



Contact: Malorie Glavan
Riverfront Playhouse Theatre Manager
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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. Our first production opened on July 10th, 1981 in a tiny warehouse space at 1620 East Cypress Avenue. 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 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. Ticket sales help to defray the cost of producing a show but don't cover everything that is needed to keep our doors open and our stage lights illuminated. We believe that theater should be accessible to the whole community. To that end we strive to keep our ticket prices competitive so that a wide range of patrons can come and enjoy a night of live theater.

To continue to grow and produce high quality shows for our community we're asking you to consider becoming a Riverfront Playhouse corporate sponsor for one or more of our plays this season. Becoming a corporate sponsor provides an invaluable financial resource for our theater. It allows us to reach more of our community while benefiting your organization with exposure, community involvement and public good will.

Each of our productions has 9 regular performances with 4-6 possible additional "buyout" performances. Our theater has a seating capacity of 148 giving your sponsorship the potential of reaching well over 1,000 patrons over the run of a show. If you would like to become a corporate sponsor for Riverfront Playhouse you can choose which show (or shows) you would like to sponsor and your level of sponsorship. Please see the attached sheet for our available opportunities and sponsorship levels.

Thank you for your time and consideration,

Malorie Glavan
Theater Manager
Riverfront Playhouse

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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.

Riverfront Playhouse | Redding's Community Theatre since 1981 | P.O. Box 994666 | Redding, CA, 96099
1950 California Street, Redding, CA 96001 | www.riverfrontplayhouse.net | a 501c(3) non-profit

2023 Season

On Golden Pond

March 10-March 25

Rabbit Hole

April 21 - May 6

Rainmaker

July 28 - August 12

Forever Plaid

September 8 - September 23

Dr Jekyll and Mr. Hyde

October 20 - November 4

A Big Old Fashioned Family Christmas

December 1 - December 16

\$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)

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

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