



Brian Sutherland (center) and company in *Guys and Dolls*. Photo by Joan Marcus.

ATTRACTING OVER 200,000 PATRONS to the theater a season, Arena Stage has never been stronger: expanding to ten productions a season, rebuilding our home on the Southwest Waterfront, and performing in temporary locations in Crystal City, VA and at the historic Lincoln Theatre on U Street in Northwest DC—all the while growing our audience for our return home to Southwest DC in 2010.

By becoming a sponsor of Arena Stage, you are aligning your company with one of the first not-for-profit theaters in the country that has a remarkable history of leading the field.

Arena was:

The first racially integrated theater in Washington, DC

The first regional theater to transfer a production to Broadway

The first theater invited by the U.S. State Department to tour behind the Iron Curtain

The first resident theater to win the coveted Tony Award

The first theater to create audio-described performances for patrons who are blind or visually-impaired

The first theater to create a training program for artists and arts administrators of color

The first major regional theater to dedicate its mission solely to producing American work

Selected Corporate Sponsors at Arena Stage

- Amtrak*
- Comcast*
- Jaleo Crystal City*
- McCormick & Schmick's Seafood Restaurant*
- News Channel 8*
- Shugoll Research*
- Target*
- WAMU*
- The Washington Post*
- WashingtonPost.com*
- Whole Foods Market*
- WJLA ABC7*
- WTOP*

corporate sponsorship at **arena stage**

Sponsoring a season, a specific production or a program at Arena Stage means partnering with a well-known and respected arts organization to reach a diverse, highly educated and affluent audience.

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 1101 Sixth Street, SW
 Washington, DC 20024

temporary office
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 Highway, Suite 701
 Arlington, VA 22202

www.arenastage.org

Arena Stage
Where American Theater Lives



molly smith, artistic director

Attendance by Season:
 2006/07: 185,000
 2007/08: 190,000
 2008/09: 200,000 (projected)

Audience Demographics

Age:

Under 35: 13%
 35 to 44: 12%
 45 to 54: 23%
 55 to 64: 30%
 65 or over: 22%
 Mean: 53

Gender

Male: 39%
 Female: 61%

Area of Residence:

Maryland: 37%
 Virginia: 37%
 District of Columbia: 21%
 Outside metropolitan area: 5%

Household Income:

\$0 to \$34,999: 6%
 \$35,000 to \$54,999: 8%
 \$55,000 to \$74,999: 12%
 \$75,000 to \$99,999: 14%
 \$100,000 to \$149,999: 27%
 \$150,000 to \$199,999: 15%
 \$200,000 or more: 18%
 Mean: \$105,800

Highest Level of Education Completed:

Less than high school diploma: 2%
 High school diploma: 3%
 Some college: 8%
 College degree: 21%
 Some graduate school: 12%
 Graduate/Professional degree: 54%

Sponsorship benefits vary depending on gift level and can be customized to suit each corporation's needs and desires.

Sponsorship Benefit Packages may include:

Tickets

Opening Night tickets to Arena Stage productions

Additional complimentary tickets for main-stage productions throughout the season

Eligibility to participate in the *Corp. Tix* program for the season—special \$20 ticket offers for select performances available exclusively for member employees

Advertising

Corporation's name and logo with recognition as a sponsor in Arena Stage's Season Brochure

Recognition as a sponsor in the "thank you" lists in all Arena Stage Program Books throughout the season

Corporation's name and logo with recognition as a sponsor in the Program Book for the sponsored event/show

Corporation's name and logo with recognition as a sponsor in newspaper advertisements for the event/show

Recognition of the Corporation as a sponsor in radio and television advertisements

Corporation's name and logo with recognition as a sponsor on Arena Stage's website

Eligibility to be featured in Arena Stage's *A-list* email newsletter that reaches over 40,000 subscribers

Corporation's name and logo on Arena's Corporate Sponsors webpage with a link to the corporation's website.

Arena Stage is committed to creating lasting and mutually beneficial partnerships with our Corporate Sponsors. Arena is open to and welcomes all creative sponsorship ideas beyond the following list of our most popular opportunities.

Sponsorship Levels

\$5,000

The Salon Series
 Invited Dress Rehearsals
 Artistic Funding
 A Prelude Dinner

\$10,000 to \$15,000

Opening Night Reception
 Community Engagement Program
 The Downstairs Reading Series
 First Rehearsal Presentations
 Season Presentations

\$25,000

Single Play Production

\$50,000

Single Musical Production

\$75,000

Multiple Play or Musical Productions

\$100,000

Category Exclusivity

\$200,000

Entire Season

Arena Stage welcomes cash-based sponsorships as well as in-kind trade sponsorships or a combination of both.

For more information or to receive a sponsorship package specifically designed for you, please contact The Development Department at 202.554.9066, ext. 560 or at sponsorship@arenastage.org.

Washington Drama Society, Inc D.B.A. Arena Stage is a 501(c)(3) not-for-profit organization.