SUPPORT LIVE ARTS

Benefits & Opportunities
2019/2020 Season
You want **your business** and **your community** to thrive.

With nearly 30 years of forging theater and community as Central Virginia’s preeminent community theater, Live Arts is an essential part of what makes Charlottesville such a desirable place to live and do business. As a recent show attendee told us, “**Live Arts is an important contributor to the quality of life in the City of Charlottesville.**”

When you invest in Live Arts through a **sponsorship, advertisement, or personal donation**, you **connect** with our 15,000+ eclectic, sophisticated patrons, **empower** our 1,000+ generous, engaged volunteers, and **bolster** the innovative, creative education programs that serve 1,000+ students ages 4 to 104 every year.

**Bonus:** Helping your community flourish also **grows your business**! Inside this packet you’ll find details on the many ways Live Arts can promote the goods and services you offer. Don’t see exactly what you’re looking for? We welcome the opportunity to build a **bespoke package** that’s just right for your budget and goals.

We are so grateful to the many individuals and businesses who make our volunteer-powered theater run, and we hope to add you to their number!

**What role will YOU play this season?**

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**Shelby Marie Edwards**  
Development Coordinator  
434.977.4177 ext. 101  
shelby@livearts.org

**Barbara Kessler**  
Executive Director  
434.977.4177 ext. 102  
barbara@livearts.org
NEW! SEASON PRESENTER ($12,500)

• Exclusive recognition as the SEASON PRESENTER for Live Arts’ 29th season
• Your ad on the back cover of every playbill in the 2019/2020 season ($3,000 value)
• Your ad on the back of every ticket for every show of the season ($1,500 value)
• Four Season Subscriptions (4 tickets to each show) OR 30 tickets for friends or clients ($1,000 value)
• Two tickets to the FOLLIES Affair ($500 value)
• Live, onstage acknowledgment as Season Presenter at EACH AND EVERY performance of the season (100+)
• Your name or logo at the TOP of our Donor Board displayed throughout the season
• Framed poster for EACH SHOW signed by cast and crew
• SEASON PRESENTER recognition on all our marketing materials, including eNewsletter, playbills, posters, and social media reaching nearly 20,000 Charlottesville tastemakers
• Your name or hyperlinked logo on our website, viewed over 60,000 times

PAY-WHAT-YOU-CAN SHOWS ($3,500)

Support live theater for everyone by sponsoring Pay-What-You-Can Wednesday performances of EVERY mainstage production in the Live Arts Season. Last year’s PWYC sponsor allowed 3,000+ people to attend a show for as little as $1

• Live, onstage acknowledgment as a PWYC sponsor at EACH AND EVERY one of our 100+ performance of the season
• Two Season Subscriptions (2 tickets to each show) OR 20 tickets for friends or clients ($500 value)
SHOW PRESENTER ($5,000 OR $3,000)

- **Exclusive recognition** as THE PRESENTER of the show of your choice, subject to availability
- **Two Season Subscriptions** (2 tickets to each show) OR 20 tickets for friends or clients ($500 value)
- **Live, onstage acknowledgment** before EVERY performance of your show
- **NEW:** Your name or logo on our **Donor Board** displayed throughout the season
- **Framed poster** from your show signed by cast and crew
- Invitation to **opening night VIP reception** with cast and crew
- Exclusive PRESENTER recognition on all our marketing materials, including eNewsletter, playbills, posters, and social media reaching nearly **20,000** Charlottesville tastemakers
- **NEW:** Your name or **hyperlinked logo** on our website, viewed over 60,000 times

SHOW SPONSOR ($2,500 OR $1,500)

