

THE PUBLIC
THEATER
OF SAN ANTONIO

Sponsorship Opportunities

2022-2023 Season

 <p>American Mariachi Sep 9 – Oct 2, 2022 Russell Hill Rogers Theater</p>	 <p>A Beautiful Day in November on the Banks of the Great Lakes Oct 14 – Nov 6, 2022 Cellar Theater</p>
 <p>A Christmas Carol The Musical Nov 25 – Dec 18, 2022 Russell Hill Rogers Theater</p>	 <p>NINA SIMONE: FOUR WOMEN Jan 20 – Feb 12, 2023 Russell Hill Rogers Theater</p>
 <p>FABULOUS MONSTERS Feb 24 – Mar 19, 2023 Russell Hill Rogers Theater</p>	 <p>THE PAJAMA GAME Mar 31 – Apr 23, 2023 Russell Hill Rogers Theater</p>
 <p>Footloose Jun 9 – Jul 2, 2023 Russell Hill Rogers Theater</p>	 <p>MERRILY WE ROLL ALONG Aug 4 – Aug 27, 2023 Russell Hill Rogers Theater</p>

Executive Artistic Director
Claudia de Vasco

Director of Development
Irene Chavez Galvan

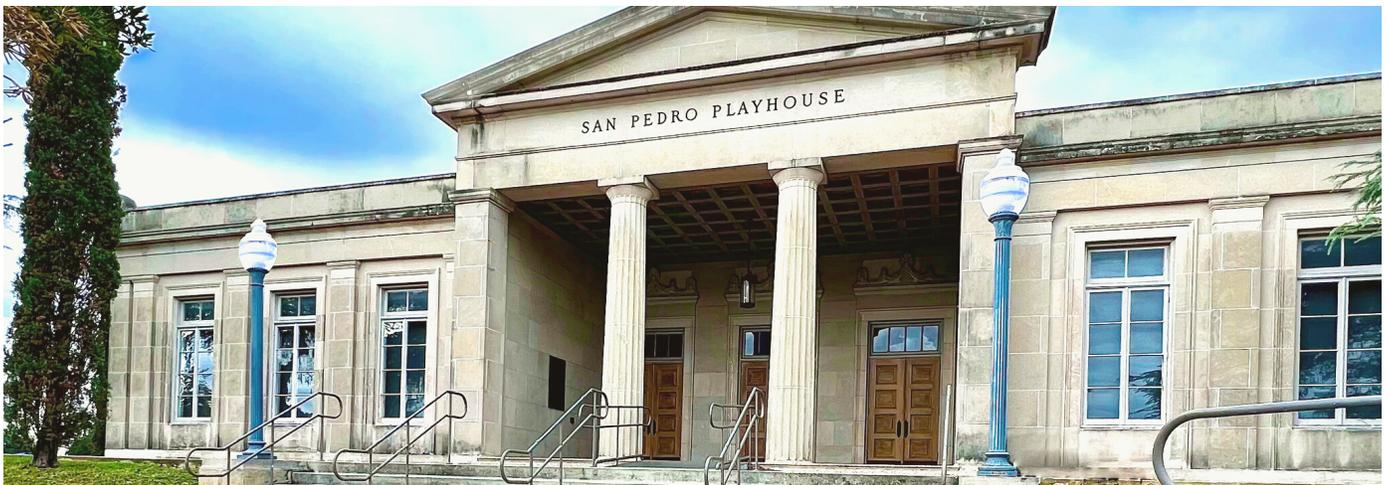
Who We Are

The Public Theater of San Antonio creates dynamic professional theatre and arts programming that unites the diverse communities of San Antonio and enriches the quality of life in our city through transformative storytelling that reflects the human experience. Our vision is that we work to be an integral part in the cultural and economic vitality of San Antonio, uplifting our city as a place where great artists are developed and where great artists live, unifying neighbors and patrons through the experience of theatre. We produce high-caliber, masterful theatrical productions that are made in San Antonio, with a style and expression unique to our local culture and theatre, in an inclusive, equitable, and collaborative environment.

Founded in 1927 as San Antonio Little Theatre, The Public Theater of San Antonio is the longest continuously running theatre company in the State of Texas, and one of the ten oldest in the country. Our theater is the oldest municipally owned and operated theater in the country. As the only professional union theatre company in South Texas, we take pride in our position as this region's flagship theatre, focused on Theatre, made in San Antonio.

