Theater Works

BACK TO THE FUTURE

THE 80'S GALA

CORPORATE SPONSORSHIPS

MARCH 15, 2025 AT 6 PM

Peoria Center for the Performing Arts

THEATERWORKS.ORG/GALA

THEATERWORKS

The 2024-25 season marks the 39th season for TheaterWorks, a non-profit theater that produces full seasons of theater, youth theater (YouthWorks), internships, and youth education camps and classes (TheaterAlive! and SummerWorks). TheaterWorks welcomed 8,000 school-aged youth to field trip performances, hundreds of young people to its classes and camps, more than a hundred young people to its stages, and drawing more families than ever before to the programming offered by TheaterWorks. As the managing tenant of the Peoria Center for the Performing Arts, TheaterWorks helps to provide a diverse range of nearly 100 performances by groups in our community, in addition to the nearly 200 TheaterWorks events.

AT A GLANCE

65,000

Annual Peoria Center for the Performing Arts attendance (FY18)

15,000

Youth benefitiing from TheaterWorks programming

GALA AT A GLANCE

300 Guests live across the West Valley. Primary zip codes are from most affluent part of Peoria (85383, 85382)

$100 - $130,000 Average Household Income

Average age: 30 - 60

Traditionally attended by City Council members, Mayor and executive level Valley business leaders

ARTS SECTOR AT A GLANCE

$23 million industry in the West Valley

$9.8 million in spending by arts audiences in the West Valley region

THE OPPORTUNITY

You are cordially invited to an evening looking to the future benefiting all of our educational and artistic programs. The evening begins with cocktails and hors d'oeuvres, silent auction, and entertainment followed by an original performance and live auction. The evening concludes with a party under the stars with cuisine from local eateries, dancing, and entertainment.

SIGNATURE SPONSOR - $20,000

- Recognition as the Signature Sponsor with name over title of Gala on all marketing materials including invitations, press releases, emails, social media promotions, advertising and programs
- Two tables of ten at the Gala with premium seating
- First choice of Event space naming rights (i.e. bar, space activation)
- Recognition in TheaterWorks lobby (largest and most prominent)
- On-stage introduction and welcome remarks
- Recognition in TheaterWorks playbills for one year
- A full-page color ad on the inside front cover of the Gala program
- Recognition on TheaterWorks social media and Gala website
- 40 tickets to any TheaterWorks production(s) within 2025-26 Season

STAR SPONSOR - $15,000

- Recognition on all marketing materials including invitations, press releases, emails, social media promotions, advertising and programs
- Two tables of ten at the Gala with premium seating
- Second choice of Event space naming rights (i.e. bar, space activation)
- Recognition in TheaterWorks lobby
- Recognized by the Emcee from the stage
- Recognition in TheaterWorks playbills for one year
- A full-page color ad on the inside back cover of the Gala program
- Recognition on TheaterWorks social media and Gala website
- 30 tickets to any TheaterWorks production(s) within 2025-26 Season

PRODUCTION SPONSOR - $10,000

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- Recognition in TheaterWorks lobby
- Recognized by the Emcee from the stage
- Recognition in TheaterWorks playbills for one year
- A half-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 20 tickets to any TheaterWorks production(s) within 2025-26 Season

DIRECTOR SPONSOR - $7,500

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- Recognition in TheaterWorks lobby
- A half-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 14 tickets to any TheaterWorks production(s) within 2025-26 Season

ENSEMBLE SPONSOR - $5,000

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- A quarter-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 8 tickets to any TheaterWorks production(s) within 2025-26 Season

DESIGN SPONSOR - $3,500

- Recognition on all marketing materials including press releases, emails, social media promotions, advertising and programs
- Table of ten at the Gala
- A quarter-page color ad in the Gala program
- Recognition on TheaterWorks social media and Gala website
- 4 tickets to any TheaterWorks production(s) within 2025-26 Season