



Sponsorship Proposal

2024-2025

Civic Theatre is searching for sponsors in the 2024-2025 season. Sponsorship opportunities are available for both mainstage and children's theatre productions, ranging from full season sponsorships to character sponsorships. This proposal serves as an overview of Civic Theatre's mission, programs, demographics, testimonials, and sponsorship opportunities.

ABOUT US

Booth Tarkington Civic Theatre (Civic) has been a cornerstone of Central Indiana's cultural

landscape for over a century, providing live entertainment, creative opportunities, and theatre education to residents of Central Indiana. As one of the primary resident companies at the Center for the Performing Arts in Carmel, Indiana, Civic plays a pivotal role in enriching the local arts scene through a variety of programs. Each year, Civic serves over 50,000 people through artistic opportunities on stage, in the audience, behind the scenes, and in the classroom.

Committed volunteer performers, experienced craftsmen and technicians, and a seasoned professional staff combined set Civic Theatre apart from other performing arts organizations in Central Indiana. By bringing together the best of local and regional theatre professionals with highly talented volunteer talent, Civic is able to direct its resources into framing each avocational performer with the most up-to-date theatre techniques,

technology, and facilities. Each year, Civic provides the community with an average of 90 performances and 500 opportunities to participate onstage or behind-the-scenes in a professional theatre setting with access to cutting edge equipment and facilities.

Based on the most recent Arts & Economic Prosperity 6: The Economic and Social Impact Study of Nonprofit Arts and Culture Organizations and Their Audiences in the City of Carmel, nonprofit arts and culture audiences spend an average of \$31.77 per person, per event beyond the cost of admission. Therefore, Civic's audience generates an estimated \$953,100 of economic impact in the local community every season.

Civic Theatre's mission is to foster a love of theatre through imagination, education, and participation.

WHAT'S ON STAGE: 2024-2025 SEASON

MAINSTAGE SEASON

KINKY BOOTS

October 4 - October 19

WHITE CHRISTMAS

November 29 - December 24

PRIDE & PREJUDICE

February 7 - February 22

THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME

March 14 - March 29

JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT

April 25 - May 10

THEATRE FOR YOUNG AUDIENCES

THE CAT IN THE HAT

February 25 - March 6

SEUSSICAL, JR.

June 20 - June 25

REVUE!

June 23

LEGALLY BLONDE

July 24 - July 27

FUNDRAISERS

GHOST LIGHT CABARET

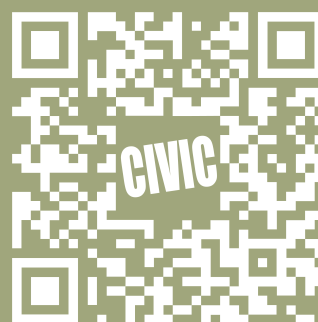
January 22

CIVIC IN CONCERT: JESUS CHRIST SUPERSTAR

June 6 - June 15

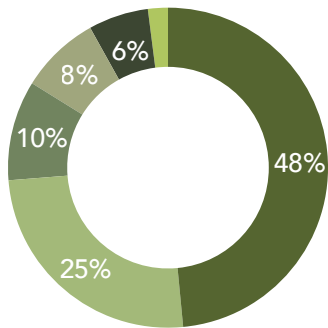


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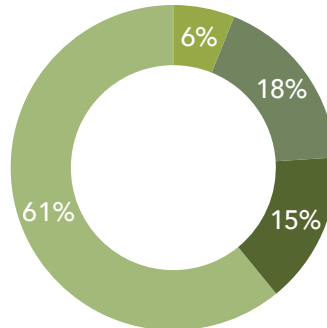


AUDIENCE DEMOGRAPHICS

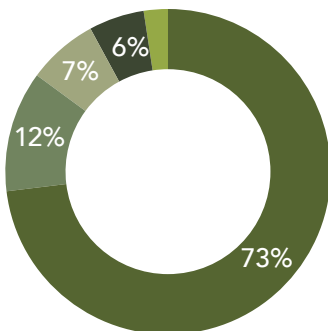
Civic Theatre serves over 50,000 audience members and students each year. Here's a demographic breakdown of our 2023-2024 season audience.



