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.
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 for play descriptions.

- \textit{What the Constitution Means to Me} by Heidi Schreck
  - Directed by Oliver Butler
  - Sept 30 – Oct 24, 2021
  - McGuire Proscenium Stage

- \textit{A Christmas Carol} by Charles Dickens
  - Adapted by Lavina Jadhwani
  - Directed by Joseph Haj
  - Nov 6 – Dec 27, 2021
  - Wurtele Thrust Stage

- \textit{A Raisin in the Sun} by Lorraine Hansberry
  - Directed by Austene Van
  - Jan 8 – Feb 12, 2022
  - McGuire Proscenium Stage

- \textit{The Tempest} by William Shakespeare
  - Directed by Joe Dowling
  - Feb 26 – April 16, 2022
  - Wurtele Thrust Stage

- \textit{Destiny of Desire} by Karen Zacarías
  - Directed by Ruben Santiago-Hudson
  - April 30 – June 5, 2022
  - McGuire Proscenium Stage

- \textit{Emma} by Kate Hamill
  - Based on the novel by Jane Austen
  - Directed by Meredith McDonough
  - June 18 – Aug 21, 2022
  - Wurtele Thrust Stage

- \textit{Sweat} 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
**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)

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.
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 TO 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.
Education and Professional Training Programs
Our education offerings seek to connect communities, artists and individuals of all ages with the artistry and creative process of the Guthrie.

STUDENT MATINEES
During the 2021-2022 Season, the Guthrie will host 19 student matinees with dynamic pre-show activities that explore things like Shakespearean language, costume changes, stage combat and prop construction to help students understand how a play gets made. This interactive programming provides a 360-degree view of the theathermaking process and ensures all offerings align with the Guthrie’s ongoing anti-racist work and commitments.

This season, matinees will serve K-12 students from more than 30 public and private schools in the Twin Cities, Greater Minnesota and the Upper Midwest. Because the Guthrie is dedicated to providing students with artistic experiences regardless of their ability to pay, tickets are granted at no cost or deeply discounted prices based on each school’s free/reduced meal percentage. Prices range from $0 to $16.

CULTURAL EXPERIENCE PARTNERSHIPS WITH PROJECT SUCCESS
Project Success, an independent nonprofit started in partnership with the Guthrie, has facilitators at most Minneapolis public schools and all seven Minneapolis core high schools. Through in-school goal-setting workshops, arts experiences and other special programming, students learn to make informed choices and plan for meaningful futures.

In partnership with Project Success, the Guthrie will invite students from grades 6-12 and their families to matinee performances throughout the season. Approximately 1,900 students will be engaged directly through curriculum delivered by Guthrie teaching artists prior to visiting the theater. To help prepare students for the experience, teachers will have access to a robust play guide to use in their classrooms and/or virtual learning environments, and the Guthrie will host an interactive pre-show presentation that reveals technical and behind-the-scenes aspects of the production.

SUMMER CAMPS AND CLASSES FOR YOUTH
In summer 2022, the Guthrie will offer theater-based education experiences for youth entering grades 3-12. These popular one-week and two-week programs expose youth to immersive theater arts training and serve approximately 300 students annually. From theater basics to college audition preparation, the Guthrie’s summer camps and classes welcome youth of all experience levels and interests. Scholarships and need-based discounts help remove financial barriers and provider greater access for all.

A GUTHRIE EXPERIENCE
Relaunching in June 2022, this seven-week summer intensive for M.F.A. actors is designed to cultivate future leaders of the American theater. The program includes workshops with master teachers, professional mentorship, the opportunity to develop a new work in the Dowling Studio and a cultural immersion in the vibrant Twin Cities theater scene. A Guthrie Experience started in 1997 and boasts several notable alumni, including actors Mahershala Ali and Sterling K. Brown.
## Corporate Sponsorship Benefits

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

<table>
<thead>
<tr>
<th>Visibility and Recognition</th>
<th>Sponsor $50,000–$74,999</th>
<th>Underwriter $25,000–$49,999</th>
<th>Premier Supporter $15,000–$24,999</th>
<th>Lead Supporter $5,000–$14,999</th>
<th>Supporter $2,500–$4,999</th>
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<tbody>
<tr>
<td>Ad in one Guthrie play program</td>
<td>full page</td>
<td>1/2 page</td>
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<td>Recognition on the Corporate, Foundation and Public Support page in each play program</td>
<td>color logo</td>
<td>b/w logo</td>
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<td>Recognition on the Institutional Giving webpage with a link to your preferred website</td>
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<td>Recognition in the Annual Report</td>
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## Hospitality and Access

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<th>Complimentary tickets for performances throughout the season (excludes A Christmas Carol)</th>
<th>Sponsor $50,000–$74,999</th>
<th>Underwriter $25,000–$49,999</th>
<th>Premier Supporter $15,000–$24,999</th>
<th>Lead Supporter $5,000–$14,999</th>
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<tr>
<th>Employee discount on tickets</th>
<th>Sponsor $50,000–$74,999</th>
<th>Underwriter $25,000–$49,999</th>
<th>Premier Supporter $15,000–$24,999</th>
<th>Lead Supporter $5,000–$14,999</th>
<th>Supporter $2,500–$4,999</th>
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<tr>
<th>Play program ad discount</th>
<th>Sponsor $50,000–$74,999</th>
<th>Underwriter $25,000–$49,999</th>
<th>Premier Supporter $15,000–$24,999</th>
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<th>Employee discount on classes</th>
<th>Sponsor $50,000–$74,999</th>
<th>Underwriter $25,000–$49,999</th>
<th>Premier Supporter $15,000–$24,999</th>
<th>Lead Supporter $5,000–$14,999</th>
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<th>Complimentary tickets to Sneak Peek and In Conversation events</th>
<th>Sponsor $50,000–$74,999</th>
<th>Underwriter $25,000–$49,999</th>
<th>Premier Supporter $15,000–$24,999</th>
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<tr>
<th>Complimentary tickets to corporate networking nights for most Guthrie productions</th>
<th>Sponsor $50,000–$74,999</th>
<th>Underwriter $25,000–$49,999</th>
<th>Premier Supporter $15,000–$24,999</th>
<th>Lead Supporter $5,000–$14,999</th>
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