- **Recognition** as a SPONSOR of the show of your choice, subject to availability
- **Two Season Subscriptions** (2 tickets to each show) OR 10 tickets for friends or clients ($500 value)
- **Live, onstage acknowledgment** before EVERY performance of your show
- **NEW:** Your name or logo on our **Donor Board** displayed throughout the season
- **Poster** from your show signed by cast and crew
- Invitation to **opening night VIP reception** with cast and crew
- **SPONSOR** recognition on all our marketing materials, including eNewsletter, playbills, posters, and social media reaching nearly **20,000** Charlottesville tastemakers
- **NEW:** Your name or **hyperlinked logo** on our website, viewed over 60,000 times
EVENT SPONSORSHIPS
For the 2019-2020 Season

FOLLIES AFFAIR ($10,000)

Join us on October 5 as we kick off our 29th season with an exclusive performance of FOLLIES. This black-tie optional event is limited to 150 guests and includes cocktails, seated dinner, and live music. Our guests will then see a full performance of our season opener—Stephen Sondheim’s FOLLIES! Afterward we’ll toast the new season with the cast and crew.

- TEN (10) tickets to the event ($2,500 value)
- Premier reserved center orchestra seating for FOLLIES
- Full-page ad in all 2019/2020 show programs
- Exclusive recognition as Follies Affair Presenter on all Affair invitations, marketing materials, signage, email campaigns, social media, and Affair program

THE RAVES ($1,000 - $2,500)

Help us honor our volunteers and show our community a great time by sponsoring one of our Raves:

SNOW BALL ($2,500)
DECEMBER 20
Following the final performance of A VERY SPECIAL LIVE ARTS HOLIDAY SPECIAL, join us to celebrate the season.

RAVE REVIEW SOLD
JANUARY 17
We honor the fine work of all our volunteers at this annual awards ceremony and dance party.

FAT TUESDAY FÊTE ($2,500)
FEBRUARY 25
Celebrate Mardi Gras in true NOLA style with a parade, king cake, music, and a grand coronation.
PRINT ADS

Live Arts wants to connect your business with the 15,000+ sophisticated, loyal patrons from all over Central Virginia who attend our shows every season. Your ad in our playbill is a great way to show you’re invested in your community, and our supporters will take notice!

We listened to our supporters, and you want more ways to advertise at prices that provide an even better value for your business. That’s why we’ve significantly reduced our ad rates this year.

If you are sending a print-ready ad, please submit it in 300dpi in grayscale formatting. Want to advertise but don’t have a graphic designer? No problem! We’ll design an ad for you. Simply send us your high-resolution logo and text for your ad, and our professional designers will make you look great (rates apply). The playbill is printed in black & white. Deadline for submitting high-res photo & ad copy: September 1, 2019.

BACK COVER ($3,000)
Size: 5” x 8”

INSIDE FRONT COVER SOLD
Size: 5” x 8”

INSIDE BACK COVER ($2,500)
Size: 5” x 8”

FULL-PAGE AD ($1,500)
Size: 5” x 8”

1/2-PAGE AD ($750)
Size: 4” x 5”

1/4-PAGE AD ($500)
Horizontal size: 5” x 2”
Vertical size: 2.375” x 3.875”

BUSINESS LISTING ($500)
Size: 4.5” x 1.3” (approximate)
Covering the centerfold of the playbill, these directory-style listings contain your business contact information and a sentence of up to twenty-five words.
THANK YOU TO OUR 2018/2019 SUPPORTERS!

PRESENTERS
ELIZABETH & JOE LEVACA
S.L. WILLIAMSON COMPANY, INC.
SILVERCHAIR
WOODARD PROPERTIES

SPONSORS
ALEXANDER NICHOLSON
BANKERS INSURANCE & AUTO-OWNERS INSURANCE
CAPLIN FOUNDATION
CUSTOM INK
FRAZIER FOUNDATION
PAMELA FRIEDMAN & RONALD BAILEY
PENNY & TOM HOWARD
LATITUDE 38
MCGUIREWOODS
TIM MCNAMARA
MERKLE
SCARPA
STRAUSS CONSTRUCTION
TING
GEORGE WORTHINGTON & CAMERON MOWAT

