



EVENT SPONSORSHIP OPPORTUNITIES

Headliner

- Receive top billing above all other event sponsors
- Name on Marquee with performance promotion
- Announcement from stage prior to the performance
- Up to 10 FREE tickets to the performance
- Logo prominent on performance posters
- Full page ad in performance playbill
- Recognition in performance email promotions
- Recognition on PeoplesBankTheatre.com
- Name printed on performance tickets

Benefactor

- Up to 6 FREE tickets to the performance
- Logo on performance posters
- Half page ad in performance playbill
- Recognition in performance email promotions
- Recognition on PeoplesBankTheatre.com

Underwriter

- Up to 4 FREE tickets to the performance
- Listing on performance posters
- Quarter page ad in performance playbill
- Recognition in performance email promotions
- Recognition on PeoplesBankTheatre.com

Sponsorship levels

Artist Fee: \$20,000+

- Headliner: \$5,000+
- Benefactor: \$2,500
- Underwriter: \$1,000

Artist Fee: \$10–20,000

- Headliner: \$3,500+
- Benefactor: \$2,000
- Underwriter: \$750

Artist Fee: to \$10,000

- Headliner: \$2,500+
- Benefactor: \$1,500
- Underwriter: \$500