



50th

Anniversary Season



THEATREARLINGTON

Find Your Place in the Spotlight!

Let **our** audience be **your** audience!
Partner with Theatre Arlington and let your company gain visibility, attract new clientele and shine brighter than ever in our unique and vibrant community.

305 W. Main Street, Arlington, TX 76010 | 817.261.9628 | www.TheatreArlington.org | Kim Lawson Turner | kim@theatrearlington.org

50th

Anniversary Season

Let Our Audience Be Your Audience!

Media Exposure is ALL season – up to 15 months –

WITH maximum exposure during the run of your performance!

On the Al Clark & Shalyn Clark Mainstage...

GYPSY

February 10 - March 5, 2023

Opening Night: Friday, February 10, 2023

A Musical Fable 

Musical

Book by Arthur Laurents | Music by Jule Styne | Lyrics by Stephen Sondheim
Suggested by the memoirs of Gypsy Rose Lee

Regarded by many theatre professionals as the finest musical ever created, Gypsy is the ultimate tale of an ambitious stage mother fighting for her daughters' success - while secretly yearning for her own. Set all across America in the 1920s and 30s, when vaudeville was dying and burlesque was born, Arthur Laurents' landmark show explores the world of two-bit show business with brass, humor, heart, and sophistication.

March 31 - April 16, 2023

Opening Night: Friday, March 31, 2023

Noises
OFF 

Comedy

By Michael Frayn

Called "the funniest farce ever written," Noises Off presents a manic menagerie of itinerant actors rehearsing a flop called Nothing's On. Doors slamming, on and offstage intrigue, and an errant herring all figure in the plot of this hilarious and classically comic play.

May 5 - 21, 2023

Opening Night: Friday, May 5, 2023

On Golden
POND 

Drama

By Ernest Thompson

Retired New England professor Norman Thayer and his spirited wife Ethel decide to spend one final summer at their family's lakeside cottage in Maine. Enroute to a European honeymoon, the couple's estranged daughter Chelsea arrives to leave behind her fiancé's troubled young son. Colliding generations soon forge common ground, but when Chelsea returns to discover Norman playing the father she never had, years of bitter memories and resentment rise to the surface.

June 16 – July 2, 2023

Opening Night: Friday, June 16, 2023

Fly by 
NIGHT

Musical / Dark Comedy

Conceived by Kim Rosenstock | Written by Will Connolly, Michael Mitnick & Kim Rosenstock

A star-crossed prophecy. Two charming sisters and a luckless sandwich maker. A lot of music. Just not a lot of light. In this darkly comic rock-fable, a melancholy sandwich maker's humdrum life is intersected by two entrancing sisters. A sweeping ode to young love set against the backdrop of the Northeast blackout of 1965, *Fly By Night* is a tale about making your way and discovering hope in a world beset by darkness.

Our Mission!

Theatre Arlington enhances the quality of life in North Texas by presenting superior, diverse, artistic experiences through theater performance, production and education.

The arts are essential to a vibrant community. The arts *connect us, touch us and empower us* to make positive changes in the world.

50th

Anniversary Season

July 21 – August 6, 2023

Opening Night: Friday, July 21, 2023

Superior DONUTS

Comedy-Drama

By Tracy Letts

Arthur Przybyszewski owns a decrepit donut shop in the Uptown neighborhood of Chicago. Franco Wicks, a black teenager who is his only employee, wants to change the shop for the better. This comedy-drama by Tony Award and Pulitzer Prize-winning author Tracy Letts explores the challenges of embracing the past and the redemptive power of friendship.

August 25 - September 10, 2023

Opening Night: Friday, August 25, 2023

Avenue Q

Musical

Music and Lyrics by Jeff Marx & Robert Lopez | Book by Jeff Whitty

A puppet-filled comedy follows a group of twenty-somethings seeking their purpose in big-city life. The laugh-out-loud musical tells the timeless story of a recent college grad named Princeton, who moves into a shabby New York apartment all the way out on Avenue Q. He soon discovers that, although the residents seem nice, it's clear that this is not your ordinary neighborhood. Together, Princeton and his new-found friends struggle to find jobs, dates and their ever-elusive purpose in life. Although the show addresses humorous adult issues, it is similar to a beloved children's show; a place where puppets are friends, Monsters are good and life lessons are learned.

