



**THEATRE
OF GADSDEN**
ESTABLISHED 1930

Be a part of our **2020**
Vision

Through Personal or Corporate Sponsorship

It is with great pleasure that we present our 2020 Season for the Theatre of Gadsden which includes *Evita*, *Cat on a Hot Tin Roof*, *Ragtime*, *Crimes of the Heart* and *The Sound Of Music*. In addition, to our regular season shows, we will also be bringing back *Looking For A City*; *A Gospel Music Revue* and our *Tis The Season Christmas Concert*. Through our different shows, we want our audiences to participate in a fully immersive experience through the varying genres, plots, and storylines. We have been extremely fortunate to have the ability to captivate our audiences season after season, and this is only possible through the support of people like you... our patrons and sponsors.

The Theatre of Gadsden is a 501c(3) nonprofit organization and all donations are tax deductible. We have a nonprofit status because we serve the community in various ways, not only through our productions, but also through providing quality education and materials to local schools and through providing theater workshops for children in our area. Scientific studies have statistically proven that access to the arts helps with character development, enhances social skills, and helps to regulate emotions. It also offers the ability for children to learn at an early age a myriad of character traits that become the foundation for a successful life.

We also strive to bring the community together by fostering an outlet for others to connect through theater. As a nonprofit organization, Theatre of Gadsden exists solely on our patrons, sponsors, and tax-deductible donations. If you would be interested in collaborating with us in any of the aforementioned ways, please contact us. We look forward to hearing from you soon and partnering in 2020.

To become a sponsor, please contact:

Joy Ballenger,
Sponsorship Chair,
J_ballenger@att.net



Our Mission

The mission of Theatre of Gadsden is to enrich, entertain, and educate our community through exceptional theatrical arts in an intimate setting. The shared vision is to enrich the quality of life throughout Etowah County and Northeast Alabama by:

- Presenting innovative and entertaining theatre experiences which are recognized artistically and popularly
- Engaging and welcoming audiences from the diverse segments of our community with multifaceted programming
- Providing entertainment, in unique and intimate settings, that foster an appreciation for the arts
- Inspiring and helping children make theatre an active part of their lives
- Providing opportunities for those who create the theatrical experience to express their art, entertain an audience, and receive the appreciation their efforts deserve
- Fostering an enthusiastic, respected and hardworking corps of individuals who serve as volunteers and Board members; and
- Encouraging collaborations with other various organizations that are innovative, effective, and mutually beneficial.



310 WALL ST, GADSDEN, AL 35904

2020
Vision



HINDSIGHT. CLARITY. VISION.

www.theatreofgadsden.org | (256) 547-7469

Sponsorship Levels

Theatre of Gadsden is a 501(c)(3) nonprofit organization. We work to bring our community together by fostering an outlet to connect with others. The Theatre of Gadsden has been bringing quality theater and performances to the community for a number of years, and with your support, we will continue to do so.



\$5,000 and Up

Named Sponsor for 1 Show
 Top Billing in Program and Marquee
 Recognition on the Lobby Scroll
 Company Signage in Lobby for Run of Show

Recognition on TOG Website
 Full-Page Ad in the Sponsored Show Program
 Quarter Page Ad for All Other Season Shows
 6 Season Tickets* & 2 Dinner Theater Tickets



\$2,500

Named Co-Sponsor for 1 Show
 Second Billing in Program and Marquee
 Recognition on the Lobby Scroll
 Company Signage in Lobby for Run of Show

Recognition on TOG Website
 Full-Page Ad in the Sponsored Show Program
 One-Eighth Ad for All Other Season Shows
 4 Season Tickets* & 2 Dinner Theater Tickets



\$1,000

Full Page Ad for 1 Show
 Recognition in the Program
 Company Signage in Lobby for Run of Show
 2 Season Tickets* & 2 Dinner Theater Tickets



THEATER DIRECTOR-\$250

4 Tickets to a Show of Choice
 Recognition in the Program



THEATER SUPPORTER-\$100

2 Tickets to a Show of Choice
 Recognition in the Program



\$500

Quarter Page Ad for 1 Show
 Recognition in the Program
 Company Signage in Lobby for Run of Show
 1 Season Ticket* & 1 Dinner Theater Ticket



THEATER FRIEND-\$50

Recognition in the Program

*Each Season Ticket Good for 5 Show Tickets

SELECT SPONSOR LEVEL

- PLATINUM – \$5000
 GOLD – \$2500
 SILVER – \$1000
 BRONZE – \$500
 THEATER DIRECTOR – \$250
 THEATER SUPPORTER – \$100
 THEATER FRIEND – \$50

Company Name: _____ Contact: _____

Address: _____

Phone: _____ Email: _____

Method of Payment: Check Enclosed
 Visa
 MasterCard
 American Express
 Discover

Credit Card # _____ Exp. Date _____

Signature: _____

Mail Form and Payment to : Theatre of Gadsden - PO Box 8035 - Gadsden, AL 35902

Advertise with Theatre of Gadsden

Want to see your business in our next production program?
Single show ads run in each program during the selected show,
or you can save and reach more of an audience by choosing a
season ad which runs in each program for the duration of the season.
Now is a great time to reserve your ad space in the 2020 season programs!
Please contact Nica Hodge at nicahodge13@gmail.com for more information.

FULL PAGE AD

(5"x8")

\$195/Show or \$750 Season

(A \$225 savings)

HALF PAGE AD

(5"x 3^{31/32})

\$98/Show or \$400 Season

(A \$90 savings)

QUARTER PAGE AD

(5"x 1^{31/32})

\$65/Show or \$258 Season

(An \$67 savings)

EIGHTH PAGE AD

(2^{15/32}"x 1^{31/32}"

\$45/Show or

\$175 Season

(A \$50 savings)

Theatre of Gadsden Board of Directors

Davis Varner, President
Dr. Paula Ross, Co-Vice President
Pat Sherman, Co-Vice President
Carolyn Jester, Treasurer
Linda Robertson, Secretary
Mike Beecham, Production Chair
Kimberly Patton, Publicity/Promotions
Dr. Billy Jenkins, School Liaison

Joy Ballenger, Sponsorship Chair
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Mariella McNair
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Morgan Cunningham
Richard Garmon
Debbie Harden Green
Dee Grimes
Sydney Gunter
Farrah Hayes
John Longshore
Mike Roberts
Rick Vaughan
Glen Williams



P.O. BOX 8035. GADSDEN. ALABAMA 35902

Our History



Long before there was a Theatre of Gadsden, the Ritz provided a place for people to escape the reality of their day-to-day lives. The Ritz began in 1927 as a nickelodeon in the building next door. After a few renovations and expansions, the Ritz became the building we know and love today. The Ritz has survived the many changes that our city has seen over the years, and is the only remaining theater of the original six that were very active in our area. Your much needed sponsorship will help provide the financial strength to further support the artistic mission and goals of the Theatre. Like the oak tree, the roots of the Ritz run deep and will continue to do so with your support.