Our professional productions are brought from vision to performance mostly by local and regional artists. Our shows range from musicals to new plays produced on our two stages - the Russell Hill Rodgers Auditorium and The Cellar Theater. Our year-round season features over 125 performances, and has the capacity to reach approximately 35,000 audience members from all over South Texas.

Our programs offer free tickets to students and older adults, artistic professional development to local talent, new work development to regional writers, and theater education and literacy to under-served communities in San Antonio. We work hard to make sure the work we do onstage is accessible to a huge majority of San Antonio's audience through ASL interpreted and Relaxed performances, culturally diverse programming and casting, among other programs upholding our pillar of Radical Hospitality.



Sponsorship Opportunities

The Public Theater is committed to creating lasting and mutually beneficial partnerships with our corporate partners. Sponsorship benefits vary depending on gift level and can be customized to best suit your budget and marketing, philanthropic, or sales goals. Partnerships include, but are not limited to, the following programs and sponsorship opportunities:



Season Sponsorships

We provide three levels of sponsorships with offerings, perks, and recognition. Our productions cost an average of \$120K, and these sponsorships support our mission to produce high quality work while contributing to the creative economy.



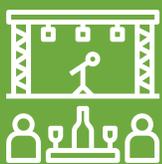
Media Sponsorship

Marketing and Communications is an integral part to our operations as a professional theater company, so we seek out media partners to help us with our outreach efforts.



In-Kind Contributions

From hotel rooms to consulting services, we've partnered with businesses and professionals to provide mutual value in the gift or services trade.



Gala or Event Sponsorship

Our annual Gala is one of several special events we plan throughout the season. Our Gala is our largest fundraising event, bringing together leaders and supports of the Arts to raise funds in support of our mission, while enjoying performances and other activities.



Program Sponsorship

We have several programs that support students, older adults, under-represented communities, or local artists that may serve to reach your target audiences, customers, or fulfill your funding goals.

WHY THE PUBLIC THEATER OF SAN ANTONIO?

Professional regional theater relies on the support and contributions of individuals, foundations, government and corporations to operate. As the only general audiences professional theater in San Antonio, we hope you joins us in bringing high-caliber and transformative theatre programming to our region.

PROFESSIONAL THEATRE

The Public Theater is the only Professional AEA (union) theater in South Texas, which means we create jobs that contribute to the creative economy. This season we expect to hire over 100 creatives for our productions, not including our full-time and part-time staff.

IMPACT OF COVID

The pandemic had a dramatic affect on the performing arts across the country, and our theater was not spared. We estimate to have lost around under \$3 million. in revenue due to the pandemic. We continue to work through the effects of COVID as our audiences are slow to come back.



Our theater set off on a new direction by expanding the kind of programming we offer and by reflecting more diverse communities on our stages, and now national attention has been directed to our work. Plays like *Fabulous Monsters* and *Nina Simone: Four Women* have made our San Antonio theater part of the American theatre conversation.



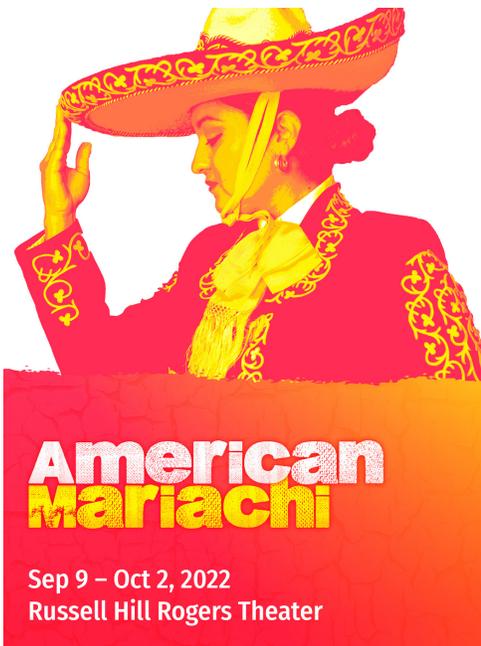
THOUSANDS REACHED

Each season, we have the capacity to reach over 30,000 patrons. Through our Engagement Nights we serve around 3,400 students each year, and through our new program reaching out to older adults, we hope to provide at least 800 older adults free tickets.



