND RECOGNITION					
Ad in one Guthrie play program	full page	1/2 page	1/3 page		
Recognition on the Corporate, Foundation and Public Support page in each play program	color logo	b/w logo	listing	listing	listing
Recognition on the Institutional Giving webpage with a link to your preferred website	color logo	b/w logo	listing	listing	listing
Recognition in the Annual Report	•	•	•	•	•
HOSPITALITY AND ACCESS					
Complimentary tickets for performances throughout the season (excludes <i>A Christmas Carol</i> )	12	12	8	8	6
Employee discount on tickets	20%	20%	20%	15%	15%
Play program ad discount	30%	30%	30%	15%	15%
Employee discount on classes	15%	15%	15%	15%	15%
Complimentary tickets to Sneak Peek and In Conversation events	•	•	•	•	
Complimentary tickets to corporate networking nights for most Guthrie productions	6	4	4	2	2