



OPENING NIGHT SPONSORSHIP

The most celebrated night in theatre is the official opening of every show. It is the night with the most buzz and excitement for the cast, crew, and audience. To celebrate these festive occasions Delaware Theatre Company hosts a post-performance reception for everyone in the theatre that night including cast, crew, audience, business executives, sponsors, city officials, and opinion leaders (potentially more than 400 people!)

Delaware Theatre Company requests a sponsorship of **\$25,000** to DTC's 2018-2019 mainstage season. As an **Opening Night Sponsor** of our 40th Season, your company will have the unique opportunity to capitalize on the buzz of the evening while providing DTC with the means to celebrate our openings in style! In exchange, DTC will provide you the following:

RECOGNITION BENEFITS

- **Spoken recognition** of your company's Opening Night sponsorship prior to each performance of the 2018-2019 Season (105 total)
- **Lobby signage** in recognition of your Opening Night sponsorship to be displayed throughout the 2018-2019 Season (25,000 average season attendance)
- One **full page advertisement** in a prominent location in the playbill of every production during the 2018-2019 Season (26,500 playbills printed annually)
- Your **logo on all marketing materials** and press releases, including
 - > **Postcards** (30,000 printed per show, 150,000 total)
 - > **Posters** (100 printed per show, 500 total)
 - > One **billboards** (Avg. Annual Impressions – 95,619)
 - > **Building signage** (one vinyl per production on the Riverfront Market side of DTC)
- > Your clickable logo on the DTC
- > Your clickable logo on all DTC electronic marketing efforts for the 2018-2019 Season (9,370 email subscribers)
- > Recognition on all relevant DTC social media accounts, including:
 - Facebook (5,014 followers)
 - Twitter (1,721 followers)
 - Instagram (1,053 followers)

MINIMUM TOTAL IMPRESSIONS PER SEASON

- 105 live audio mentions
- 255,000 print impressions, 95,619 billboard impressions
- Over 200,000 digital impressions
- One billboard and one building sign with associated traffic



DELAWARE Theatre Company



2018-2019 OPENING NIGHT DATES

Sanctions - Saturday, September 15, 2018

Fully Committed - Saturday, October 20, 2018

A Sign of the Times - Saturday, December 1, 2018

Saint Joan - Saturday, February 9, 2019

Honk - Saturday, April 20, 2019

HOSPITALITY BENEFITS

- 20 **complimentary employee tickets** for each of the five Opening Night performances during the 2018-2019 season (a total of 100 tickets for your employees)
- Invitation for 20 company guests to each production's **Meet & Greet reception** with the actors and creative team
- **Five backstage tours** per season (one per production) for up to 20 company guests

TOTAL COMPLIMENTARY TICKET VALUE: \$5,700

EMPLOYEE/CUSTOMER BENEFITS

- 15% ticket discount on all DTC mainstage productions for company employees and customers
- Marketing materials provided to your company for internal distribution
- The opportunity to reserve the entire auditorium for a company event at a significantly reduced rate (subject to availability)

Additional Benefits Available Upon Request. Benefits listed are standard and are subject to negotiation where possible to best suit your company.

For more information, or to become a Opening Night Sponsor, please contact: Glenn Barnhill, Jr. | Director of Development
Delaware Theatre Company | 200 Water Street, Wilmington, DE 19801 | 302-504-3427 | gbarnhill@delawaretheatre.org

AT A GLANCE

MISSION:

To create theatre of the highest professional quality in Delaware, thereby enriching the vitality of the area through artistic programming, education, and community service.

REACHING OVER

★★★
2,000
SUBSCRIBERS

AND

25,000
PATRONS

AT

118
PERFORMANCES

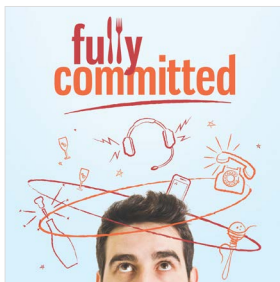


SANCTIONS

by Bruce Graham
directed by Bud Martin

September 12–30, 2018

When a university athletic department returns to the big business of college football after its NCAA probation is lifted, staff conflict and a new scandal involving a freshman tutor threaten to blow up the whole program. From the playwright of *White Guy on the Bus* and *The Outgoing Tide* comes this incendiary and timely new drama inspired by true events.



FULLY COMMITTED

by Becky Mode
directed by Kathryn MacMillan

October 17–November 4, 2018

This devastatingly funny show follows a day in the life of Sam Peliczowski, an out-of-work actor who mans the red-hot reservation line at Manhattan's number-one restaurant. Coercion, threats, bribes, histrionics—a cast of desperate callers will stop at nothing in their zeal to land a prime reservation, or the right table. Amid the barrage, Sam's got his own needs to contend with. While juggling scheming socialites, name-dropping wannabes, fickle celebrities, and egomaniacal bosses, can he manage to look out for himself?

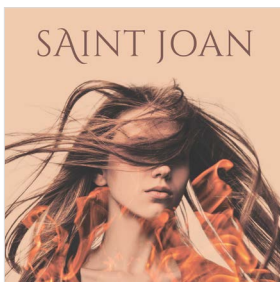


A SIGN OF THE TIMES

story created by Richard J. Robin
book by Bruce Vilanch
directed by Gabriel Barre
choreographed by JoAnn M. Hunter

November 28–December 23, 2018

The year is 1965, when women's liberation, the Civil Rights Movement, and the Vietnam War dominate headlines. The pulse of a changing era lures Cindy from Middle America to the swirl of New York where she pursues her passion of making a difference in the world amidst unexpected friends, lovers, careers, and conflicts. Featuring classic hits from that era, including "Downtown," "If I Can Dream," "The Boy from New York City," and "You Don't Own Me," this show interweaves the story of a woman coming into her own in a dynamic and sometimes turbulent world and the music of Petula Clark and other hit-makers of the day. Together, they are "A Sign of the Times!"

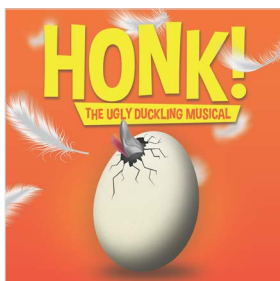


SAINT JOAN

by Bernard Shaw
adapted by Chelsea Marcantel
directed by Bud Martin

February 6–24, 2019

A French country girl finds herself on trial for her life after the nation's rulers become threatened by her influence and popularity. With mysterious visions of saints inspiring her to help recover France from English domination, she paves the way for victory. Starring Clare O'Malley from *Hetty Feather* and *Something Wicked This Way Comes*, this epic, transcendent story brings renewed life to one of history's greatest heroines as she pushes the boundaries of a society dominated by political and religious forces.



HONK!

book & lyrics by Anthony Drewe
music by George Stiles
directed by Bud Martin

April 17–May 12, 2019

This delightful and award-winning adaptation of one of the world's most beloved fables, "The Ugly Duckling," is a heartwarming celebration of what makes us special. Since it first hatched in 1993, *Honk!* has winged its way around the world in over 8,000 productions and many different languages. Winner of multiple awards, including the 2000 Olivier Award for Best Musical, this tale of learning to embrace being different is sure to delight audiences of all ages with its sparkling wit and memorable score.