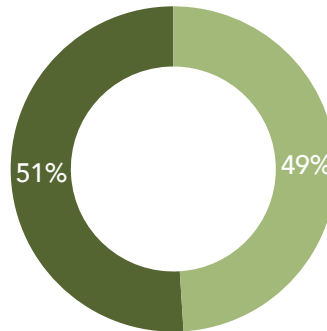
- ▶ **48%** from Hamilton County.
- ▶ **25%** from Marion County.
- ▶ **10%** from Boone County.
- ▶ **8%** from other Central Indiana.
- ▶ **6%** from outside of Central Indiana.
- ▶ **2%** from out of state.



- ▶ **6%** were under 5 years.
- ▶ **18%** were between 5 to 17 years.
- ▶ **61%** between 18 and 65 years.
- ▶ **15%** were 66 years and over.



- ▶ **73%** were White.
- ▶ **12%** were Black or African American.
- ▶ **7%** were Hispanic or Latino.
- ▶ **6%** were Asian.
- ▶ **2%** were Multi-Racial.



- ▶ **51%** were female.
- ▶ **49%** were male.

EDUCATION & OUTREACH

Beyond theatrical productions, Civic serves over **20,000 community members** each season through educational opportunities and outreach programs. Arts education has been integral to Civic's operations since its inception in 1915, and Civic's first formal educational programs began in 1941.

Jr. Civic

Providing year-round, skill-based performing arts classes and workshops for students aged 18 months and older. These workshops focus on skill development and advancement, promoting meaningful and lasting change in the lives of students.

Creative Stages

An interactive acting lesson at preschools and elementary schools with a Jr. Civic artist-instructor.

Student Matinees

Each season Civic produces *THE CAT IN THE HAT* and a dedicated mainstage production for student matinees, with a significant number of tickets provided to Christel DeHaan scholars, who otherwise would not be able to attend live theatre.

SneakView

Civic opens the final dress rehearsal of each production to community seniors, serving over 2,000 people through free theatre access each season.

Young Artists Program (YAP)

A series of workshops and seminars designed for high school students interested in honing their skills in a professional setting, with an emphasis on musical theatre, character development, vocal coaching, and advanced dance technique.

Backstage Pass

A behind-the-scenes tour of the theater, which illustrates how theatre artists use STEM skills to take a story from imagination to reality.

Relaxed Performances

Each second Sunday, Civic provides relaxed performances (formerly "inclusive performances") for each mainstage production that include American Sign Language interpreters, audio description, and safe spaces for overstimulated audience members.

USO

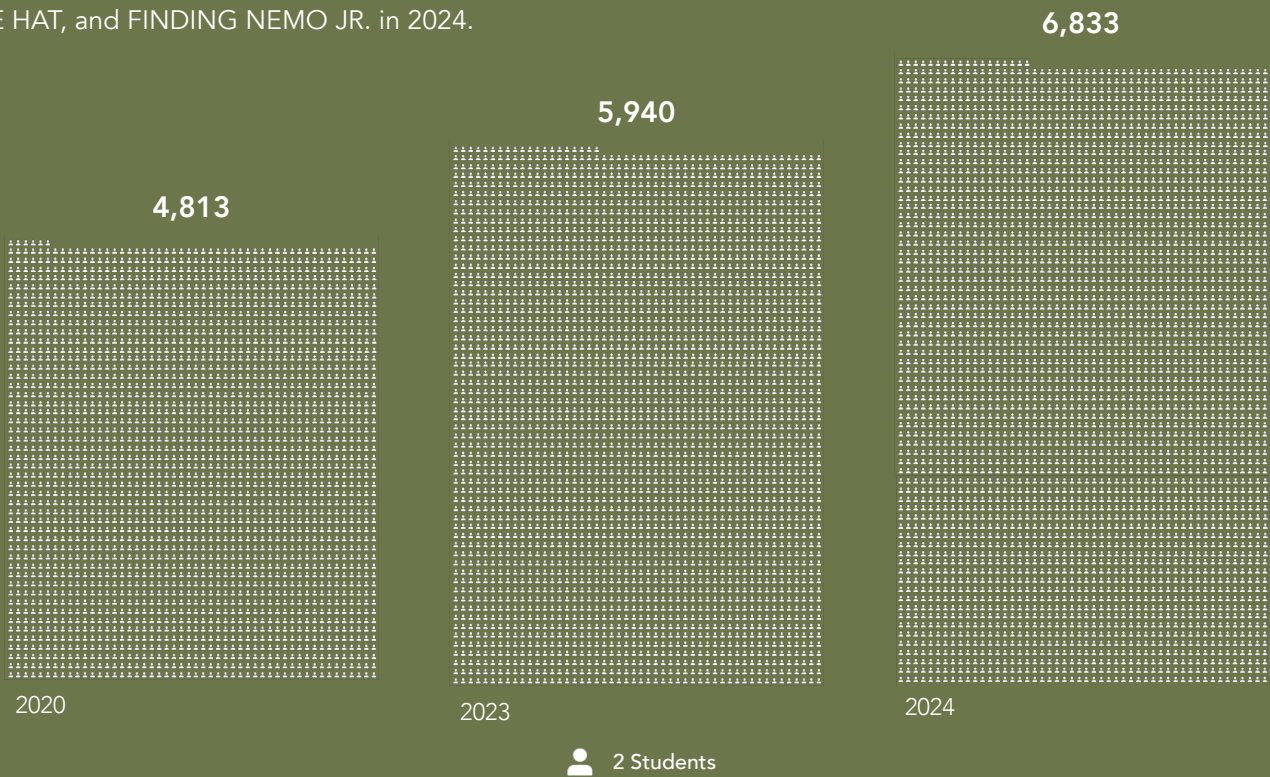
Civic offers complimentary tickets and discount classes to members of United Service Organizations and their families to honor those who serve.