ENGAGE EMPLOYEES AND CLIENTS

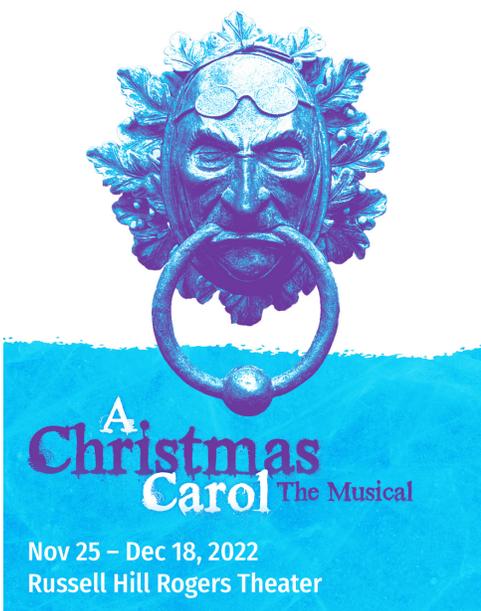
Take advantage of the offerings and perks provided through sponsorship to entertain VIPs and Clients, or engage employees with a night at the theater and reception.



by **José Cruz González**

STATE PREMIERE

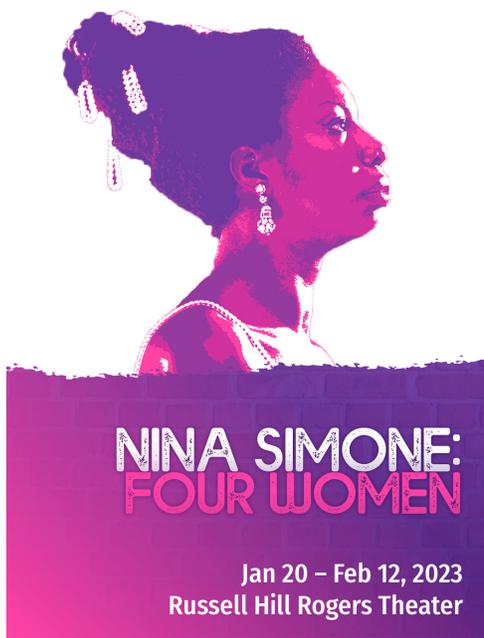
Set in the 1970s, Lucha spends her days caring for her ailing mother but longs to shake up her life. When a forgotten record sparks her mother's memory, Lucha and her cousin strike upon a radical idea: to create an all-female mariachi band. Infused with live music played by a live mariachi band, this "big-hearted, musical tugs at the heartstrings" and reminds us how music and love can make just about anything possible. This play with music is filled with well-known mariachi classics and depicts beautiful portraits of latina women that any San Antonian can relate to. This premiere marks the first time a latino writers' work will be produced at the Russell Hill Rogers Theater in the organization's 100 years.



Music by **Alan Menken**
Lyrics by **Lynn Ahrens**
Book by **Lynn Ahrens and Mike Ockrent**
Based on the story by **Charles Dickens**

BACK BY POPULAR DEMAND

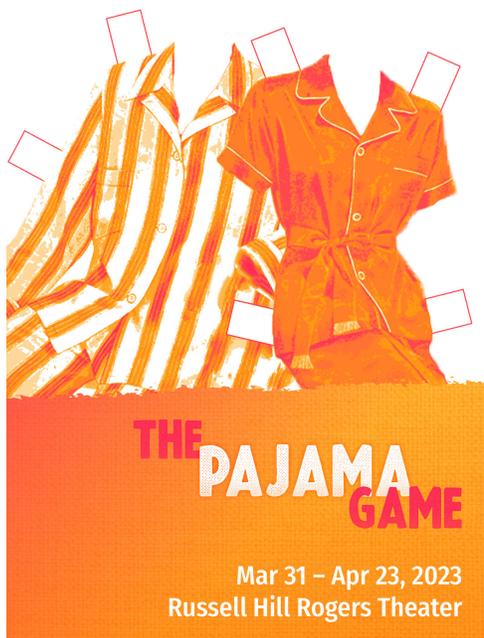
A prosperous curmudgeon who believes that personal wealth is far more valuable than the happiness and comfort of others, is forced to face his selfish ways when three ghosts arrive on Christmas Eve to lead him through his Past, Present and Future. A community favorite from seasons past.



