



We are pleased to invite you to partner as a sponsor of The Barnstormers Theatre—one of the region’s most vibrant cultural and artistic gems!

Our sponsors are local and regional companies, enterprises, and individuals who take great pride in serving New England. Together, they share a common goal with The Barnstormers – to contribute to the community and to improve the quality of life for area residents and visitors.

We have a variety of sponsorship opportunities available. By underwriting the run of a play, you’ll enjoy many exclusive benefits, including state-wide marketing exposure, direct visibility to up to 10,000 patrons, complimentary tickets, invitations to special events, private tours, and the pride of supporting one of the region’s most charming and beloved performing arts institutions.

We want you to have the very best sponsorship experience possible, so we will work closely with you to customize your benefits to respond to your specific interests that best meet your needs.

Thank you for your interest and your support!

That the powerful Play goes on, and you may contribute a verse.

-Walt Whitman

Since 1931, The Barnstormers Theatre has been delighting audiences — young and old — and has fueled a lifelong spark for many wide-eyed, first-time theatre-goers. There is no other theatre like it in the world; rich in heritage and vibrant in possibility.

Ticket sales account for less than half of the operating expenses for The Barnstormers — and for theatres across the country. The support we receive from our sponsors is essential for our continued existence. As one of three professional theatres in the state, we draw people from throughout New England — and beyond! Despite rising production and publicity costs, repair and maintenance costs, we are committed to continuing our acclaimed core summer season offerings and to expanding our programming for both adults and young people. Your sponsorship makes this all possible.

To sponsor a play—or two—or to underwrite a full season means:

- Exposing your business, foundation, or enterprise to a wide, live audience
- Creating an opportunity to showcase and highlight your organization's philanthropic mission
- Circulating your brand via social media, radio, print, posters, flyers, and mailing throughout New England (and beyond) reaching up to 1,000,000 New Hampshire residents and seasonal visitors—and countless social media visitors
- Contributing to the education, career, and engaged citizenship of young people. Research tells us those who participate in the performing arts — as audience members or as actors/technicians — emerge as more empathetic, engaged, and responsible citizens.
- Ensuring the survival (and well-being) of the performing arts in general and The Barnstormers and its cultural partners, specifically

Sponsorship Tiers

Cleveland

\$5000

- Live, featured acknowledgement during the pre-show curtain speech (6-11 performances per show)
- 10 tickets for the season, based on availability, and discounted tickets for 4 additional guests
- Full inclusion in advertising and publicity including radio, social media, website, flyers, brochures, and posters
- Featured signage in the concession and lobby areas
- Invitations, live acknowledgement and signage during our special seasonal theatre educational and entertainment events (May through October)
- Full page ad or announcement in the season program book, as well as acknowledgement in the sponsored play insert
- Complementary concessions at shows
- Complementary Barnstormers Merchandise (in theatre only)
- Free admission to select special events
- Backstage tour and meet with Artistic Director
- Local business gift certificate package

Barnstormer

\$3000

- Live, featured acknowledgement during the pre-show curtain speech (6-11 performances per show)
- 6 tickets for the sponsored play, based on availability, and discounted tickets for 2 guests
- Full inclusion in advertising and publicity including radio, social media, website, flyers, brochures, and posters
- Featured signage in the concession and lobby areas
- Invitations, live acknowledgement and signage during our special seasonal theatre educational and entertainment events (May through October)
- Full page ad or announcement in the season program book, as well as acknowledgement in the sponsored play insert
- Complementary concessions at shows
- Complementary Barnstormers Merchandise (in theatre only)
- Local business gift certificate package
- *Sponsorship may be shared with other sponsors as applicable.*

Backstage

\$2000

- Live, featured acknowledgement during the pre-show curtain speech (6-11 performances per show)
- 4 tickets for the sponsored play, based on availability
- Full inclusion in advertising and publicity including radio, social media, website, flyers, brochures, and posters
- Featured signage in the concession and lobby areas
- Invitations and live acknowledgement during our special seasonal theatre educational and entertainment events (May through October)
- Half page ad or announcement in the season program book, as well as acknowledgement in the sponsored play insert
- *Sponsorship may be shared with other sponsors as applicable.*

Box Office

\$1000

- Live, featured acknowledgement during the pre-show curtain speech (6-11 performances per show)
- 4 tickets for the sponsored play, based on availability
- Featured signage in the lobby and concession areas
- Invitations and signage during our special seasonal theatre educational and entertainment events (May through October)
- Quarter page ad in the Season program book as well as acknowledgement in the sponsored play insert
- Featured inclusion in our program book and on our website, and publicity opportunities via social media
- *Sponsorship may be shared with other sponsors as applicable.*

Shoulder Season events (May - June, September - October)

VIP Event Sponsor

\$1000

- Live acknowledgement during the pre-show curtain speech
- 6 tickets for the sponsored event, based on availability
- Featured signage in the lobby and concession areas
- Acknowledgement in the sponsored event insert
- Complementary concessions during intermission
- Featured inclusion in print and digital advertising
- Sponsorship may be shared with other sponsors as applicable.

Elite Event Sponsor

\$500

- Live acknowledgement during the pre-show curtain speech
- 4 tickets for the sponsored event, based on availability
- Featured signage in the lobby and concession areas
- Acknowledgement in the sponsored event insert
- Complementary concessions during intermission
- Featured inclusion in print and digital advertising
- Sponsorship may be shared with other sponsors as applicable.

Event Sponsor

\$250

- Live acknowledgement during the pre-show curtain speech
- 2 tickets for the sponsored event, based on availability
- Featured signage in the lobby and concession areas
- Acknowledgement in the sponsored event insert
- Complementary concessions during intermission
- Featured inclusion in print and digital advertising
- Sponsorship may be shared with other sponsors as applicable.