

Theater Works



INDIVIDUAL 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.

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
- VIP Pre-Gala Party (10 Guests)
- Recognition on TheaterWorks social media and Gala website
- 2 Flex-12 Packages for the 2024-25 Season (24 Tickets)
- 24 TheaterWorks Concession Vouchers
- 2024-25 Pre-Show VIP Reception



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
- VIP Pre-Gala Party (10 Guests)
- Recognition on TheaterWorks social media and Gala website
- 1 Flex-12 & 1 Flex-6 Package for the 2024-25 Season (18 Tickets)
- 18 TheaterWorks Concession Vouchers

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
- Recognition on TheaterWorks social media and Gala website
- 1 Flex-12 Package for the 2024-25 Season (12 Tickets)
- 12 TheaterWorks Concession Vouchers



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
- Recognition on TheaterWorks social media and Gala website
- 1 Flex-6 Package for the 2024-25 Season (6 Tickets)
- 6 TheaterWorks Concession Vouchers