STUDENT MATINEES

Civic typically offers between 15-20 student matinee performances every year for THE CAT IN THE HAT, Show 2, and our Jr. Civic Show. This year, Civic offered matinee performances of ROMEO & JULIET, THE CAT IN THE HAT and FINDING NEMO JR to 6,833 students and teachers in Indiana.

Increasing Numbers

Civic is proud to share that student matinee numbers have increased by 42% since 2020. 4,813 students and teachers attended MUCH ADO and THE CAT IN THE HAT in 2020. 5,940 students and teachers attended THE DIARY OF ANNE FRANK, THE CAT IN THE HAT, and NEWSIES JR. in 2023. 6,833 students and teachers attended ROMEO & JULIET, THE CAT IN THE HAT, and FINDING NEMO JR. in 2024.

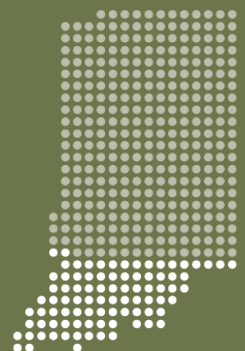


No student matinees in 2021 & 2022 due to COVID-19

Free & Reduced Tickets

6,833 students and teachers from grades 5 to 12 visited Civic in 2024 from various public schools, private schools, and home school groups. 1,135 students received free or reduced tickets. Ticket pricing was determined on a case by case basis, depending on the percentage of students that qualify for free and reduced lunch.

22%
of students
received free or
reduced tickets
from 2020 to 2024.



AUDIENCE TESTIMONIALS

“Director Michael Lasley has put together a shining production with a laudable cast. Ellen Kingston is perfect as the sometimes sweet, sometimes cantankerous Daisy, moving slowly but still filled with Southern grace. Daisy’s son Boolie is offered in a marvelous rendition by David Wood, who was also so impressive as Otto Frank in last year’s Diary of Anne Frank at Civic. His spot-on attitude and accent light up the character, making him someone many of us can truly empathize with.”

Ken Klingenneier, writer for A Seat on the Aisle



“I’m a big fan of live theater, and it had been years since I’d last attended a show. This production absolutely lived up to my expectations. The cast did a fantastic job pulling me into their world, and the play effectively highlighted the enduring intolerance that’s sadly still present in many parts of Indiana and beyond.”

Hillary Pahos, THE PROM audience member



“I only cried 5 times! Very talented cast and the costumes were stunning from our seats. Anya and Vlad gave very compelling performances. Of course the show is altered a bit from the animated movie, but I truly felt as if they were plucked from the film that I’ve always loved. And Gleb had an incredibly strong and well rounded voice that really stood out to me during his moments on stage. Seeing this show took me on a Journey to the Past. And I loved every bit of it!”