by **Christina Ham**

REGIONAL PREMIERE

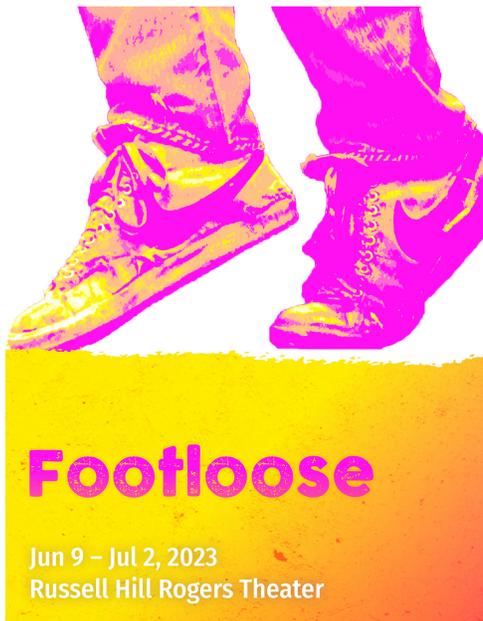
It's September 16, 1963. The day after the bombing of the 16th Street Baptist Church in Birmingham, Alabama. This play with music uses the framework of one of the Civil Rights Era's leading songstresses' most blistering songs to give voice to a group of women suffering self-hatred due to the different hues of their skin. A journey that leads these four women through healing and transformation.



Book by **George Abbott** and **Richard Bissell**
Music and Lyrics by **Jerry Ross** and **Richard Adler**
Based on the novel, *7 1/2 Cents* by **Richard Bissell**

A CLASSIC REVITALIZED

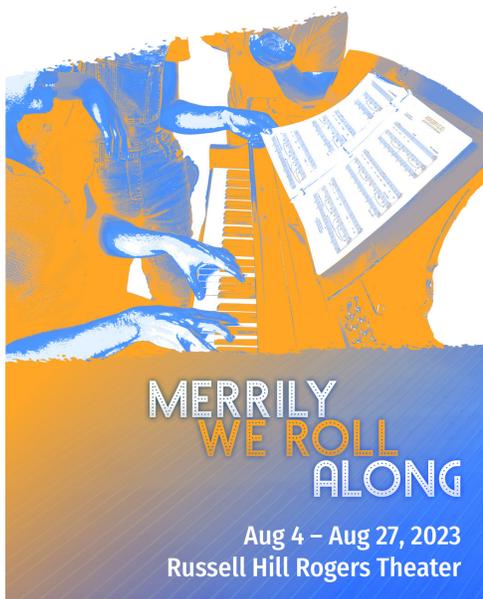
When a handsome new Superintendent falls hard for a feisty Union rep, it seems she's falling right back, despite her dismissal of all things love-related. That is, until employees are refused a seven-and-a-half cent raise, and the pair find themselves on either side of the union protest that results. Set in the 1950s and featuring memorable songs like "Steam Heat."



Music by **Tom Snow**
Lyrics by **Dean Pitchford**
Stage Adaptation by **Dean Pitchford**
and **Walter Bobbie**
Based on the original screenplay by
Dean Pitchford
Additional Music by **Eric Carmen, Sammy Hagar,**
Kenny Loggins, and **Jim Steinman**

SUMMER SENSATION

Based on the Popular 1980s movie by the same name. When Ren and his mother move from Chicago to a small farming town, he is prepared for the inevitable adjustment period at his new high school. But he's not prepared for the rigorous local edicts, including a ban on dancing instituted by the local preacher. The heartfelt story that emerges pins a father longing for the son he lost against a young man aching for the father who walked out on him.



Book by **George Furth**
Music and Lyrics by **Stephen Sondheim**
Based on the original play by
George S. Kaufman
and **Moss Hart**

A SONDHEIM MASTERPIECE

This musical begins in the present and moves backwards, tracing the lives of wealthy, jaded composer, Franklin Shepard, and his two estranged friends through each milestone of their personal and professional lives (good and bad). The show ends with a touch of rueful irony, as the three best friends now at the start of their careers face a bright future: young, talented and enthusiastic about the worlds waiting to be conquered.



by **Kate Benson**

REGIONAL PREMIERE

For those of you just tuning in, Thanksgiving is already in progress here at Wembly Kitchen. The stands are nice and full, it's quite a crowd that's gathered. They're in for a real treat." And so, in this lively take on how family is played, over time and memory, and through generations... a pair of sports announcers calls a holiday dinner.



by **Diana Burbano**
Original Music by **Fea**

WORLD PREMIERE

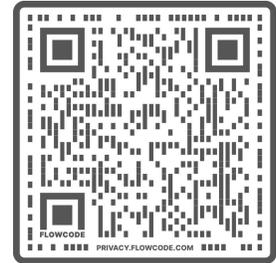
When punk rock exploded in L.A., Sally and Lou were there: feminists, Latinas, queens of noise. One went pop, one stayed punk, but sparks from their tumultuous friendship remain. Decades later, they must try to overcome old wounds, forgive each other, and rock as hard as they ever did. The Public Theater is developing this piece with playwright Diana Burbano, and has specially commissioned music for it by Fea, a San Antonio based all girl punk band, produced by Joan Jetts.

