



Contact: Maloric Glavan
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Sponsorship Opportunity

Dear Community Leader,

Riverfront Playhouse was created in 1981 by a few local theater lovers with a vision of and a passion for providing a community theater for the Redding area. Over the years our tiny theater has grown in both its vision and its physical space finally realizing our dream of having our own building now located at 1950 California Street in the new downtown cultural district. We are the region's longest continually operating community theater and 2022 and 2023's Best Live theater of the Northstate. We look forward to continuing to offer quality entertainment to this community that we call home for many years to come.

As a 501-C3 non-profit public benefit corporation Riverfront Playhouse depends upon the generous support of our community to continue our mission, keep our doors open, and our stage lights illuminated. We are asking you to consider becoming a Riverfront Playhouse corporate sponsor for one or more of our plays this season. Corporate sponsors provide an invaluable financial resource for our theater allowing us to reach more of our community while benefiting your organization with exposure, community involvement and public good will. Each of our productions has the potential of impacting well over 1,000 patrons over the run of a show.

Please see the attached sheet for our available opportunities and sponsorship levels.

Thank you for your time and consideration,

On behalf of Riverfront Playhouse

Theater celebrates the human experience. It enriches our collective soul. Riverfront Playhouse provides the stage for all within our community to explore, experience and learn all aspects of live theater.

2024 Season

Moment of Weakness - A Comedy by Donald Churchill

July 26 - August 11

The Minutes - A Dark Comedy by Tracy Letts

September 13 - September 29

Gaslight's Christmas Vacation - A Musical Comedy by Katherine Byrnes & Mike Yarema

November 29 - December 15

Sponsorship Levels

\$1500 (\$2000 for Musicals) Sponsorship includes:

- A full-page ad in the playbill
- Prominent display of your company name and logo on the stage before the show
- Company name will be mentioned in the pre-show announcement
- Company name will be listed as a sponsor of the production on all marketing materials, including posters, advertisements, the Riverfront Playhouse website (including a link to your website)
- Recognition of sponsorship will be made in our newsletter, on our social media, and in email notifications
- 12 vouchers to the show (a \$300 - \$360 value)
- Designated area in the lobby for your company's flyers/business cards/marketing materials

\$3000 (\$3500 for Musicals) Sponsorship includes:

- All of the Above plus an additional 18 show vouchers (30 total vouchers: a \$750 - \$900 value)

\$4000 (\$4500 for Musicals) Sponsorship includes:

- All of the Above plus we will not book any co-sponsors for your chosen production.