Sponsorship Opportunities

Monday, November 16, 2015
American Conservatory Theater
Geary Theater, San Francisco
About Theatre Bay Area

Theatre Bay Area is one of the largest regional performing arts service organizations in North America. Our members—some 300 theatre companies and 2,000 individual artists—produce thousands of performances and engage more than a million arts patrons each year.

The Bay Area is one of the most vibrant and distinctive theatre centers in the nation, renowned for the rich diversity of its artists and programming, and recognized as a hotbed of new play development. The Bay Area is home to more theatre companies than almost anywhere else in the country, and Theatre Bay Area members form the heart of this dynamic creative community.

Theatre Bay Area is a 501(c)3 nonprofit organization whose mission is to serve the region's theatre community and connect the public to the performing arts.

About the TBA Awards

The TBA Awards are designed to honor excellence in professionally oriented theatre through a peer-based, Bay Area-wide evaluation process. Nearly one hundred theatre companies are participating this year.

The TBA Awards program uses a pool of vetted industry professionals to adjudicate productions of Theatre Bay Area member companies. The program incorporates the best practices of awards systems in Los Angeles, Chicago and other major theatre centers, providing high-profile recognition of outstanding artistic achievement in a way that is both credible and representative of the larger community.

Awards are bestowed in more than a dozen categories including Outstanding Production, Acting, Directing, Choreography and Design. The program culminates each fall at the TBA Awards Celebration.

The second annual TBA Awards Celebration is scheduled for November 16, 2015, at A.C.T.'s Geary Theater in San Francisco.

Contact:
TBA Awards event producers at TBAawards@theatrebayarea.org or (415) 430-1140, ext. *40
The reach of the TBA Awards is expansive. Your sponsorship will gain prominent exposure to the full spectrum of theatre supporters from the most devoted patrons, to TBA’s member companies (and their hundreds of board members, administrators, and creative artists), to individual theatre-makers and theatre educators—not to mention hundreds of thousands of impressions made through promotion of the event in local media.

Last year over 800 theatre-makers, volunteers and theatre-lovers attended the TBA Awards Celebration in person. Our online presence generated 73,696 organic impressions on Twitter from the night of the ceremony until the day after, when final results were released to the public (explore last year’s hashtag #TBAawards14 for a sample of our reach). In the weeks leading up to the ceremony, the event enjoyed press hits from *The Huffington Post*, *San Francisco Chronicle*, *San Francisco Examiner*, *Broadway World*, *American Theatre Magazine* and more.

Now is the ideal time to co-brand with Theatre Bay Area, one of the nation's largest regional performing arts service organizations. The TBA Awards offers tiered levels of sponsorship designed to provide a point of entry for any company or organization seeking to show its support for live theatre in the Bay Area. We can custom-tailor the perfect package to help meet your objectives and budget. Suggested levels of participation include:

**Patron Level ($1,500)**
- Two VIP tickets to the TBA Awards Celebration
- Logo placement (according to tier) in event promotion, including advertising, email marketing, TBA website and event program, plus mention in all press releases
- Verbal acknowledgement from the stage by a celebrity host or presenter
- Complimentary sixth-page advertisement in program or equivalent credit on larger advertisement (upgrade subject to availability)

**Artist Level ($2,500)** - All Patron Level benefits, plus:
- Upgrade to third-page advertisement or equivalent credit
- Opportunity to distribute branded swag to honorees

**Director Level ($5,000)** - All Artist Level benefits, plus:
- Upgrade to four VIP tickets to the TBA Awards Celebration
- Upgrade to full-page advertisement or equivalent credit
- Complimentary sponsored email to TBA’s “The Insider” mailing list (3,000 members)
- Opportunity for signage, tabling or product sampling (subject to venue restrictions)

**Producer Level ($10,000)** - All Director Level benefits, plus:
- Upgrade to premium full-page advertisement
- Complimentary sponsored email to TBA’s “The Theatregoer” mailing list (21,000 members)
- Opportunity to co-present an award at the ceremony

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TBA Awards event producers at TBAawards@theatrebayarea.org or (415) 430-1140, ext. #40

November 16 2015, American Conservatory Theater, Geary Theater, San Francisco
**2015-2016 Annual Sponsorship**

Broaden your reach by supporting Theatre Bay Area through an Annual Sponsorship, which includes presence at our Annual Conference and General Auditions.

Our Annual Conference is one of the most important theatre events of the year, bringing together nearly 600 theatre administrators, artists, trustees and industry leaders for a day of learning, networking and professional development.

The General Auditions provide an opportunity for newcomers and veteran actors to showcase their talent for scores of local directors and casting directors. In 2014, almost 400 actors had the opportunity to audition for nearly 100 theatre producers over the course of a single weekend!

The 2016 General Auditions will be held in San Francisco on Jan. 30-Feb. 1, 2016. The 2016 Annual Conference will be held in Spring 2016.

There is also the option to sponsor the Annual Conference separate from the TBA Awards. Please contact TBA Awards event producers to learn more about Annual Conference sponsorship benefits.

**Contact:**
TBA Awards event producers at TBAawards@theatrebayarea.org or (415) 430-1140, ext. *40
SPONSORSHIP FORM

Sponsoring Organization: __________________________________________

Primary Contact: ________________________________________________

Telephone: ______________________________________________________

Email: __________________________________________________________

Address: _________________________________________________________

_______________________________________________________________

CITY STATE ZIP CODE

Sponsorship Level:

☐ Patron Level ($1,500)

☐ Artist Level ($2,500)

☐ Director Level ($5,000)

☐ Producer Level ($10,000)

Method of Payment:  ☐ Check  ☐ Credit Card  ☐ Bill Me (Invoice)

Name on Credit Card: ____________________________________________

CC #: __________________________________________________________

Exp Date: _______________  CVV: ____________

Billing Address: _________________________________________________

_______________________________________________________________

city state zip code

Please return completed sponsorship form to Theatre Bay Area via mail, fax, phone or email by September 30, 2015.

TBA Awards event producers
Theatre Bay Area
1119 Market Street, 2nd Floor
San Francisco, CA 94103

Email: TBAAwards@theatrebayarea.org
Phone: (415) 430-1140, ext. *40
Fax: (415) 430-1145