Sponsorship Benefits		Presenting Sponsor	Producing Sponsor	Supporting Sponsor
Sponsorship Level		\$20,000 \$25,000	\$10,000	\$5,000
Sponsorship Recognition		Full Season	Full Season	One Show of Choice
Tickets		6 tickets per show	4 tickets per show	4 tickets per show
ONLINE MEDIA	Email Marketing Inclusion <small>Footer of email</small>	✓	✓	✓
	Social Media Post — Dedicated Recognition <small>Facebook and Instagram</small>	✓	✓	✓
	Social Media Posts — Mentioned in Posts <small>Season or show specific posts</small>	✓	✓	✓
	Logo on Website <small>with hyperlink to business or organization</small>	Prime Locations of Season Pages Homepage Sponsorship Page	Season Pages Sponsorship Page	Show Page Sponsorship Page
ENGAGEMENT AT THEATER	Lobby Monitor <small>included in sponsorship slide</small>	✓	✓	✓
	Pre-show Voice Announcement	Every Show in the Season	Every Show in the Season	Season Show Page
	Program Recognition <small>Sponsorship page</small>	✓	✓	✓
	Program Recognition <small>Title page</small>	"Presented by" (top of title page)	Bottom of title page	Bottom of title page
	Program Acknowledgement <small>dedicated ad</small>	Full page	1/2 page	
	Lobby Footprint <small>*optional marketing in lobby</small>	✓		
	Lobby Monitor <small>dedicated slide</small>	✓		
Projection Slide in Theater (Pre-show) <small>Recognition projected in auditorium</small>	✓			
EXCLUSIVE	Exclusive "Presented by" title	✓		
	Included in Print Advertisement for Shows <small>"Presented by" with logo placement</small>	✓		
	Cocktail Name Party + Reveal of cocktail drink	✓		

Additional Opportunities



The Ovation Society is a dedicated, exclusive group of our most generous donors who ensure the stability of our theater through a five-year giving pledge to ensure the long-term future of live professional theater in San Antonio. Ovation Society members receive exclusive perks for their generosity including invitations to Sneak Peeks and special events, an official Season t-shirt, expedited and top shelf bar service, and recognition in playbills and on lobby monitors, among other benefits. Use the code to the right to visit our page for more information.



Individual Gifts

If you'd like to sponsor the season or show, or contribute a gift at the level of one of our corporate sponsorships, we can tailor a recognition and perks package to suit your needs. Please note that the value of any tickets must be deducted from the total tax deductible amount.

In-kind and Media Gifts

We are happy to work with you and your company on outlining what offerings we can provide depending on the total value of your gift. We are able to customize the package to suit your needs offering tickets, VIP reception, program ad space, among other things.



Our Programs

ENGAGEMENT NIGHTS

The Public Theater designates two performances per show for area students to attend the performance for free. We serve many areas, primarily focusing on under-served schools and students. After each performance, students are able to participate in a Q&A with the actors.

THE PUBLIC IN PUBLIC

This new program is created to partner with City of San Antonio organizations, council offices, or community groups to bring theater to areas around San Antonio, tailoring performances to the audiences and needs of each community, and written and performed by some of our Resident Artists.

THEATRE REACH

This program features 10 workshop sessions designed for youth who have experienced hardship, focusing on the different areas of making theater and exposing them to transferrable skills learned in the arts that can also be used in other professions and parts of life. Additionally, participants attend two productions at The Public Theater to reinforce learning objectives and promote community inclusion.

SOTEX PLAYWRIGHTS LAB

This is the first season of the program, which focuses on developing pieces by local writers in hopes of increasing the repertoire of works by South Texas writers in American Theater, but also to identify pieces for future production on our stages. This program features 3 workshop readings guided by Dramaturgs, and culminating in a weekend of staged readings for each project.

Contact Us

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**For more information please visit our
social media pages and website.**

www.thepublicsa.org
[@thepublicsa](https://www.instagram.com/thepublicsa)