Princeton, who moves into a shabby New York apartment all the way out on Avenue Q. He soon discovers that, although the residents seem nice, it's clear that this is not your ordinary neighborhood. Together, Princeton and his new-found friends struggle to find jobs, dates and their ever-elusive purpose in life. Although the show addresses humorous adult issues, it is similar to a beloved children's show; a place where puppets are friends, Monsters are good and life lessons are learned.

American SON

October 6 – 15, 2023

Opening Night: Friday, October 6, 2023

Drama

By Christopher Demos-Brown

An estranged bi-racial couple must confront their feelings about race and bias after their son is detained by the local police following a traffic stop incident. Their disparate histories and backgrounds inform their assumptions as they try to find out what happened to their son.

An estranged bi-racial couple must confront their feelings about race and bias after their son is detained by the local police following a traffic stop incident. Their disparate histories and backgrounds inform their assumptions as they try to find out what happened to their son.

November 3 – 12, 2023

Opening Night: Friday, November 3, 2023

IAN FLEMING'S CHITTY CHITTY BANG BANG JR.

All Youth Musical

Music & Lyrics by Richard M. Sherman & Robert B. Sherman

Take a fantastic musical adventure with an out-of-this-world car that flies through the air and sails the seas. Eccentric inventor, Caractacus Potts, sets about restoring an old race car with the help of his children Jeremy and Jemima. They soon discover the car is magic and has the ability to float and take flight. When the evil Baron Bomburst desires the magic car for himself, the family joins forces with Truly Scrumptious and Grandpa Potts to outwit the dastardly Baron and Baroness and their villainous henchman, the Child Catcher.

December 1 – 17, 2023

Opening Night: Friday, December 1, 2023

A CHRISTMAS CAROL: The Radio Show

Holiday Show

By David Alberts

Starring: B.J. CLEVELAND

It's Christmas Eve, and with the actors snowed in and unable to make it to the studios of WXMS for the live radio performance of *A Christmas Carol*, the sound effects person decides to take the audience through the classic tale himself. In an impressive and amusing feat, this telling is performed as a 1940s radio play with one person providing all of the characters' voices and sound effects.

50th
Anniversary Season

Our Club Series

On the Bonnie & Alan Petsche Cabaret Stage

... is back for it's second full season of laughter, fabulous music and thought-provoking new and contemporary plays.



January 27	September 15
January 28	September 29
March 10	September 30
March 11	October 8
March 25	October 27
April 28	October 28
April 29	November 17
May 26	November 18
May 27	



April 21 & 22
 June 2 & 3
 July 7 & 8
 August 11 & 12
 September 22 & 23

February 12
 March 12
 April 9
 May 14
 June 11
 August 13
 September 10
 October 8
 November 12
 December 10

Be a Part of the Art!

In 1973 a small group of actors formed *The Potluck Players* (the predecessor to Theatre Arlington) and began to produce theater in, what then, was the small community of Arlington, Texas. The City of Arlington and Theatre Arlington have grown exponentially since then. And now Theatre Arlington celebrates 50 years of making magic happen on the stage and in the community.

As a nonprofit live theater, ticket sales barely cover 40% of our operating costs. We rely on sponsors like you to help us produce diverse and entertaining works, ensure broad accessibility with affordable tickets and to deepen our impact on the community. Sponsorship opportunities offer unique branding with Theatre Arlington audiences with on-site visibility during shows, recognition in the theater's year-round print and social media campaign, visibility in the theater's marketing materials and a presence on the theater's website and smartphone app.

Theatre Arlington's longevity in the community and commitment to producing high-quality productions and education is second to none. This assures corporations and organizations wishing to support Theatre Arlington in its mission the confidence their brand will be safe, secure and uplifted. We partner with businesspeople who appreciate our integral role and share our vision of a strong and vibrant community.

As a Theatre Arlington sponsor, you will enjoy prime visibility for more than a year with our unique brand and exciting community.

Consider joining into a meaningful relationship with Theatre Arlington today and...

Make a Dramatic Difference!



