

## CONCERT SPONSORSHIP OPPORTUNITIES

BENEFITS	FOOD & BEVERAGE	STAR	DIRECTOR	PRODUCER	TITLE
	Goods valued at \$750+ will qualify you for this level.	\$2,500	\$5,000	\$10,000	\$20,000
Tickets to show and hosted pre-show reception	2 (\$250 VALUE)	6 (\$750 VALUE)	8 (\$1,000 VALUE)	10 (\$1,250 VALUE)	12 (\$1,500 VALUE)
Recognition on event webpage	NAME	NAME	NAME	COLOR LOGO	COLOR LOGO W/LINK
Acknowledgement in event program	NAME	NAME	NAME	COLOR LOGO	COLOR LOGO W/LINK
Event sponsorship listing in Broadway At Music Circus and Broadway On Tour playbills for 12 months	X	X	X	X	X
Access to the Broadway Sacramento donor lounges for 12 months	X	X	X	X	X
Invitations to Concert Launch Party on Sept. 23			4	6	8
Acknowledgement in social media posts			GROUP	EXCLUSIVE	EXCLUSIVE
Recognition in pre-show media presentation			NAME	LOGO	LOGO
Recognition in event emails and on invitations				LOGO	LOGO
Branding on step and repeat				LOGO	LOGO
Ad in the playbill for a one-week show				1/4 PAGE	1/2 PAGE
Invitations to Broadway Sacramento President & CEO's Dinner in Spring 2025				2	2
Branding on promotional event banner (Aug. 14 deadline)					LOGO
Branding on trick-or-treat bags (Sept. 20 deadline)					LOGO
Acknowledgement from the stage					X

### BROADWAY SACRAMENTO BY THE NUMBERS

**250,000**  
COMBINED YEARLY PATRONS



**102K**  
SUBSCRIBERS



**30K**  
FOLLOWERS



**20K**  
FOLLOWERS



**5.5K**  
FOLLOWERS



**2K**  
FOLLOWERS

Figures above are based on Broadway On Tour and Broadway At Music Circus combined annual patron data.

### AUDIENCE DEMOGRAPHICS

Theatre patrons are educated, affluent and believe entertainment and luxuries are a necessary part of life.

- 72% FEMALE
- 89% 35+ YEARS OLD
- AVERAGE AGE IS 53.8
- AVERAGE HOUSEHOLD INCOME \$162,000
- 81% ARE COLLEGE EDUCATED
- 38% HOLD ADVANCED DEGREES

