



**RIVERFRONT  
PLAYHOUSE**

1620 E. Cypress Ave, Redding CA 96002

Dear Business Owner,

Theatre 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 theatre.

Riverfront Playhouse was created in 1981 by a few local theatre lovers with the vision of providing a community theatre for the Redding area. The first production at Riverfront Playhouse opened on July 10, 1981 at our current location at 1620 East Cypress Avenue. The following year we became a 501-c-3 non-profit corporation. We are the region's longest continually operating, all volunteer community theatre.

As you can imagine, it's costly to produce a show. Ticket sales help to defray the costs, but they don't cover everything. We keep our ticket prices competitive, so our patrons can enjoy a night out at the theatre.

Riverfront Playhouse depends on the generous support of our community. To continue to grow and to produce high quality shows for our community, we're asking you to consider becoming a Riverfront Playhouse corporate sponsor to provide an invaluable financial resource for our theatre while benefiting your company with exposure, community involvement and public goodwill.

We produce 6 shows a year, each 14 performances, with an average audience of 750. In addition, there are 4 to 10 buyouts per show giving further exposure to your business listing in each program.

### **2019 is a Season of Classics**

**The Somewhat True Tale of Robin Hood**

January 19 - February 16

**Of Mice and Men**

March 23 - April 20

**The Complete Works of William Shakespeare (Abridged)**

May 18 - June 15

**Little Women**

July 20 - August 17

**Frankenstein**

September 21 - October 19

**A Christmas Carol**

November 23- December 21

**A \$1500 Sponsorship (your choice of one show run) will include**

- A full-page ad in the playbill
- Prominent display of your company name and logo on the stage before the show
- Your company name will be mentioned in the pre-show announcement
- Your company name will be listed as the sponsor of the production on all marketing materials, including posters, advertisements, the Riverfront Playhouse website (including a link to your website), and the Shasta Mall marquee
- Your company receives recognition in our bi-monthly newsletter, social media and email notifications
- Your company will receive 12 tickets for the show
- Designated area in the lobby for your company's flyers/business cards/marketing materials

Thank you for your consideration.

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