Kristina Wiktorski, ANASTASIA audience member



SPONSOR CIVIC

Sponsorships are one of the many ways you can support Civic Theatre! We have a variety of sponsorship opportunities for both mainstage productions and children's theatre productions.

Each sponsor will receive a Sponsorship Impact Report after their designated show(s), which breaks down all promised deliverables, audience demographics, audience testimonials, and more.

Civic sponsors help underwrite all facets of our programming. Your support may help fund:

- ▶ Sending a preschool student to a matinee
- ▶ Providing a script to a mainstage actor
- ▶ Sponsoring a class instructor
- ▶ Lighting a scene in a mainstage production
- ▶ Costuming a mainstage actor
- ▶ Providing inclusive services for a mainstage show
- ▶ Sponsoring an orchestra member
- ▶ Sponsoring the conductor of a musical
- ▶ Sponsoring a director for a mainstage show

Entertainment Benefits

Each sponsorship opportunity offers different levels of entertainment benefits, which may include:

- ▶ VIP reception (up to 30 people), OR the opportunity to host 1-2 parties in the Pedcor Box (up to 12 people each).
- ▶ Reserved seats to sponsored show.
- ▶ Ticket vouchers to use throughout the season.
- ▶ Custom designed invitation to send to guests.

Marketing Exposure

Civic Theatre promotional materials reach an average of 500,000 people per mainstage show.

Each sponsorship opportunity offers different levels of marketing exposure, which may include:

- ▶ Logo inclusion on print materials, including flyers, building posters, rack cards, the show program, a half or full page advertisement, and a large poster in Clay Terrace (only for the Season, Show 1, and the Holiday Show).
- ▶ Social media inclusion and weekly email marketing to 11,000+ subscribers.
- ▶ Online logo inclusion, including the digital program, Civic's website (525,000 annual visitors), pre-show projections, and a promotional slideshow in the Tarkington and Palladium lobbies. Holiday Show sponsors have the added benefit of marketing exposure to 450,000+ Carmel Christkindlmarkt visitors, who see promotional materials in the Tarkington lobby and on the building.
- ▶ Full and half page advertisements in The Current, which reaches over 140,000 households each week.
- ▶ FOX59 IndyNow segment, viewed by approximately 24,000-34,000 individuals.
- ▶ Other promotional opportunities in Carmel Monthly Magazine, Carmel City Center, paid Google Ads, and Carmel High School newsletter advertisements.



SPONSORSHIP OPPORTUNITIES

2024 – 2025 SEASON

Mainstage Season includes *KINKY BOOTS*, *WHITE CHRISTMAS*, *PRIDE & PREJUDICE*, *THE CURIOUS INCIDENT OF THE DOG IN THE NIGHT-TIME*, and *JOSEPH AND THE AMAZING TECHNICOLOR DREAMCOAT*. Children's Theatre includes *THE CAT IN THE HAT*, *SEUSSICAL JR.*, *REVUE!*, and *LEGALLY BLONDE*.



\$25,000 - \$30,000

Season Sponsorship

Sponsorship for the **mainstage season** (including three musicals and two plays).

\$15,000 - \$25,000

Orchestra Sponsorship

Sponsorship for the orchestra in **three mainstage productions OR the entire season** (including children's theatre performances, for a total of five shows).

\$7,500 - \$15,000

Show Sponsorship

Sponsorship for **one of five mainstage productions**.

\$7,500 - \$10,000

Student Matinee Sponsorship

Sponsorship for **all student matinee productions**, including *PRIDE & PREJUDICE*, *THE CURIOUS INCIDENT*, *THE CAT IN THE HAT*, and *SEUSSICAL JR.*

\$2,750 - \$5,500

Children's Theatre Sponsorship

Sponsorship for **one children's theatre production**.

\$1,100 - \$2,750

Production Element Sponsorship

Sponsorship of a production element for **one mainstage production OR one children's theatre production**. Elements include costumes, wigs, scenery, rehearsal materials, sound, props, etc.

\$1,100

Supporting Sponsorship

Supporting sponsorship for **one of five mainstage productions**.

\$275

Character Sponsorship

Sponsorship of a character in **one children's theatre production OR one mainstage production**.

Be Curious.

Learn more about sponsoring Civic Theatre.

Partner with Us

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Explore Civic Theatre

civictheatre.org

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