ADVERTISERS
- Albemarle Baking Company
- Allstate: Chris Wolfe
- Angelo
- Avico
- Ceiling and Floor Shop
- Circa
- C&O Restaurant
- Crozet Pizza
- Daedalus
- Festive Fare
- New Dominion Bookshop
- Oratorio Society of Virginia
- Robinson, Farmer & Cox
- St. Anne’s-Belfield School
- The Jeweler’s Eye
- The Men’s and Boy’s Shop
- Victory Hall Opera
- Wolf | Josey Landscape Architects
- WorldStrides
We get by with a LOT of help from our friends!
Ticket sales, tuition, advertising, concessions, and rentals only account for half of the funding we need to run our theater. The rest comes from people like YOU, our friends.

We want our friendship to be mutual. Here’s what we offer in exchange for your generosity:

STANDING OVATION $25,000+
• Everything below plus a **private dinner for you and a friend** with the Executive Director

EXTENDED RUN $10,000+
• Everything below plus a **backstage VIP wine and cheese tour for 8 people** with the Executive Director

SOLD OUT SHOW $5,000+
• Everything below plus **2 tickets to the FOLLIES Affair**

CURTAIN CALL $2,500+
• Everything below plus **VIP pre-sale ticket concierge and 2 tickets to donate** to the school or nonprofit of your choice

OPENING NIGHT $1,000+
• Everything below plus Dinner and a Show (**2 free C&O entrees and 4 hours parking**) plus invitations to exclusive donor events

PREVIEW PERFORMANCE $500+
• Everything below plus one **bring-a-friend ticket** to any show in the season (subject to availability)

DRESS REHEARSAL $250+
• Everything below plus **10% off single ticket sales** all season long

OFF BOOK $125+
• Everything below plus a **$10 concession card**

CAST LIST $50+
• **Program recognition** and a Live Arts **bumper sticker**
FOLLIES
Music and Lyrics by Stephen Sondheim, Book by James Goldman
October 4 – October 27
PRESENTED BY WOODARD PROPERTIES
Sponsored by Alexander Nicholson
Sponsor: $2,500

TIGERS BE STILL
by Kim Rosenstock
November 15 – December 14
PRESENTED BY BANKERS INSURANCE & AUTO-OWNERS INSURANCE
Sponsor: $1,500

THE HUMANS
by Stephen Karam
January 31 – February 16
Gibson Theater Presenter: $5,000
Sponsored by The Caplin Foundation and Story House Real Estate
Sponsor: $2,500

MEN ON BOATS
by Jaclyn Backhaus
March 6 – 28
PRESENTED BY SILVERCHAIR
Sponsored by Barbara & Jay Kessler
Sponsor: $1,500

SWEAT
by Lynn Nottage
April 10 – 26
Gibson Theater Presenter: $5,000
Sponsored by Pamela Friedman & Ronald Bailey and Fiddlehead Fund
Sponsor: $2,500

THE CHILDREN
by Lucy Kirkwood
May 22 – June 13
PRESENTED BY GEORGE WORTHINGTON & CAMERON MOWAT
Sponsored by Tim McNamara and Timothy Read, Attorney at Law
Sponsor: $1,500

IN THE HEIGHTS
Music and Lyrics by Lin-Manuel Miranda, Book by Quiara Alegría Hudes
July 10 – July 26
PRESENTED BY ELIZABETH & JOE LEVACA
Sponsor: $2,500
THE WOLVES
BY SARAH DELAPPE

Sponsored by
McGuireWoods and
Pamela Friedman &
Ronald Bailey

Directed by
Kelli Shermeyer

123 East Water St.
434.977.4177
livearts.org

THE WOLVES is presented by special arrangements with Samuel French, Inc.

LIVE ARTS
SILVERCHAIR
presents
THEATRE
FOUNDEACHER
MAR 8 - MAR 31