



PUTTIN' ON THE RITZ The Golden Age of HOLLYWOOD

Dear Friends,

Steel River Playhouse has brought the enrichment of live performing arts to the Pottstown community since 2001. In 2008, we transformed an abandoned, turn of the 20th century department store into a world-class performing arts center. This brave and innovative move demonstrates our commitment and investment in the revitalization of Pottstown. We are reaching out to community leaders like you because we believe that you also desire to effect a positive change in Pottstown.

Our third annual Gala with this year's theme of *Puttin' on the Ritz in Hollywood's 'Golden Age'* will be held on **September 9, 2017**. The Gala celebrates our success while raising much needed funds to continue carrying out our mission.

As our most important fundraiser of the year, the Gala provides up to 35% of the contributed income needed to produce our exciting season of programs and brings a positive economic impact to the community. ***Last year's successful Gala, along with earned income, made it possible to produce 110 individual performances.*** These performances drew over 10,000 patrons both to our shows and local businesses. Our theater's staff, cast members, designers, teachers, students, and board members are also community members who proudly support local businesses.

Enclosed, please find the detailed description of our support levels. This year we are continuing our **Producer's Circle, a level of giving that will have the greatest possible impact** on the Playhouse and the work we do. Every level of support meaningfully contributes to sustaining our continuing efforts to provide a place where all members of our community can come together to share the exciting experience of performing arts. Supportive leaders like you make this possible, so please come and celebrate this remarkable endeavor with us!

With sincere appreciation,

***The Entire Board and Staff
of Steel River Playhouse***



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2017 GALA SPONSORSHIP LEVELS

"The Producers Circle"

The most profound, positive impact on Your Theater and Your Community.

Executive Producer • \$30,000 (tax-deductable \$27,072)

Promo Package- Please inquire about details

- Private table for 8; VIP Gala Dinner, Newberry Loft
- Cocktail/Dessert Party, Main Stage (following dinner)
- VIP Invitations to special events at Steel River Playhouse
- 32 Ticket Vouchers for the 2017-2018 Season
- Your Name of Choice on Marquee and Ticker/Full Season
- Company Name and Link on our Website/Full Season
- Name Listed as Executive Producer on our Print-at-home Tickets
- Your Name/Company Announced during Curtain Speeches
- Name on Lobby Monitor, Donor Wall and Gala Program
- Full Page color ad in 8 programs, all performances
- Opportunity to provide Promotional Material/Giveaway at the Gala

Supervising Producer • \$20,000 (tax-deductable \$17,845)

- Private table for 8; VIP Gala Dinner, Newberry Loft
- Cocktail/Dessert Party, Main Stage (following dinner)
- VIP Invitations to special events at Steel River Playhouse
- 20 Ticket Vouchers for the 2017-2018 Season
- Your Name of Choice on Marquee and Ticker, 4 Shows
- Company Name and Link on our Website, 4 Shows
- Name Listed as Supervising Producer on our Print-at-home Tickets
- Your Name/Company Announced during Curtain Speeches
- Name on Donor Wall and Gala Program
- Half Page B/W ad in 8 programs, all performances
- Opportunity to provide Promotional Material/Giveaway at the Gala

Associate Producer • \$10,000 (tax-deductable \$8,490)

- Dinner for 4; VIP Gala Dinner, Newberry Loft
- Cocktail/Dessert Party, Main Stage (following dinner)
- 15 Ticket Vouchers for the 2017-2018 Season
- Company Name and Link on our Website, 2 Shows
- Your Name/Company Announced during Curtain Speeches
- Name on Donor Wall and Gala Program
- Half Page B/W ad in 8 programs, all performances
- Opportunity to provide Promotional Material/Giveaway at the Gala

Artistic Director • \$5,000 (tax-deductable \$3,635)

- Dinner for 4; VIP Gala Dinner, Newberry Loft
- Cocktail/Dessert Party, Main Stage (following dinner)
- 10 Ticket Vouchers for the 2017-2018 Season
- Name on Donor Wall and Gala Program
- Half Page B/W ad in 8 programs, all performances

Assistant Director • \$1,000 (tax-deductable \$576)

- Dinner for 2; VIP Gala Dinner, Newberry Loft
- Cocktail/Dessert Party, Main Stage (following dinner)
- 6 Ticket Vouchers for the 2017-2018 Season
- Name on Donor Wall and Gala Program

Friend of the Arts • \$250 (tax-deductable \$67)

- Dinner for 1; VIP Gala Dinner, Newberry Loft
- Cocktail/Dessert Party, Main Stage (following dinner)
- 2 Ticket Vouchers for the 2017-2018 Season
- Name on Donor Wall and Gala Program

Kindly
respond by
June 6, 2017
to be assured of
Sponsorship
participation.

If you have any questions or would like to discuss details of the various sponsorship levels, please contact:

Lauren Pierson-Swanson
Development Director
lauren@steelriver.org
or
Diane Nester
General Manager
diane@steelriver.org

*Thank you for your
consideration.*



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