

SPONSORSHIP OPPORTUNITIES



Who We Are

The Sheboygan Theatre Company is a deeply rooted, multi-generational community theatre serving Sheboygan and its surrounding areas. Our design teams and volunteers create quality theatrical productions connecting professionals with local talent in a variety of educational and entertaining programming for all.

STC produces four Main Stage shows each year in the Leslie W. Johnson Theatre on the Horace Mann Middle School campus. We are also proud to produce smaller productions through our "black box" theatrical group, Studio Players.

Our 91st Season

Come celebrate 91 years with STC! To begin, we're excited to fly to new heights with the timeless musical, **Mary Poppins**. For the winter season, we are thrilled to present the Agatha Christie masterpiece, **Murder on the Orient Express**. This spring, we invite you join us for a classic story shared in a new way. Based on Lewis Carroll's novel, we're bringing the new musical: **Alice by Heart**, to our mainstage! Finally, we close the season with a pink, bubbly, and female forward hit musical, **Legally Blonde**!

We've got another amazing season for our great community and would love for your business to be part of the magic. Continuing this season, we will be offering 2 ASL Interpreters for our Saturday matinees to be a more inclusive experience.

Our 7,000+ patrons and growing volunteer base thank you for keeping the lights on as we head into another adventurous season!

www.stcshows.org



Sponsorship Benefits 2023/2024	Season Sponsor \$5,000+	Show Sponsor \$3,000+	Producer \$1,000+	Star \$500+	Friend \$250+	Benefactor \$100+
Exclusive Benefits						
STC Season Line Up Presented by <i>Company Name</i>	x					
Advertising						
Print Ads (Newspaper)	Logo	Logo				
Poster/flyer	Logo	Logo				
Radio	X	X				
Programme	Logo	Logo	Listing	Listing	Listing	Listing
Social Media and Website						
STC Website	Linked logo	Linked Logo	Logo	Listing	Listing	Listing
Logo on HTML Emails	x	x				
Facebook posts highlighting sponsorship (per show)	2	1				
Instagram Posts highlighting sponsorship (per show)	2	1				
Event Exposure						
Show Banner	x	x	x			
Pre-show announcement	x	x	x			
Additional Benefits						
Complimentary tickets	20	10	4			
PROMO code for company employees for discounted ticket	x	x				

Current Patron Outreach:

We are more than happy to work with you to customize how we promote your company; it is important to us that you feel appreciated in the ways that matter most to you.

- Each production features posters placed in over 100 local business, in printed programs, on our social media including Facebook and Instagram (over 3,000 followers), in local newspaper ads, in press releases, and to our email subscribers.
- 2023/24 season, our performance attendance was over 7,000 patrons in our community.
- Each of our 4 mainstage shows have 7 performances and our second stage has 2 shows with 4 performances each.
- Our audience make up is about 44% adult, 34% senior (60+) and 22% student (child-college).

Your Contribution Matters:

Every company's success depends upon strong connections to the community. By partnering with STC, you'll gain access to our growing audience and the gratitude of the patrons who enjoy our productions. We'll put your brand in front of people who participate in this community and thank you publicly for supporting one of the things that makes Sheboygan County such a great place to live and work. There's no better promotion you can buy for the money. Your support helps us:

- Build our sets, costumes, and technical designs
- Maintain our sound and lighting systems
- Purchase supplies to keep our volunteers working with adequate and safe tools and materials
- Hire local and nationally based directors, music directors, and designers
- Support Studio Players, our second stage that produces smaller productions each season.
- Inspire our community to connect through our honest and creative productions
- Attend events to promote the importance of the storytelling arts in our community



A CHRISTMAS CAROL 2023