Theatre Arlington was named the 2022 Small Nonprofit Business of the Year by the Greater Arlington Chamber of Commerce.



Sponsorship Opportunities!

PRODUCTION, EQUITY & ROYALTY SPONSORS

ADULT PLAYS & MUSICALS - \$5,000 YOUTH & FAMILY PRODUCTIONS - \$3,500

Your Company logo

- In **season brochure** (mailed to 10,000 homes)
- On **front of show cards** of sponsored production (mailed to more than 5,000 homes)
- Listed as the production, equity or royalty sponsor for sponsored production in **approximately 4,000 playbills, on main title page**
- In **all playbills** for all nine shows (more than 25,000 printed)
- In **all posters, press release and advertisements** for sponsored show (approx. 150 posters distributed)

4 tickets to opening night performance of sponsored production

PLUS...**4 more tickets** of your sponsored production for employees & friends to use anytime during the run

Your Company logo and website link

listed on Theatre Arlington's website
www.TheatreArlington.org)

- On TA Sponsor page for entire year
- On TA Show Page for entire year
- Included in **weekly email newsletter** to more than 10,000 recipients

Announcement of Company Name from the LIVE curtain

speech, encouraging 200 guests to support your business during each performance (8-20 performances, depending on title)

On-site recognition throughout the run of sponsored show including:

- "Production sponsored by" signs displayed several lobby locations
- Fliers promoting your company stuffed into each playbill (optional - provided by sponsor)
- Promotional table on display in lobby (optional - provided by sponsor)
- Company representative in lobby to greet patrons pre-show and during intermission (optional - provided by sponsor)
- Large banner/signage displayed in lobby (optional - provided by sponsor)

\$10,000 CLUB SERIES SPONSOR

Your Company logo

- In **season brochure** (mailed to 10,000 homes)
- On **front of show cards** of advertising sponsors (mailed to more than 5,000 homes)
- In **all playbills** for all nine seasons (more than 25,000 printed)
- In **all posters, press release, fliers/programs and advertisements** for sponsored series

4 reserved seats at all cabaret performances

PLUS...**2 tickets** for each cabaret performance for employees and friends.

Your Company logo and website link

listed on Theatre Arlington's website
(www.TheatreArlington.org)

- On TA Sponsor page for the entire year
- On TA Series page for entire year
- In **weekly email newsletter** sent to more than 10,000 recipients, during run of sponsored series

Announcement of Company Name from the LIVE welcome

speech, encouraging guests to support your business during each performance

On-site recognition during the club series shows including:

- "Series sponsored by" signs displayed in several locations in lobby
- Fliers promoting your company on all guest tables (optional - provided by sponsor)
- Promotional table on display in lobby (optional - provided by sponsor)
- Company representative in lobby to greet patrons pre-show (optional - provided by sponsor)
- Large banner/signage displayed in lobby (optional - provided by sponsor)



FULFILLED!

\$1,000 PLAYBILL & WEBSITE ONLY SPONSORS

Company logo and website link listed on Theatre Arlington's website - www.TheatreArlington.org

- On TA Sponsor page for entire year
- Listed in TA playbills for entire year

\$25,000 PRESENTING SPONSOR

Your Company logo

- **On FRONT COVER of season brochure**
(mailed to 10,000 homes)
- **On all nine show cards**
(mailed to more than 5,000 homes up to 9 times a year)
- **On FRONT COVER of all playbills** for all nine shows
(more than 25,000 printed + digital version)
- **On all posters, press releases and advertisements**
(approx. 900 posters yearly)

4 tickets to opening night of **each** performance during the season

PLUS Season Subscription Package (30 tickets) for your employees & friends

Your Company logo and website link

listed on Theatre Arlington's website
(www.TheatreArlington.org)

- On TA Sponsor page for entire year +
- On TA Season Production Page for entire year +
- Included in **weekly email newsletter** to more than 10,000 recipients

\$50,000 TITLE SEASON

Your Company logo

- **TOP BILLING ON FRONT COVER of season brochure**
(mailed to 10,000 homes)
- **On all nine show cards**
(mailed to more than 5,000 homes up to 9 times a year)
- **On FRONT COVER OF ALL PLAYBILLS** for all nine shows
(more than 25,000 printed + digital version)
- **On all posters, press releases and advertisements**
(approx. 900 posters yearly)

6 tickets to opening night of **each** performance during the season

PLUS Season Subscription Package (54 tickets) for your employees & friends

Choice date for private party and performance for 200 guests

(Catering options available)

Your Company logo and website link

listed on Theatre Arlington's website
(www.TheatreArlington.org)

- **Top Billing** on TA Sponsor page for entire year +
- **Top Billing** on TA Season Production Page for entire year +
- Included in **weekly email newsletter** to more than 10,000 recipients

Announcement of Company Name from the LIVE curtain speech, encouraging 200 guests to support your business during each performance for EVERY production

Choice of one individual show production sponsor

(i.e., Annie, sponsored by Star Telegram)

On-site recognition throughout the 2023 Season including:

- "Season sponsored by" signs displayed in theater lobby
- Fliers promoting your company stuffed into each playbill
(optional - provided by sponsor)
- Promotional table on display in lobby
(optional - provided by sponsor)
- Company representative in lobby to greet patrons pre-show and during intermission
(optional - provided by sponsor)
- Large banner/signage displayed in lobby
(optional - provided by sponsor)



Announcement of Company Name from the LIVE curtain speech, encouraging 200 guests to support your business during each performance for EVERY production

On-site recognition throughout the 2023 Season including:

- "Season sponsored by" signs displayed in theater lobby
- Fliers promoting your company stuffed into each playbill
(optional - provided by sponsor)
- Promotional table on display in lobby
(optional - provided by sponsor)
- Company representative in lobby to greet patrons pre-show and during intermission
(optional - provided by sponsor)
- Large banner/signage displayed in lobby
(optional - provided by sponsor)

**Would you like more options?
Call us and let us create a unique sponsorship
package that fits your needs and budgets!**

2023 SPONSORSHIP AGREEMENT



____ **Yes!** Our company would be honored to be the **TITLE SEASON SPONSOR** of Theatre Arlington's 2023 Season for \$50,000.

____ **Yes!** Our company would be honored to be the **PRESENTING SPONSOR** of Theatre Arlington's 2023 Season for \$25,000.

Our sponsored production of choice: _____

____ **Yes!** Our company would be honored to be the **PRODUCTION, EQUITY OR ROYALTY SPONSOR** during Theatre Arlington's 2023 Season for (*please indicate your Production choice*):

- | | |
|---|--|
| <input type="checkbox"/> <i>Gypsy</i> – \$5,000 | <input type="checkbox"/> <i>Superior Donuts</i> —\$5,000 |
| <input type="checkbox"/> <i>Noises Off</i> — \$5,000 | <input type="checkbox"/> <i>Avenue Q</i> – \$5,000 |
| <input type="checkbox"/> <i>On Golden Pond</i> – \$5,000 | <input type="checkbox"/> <i>American Son</i> – \$5,000 |
| <input type="checkbox"/> <i>Fly by Night</i> – \$5,000 | <input type="checkbox"/> <i>Chitty Chitty Bang Bang, JR.</i> – \$3,500 |
| <input type="checkbox"/> <i>A Christmas Carol: The Radio Show</i> – \$5,000 | |

____ ~~**Yes!** Our company would be honored to be the **CLUB SERIES SPONSOR** during Theatre Arlington's 2023 Season for \$10,000.~~

____ **Yes!** Our company would be honored to be a **PLAYBILL & WEBSITE SPONSOR** during Theatre Arlington's 2023 Season for \$1,000.

Sponsor Name: _____
(As you would like it printed on promotional materials)

Representative's Name: _____
Printed Title
Phone Email

Payment Options:

- Payment plans are available. Please call me for more information.**
- Check # _____ (Made payable to Theatre Arlington, mail to 305 W. Main Street, Arlington, TX 76010)
- Send Invoice
- Credit Card # _____ Exp: _____ V-Code: _____

Billing Address: _____
City: _____ State: _____ Zip: _____

Sponsor Signature:

Signature: _____
Date: _____

Theatre Arlington Representative:

Signature: _____
Date: _____
Kim Turner | Sales & Marketing Director | 817.261.9628 x 202
817.312.6313 (c) | kim@theatrearlington.org