

THURSDAY, JUNE 13, 2024 /// THE DEPOT, RENAISSANCE MINNEAPOLIS HOTEL

## SPONSORSHIP OPPORTUNITIES

Theater Latté Da's Gala is one of the premier annual events in the Twin Cities arts community. Sponsors of our Showstoppers: Purple Reign Gala have a unique opportunity to showcase their brand to up to 450 top business leaders, philanthropists, and creators, with the potential for tens of thousands of additional brand impressions leading up to and during the celebration. Sponsors also benefit from 12 months of visibility among TLD's devoted community of over 40,000 subscribers and patrons--one of the largest and most loyal theater audiences in Minnesota. Perhaps most importantly, TLD sponsors can take pride in knowing that they are sustaining the kind of vibrant, diverse, and creative community that makes Minnesota an exceptional place to live and work.

Founded in 1998, Theater Latté Da (TLD) is celebrating our 26th season of presenting original and re-imagined musical theater. We seek to create new connections between story, music, artist, and audience by exploring and expanding the art of musical theater. Our nationally acclaimed productions transcend the conventional, helping to solidify the Twin Cities' reputation as a place where progressive art is advanced and celebrated.

### PLATINUM SPONSOR /// \$5,000

- Ongoing logo recognition in all TLD playbills for one year (40,000 impressions)
- Ongoing logo recognition on the TLD website for one year
- Full-page playbill ad for the show of your choice during the 2024-2025 season (6,000-10,000 impressions)
- 10 tickets for the Gala with Premiere seating placement (one full table, non-tax-deductible amount \$650)
- Sponsor logo placement on digital loop at Gala (rotating impressions over 4 hours)
- Company logo on Gala email and print invitations (25,000+ impressions per mailing), on Gala webpage through May 30, 2025 (10,000+ impressions)
- Full-page ad in the Gala program (500 impressions)
- Verbal acknowledgment from the Gala stage
- *\$3,150 tax deductible*

### GOLD SPONSOR /// \$2,500

- Ongoing logo recognition in all TLD playbills for one year (40,000 impressions)
- Ongoing logo recognition on the TLD website for one year
- Half-page playbill ad for the show of your choice during the 2024-2025 season (6,000-10,000 impressions)
- 4 tickets for the Gala (non-tax-deductible amount \$260)
- Sponsor logo placement on digital loop at Gala (rotating impressions over 4 hours)
- Company logo on Gala email and print invitations (25,000+ impressions per mailing), on Gala webpage through May 30, 2025 (10,000+ impressions)
- Half-page ad in the Gala program (500 impressions)
- *\$1,770 tax deductible*

### BRONZE SPONSOR /// \$1,750

- Ongoing name recognition in all TLD playbills for one year (40,000 impressions)
- Ongoing name recognition on the TLD website for one year
- 2 tickets for the Gala
- Sponsor logo placement on digital loop at Gala (rotating impressions over 4 hours)
- Company logo on Gala print and email invitations (25,000+ impressions per mailing), on Gala webpage through May 30, 2025 (10,000+ impressions)
- Name recognition in the Gala program (500 impressions)
- *\$1,620 tax deductible*

## ENTERTAINMENT SPONSOR /// \$2,500

*This unique opportunity partially supports the cost of bringing six exceptional TLD artists and a band of top Twin Cities musicians to the stage to perform for our gala guests--the heart and soul of the evening!*

- Ongoing name recognition in all TLD playbills for one year (40,000 impressions)
- Ongoing name recognition on the TLD website for one year
- 2 tickets for the Gala
- Name/logo placement on digital loop at Gala (rotating impressions over 4 hours)
- Company logo on Gala email invitations (25,000+ impressions per mailing), on Gala webpage through May 30, 2025 (10,000+ impressions)
- Name recognition in the Gala program (500 impressions)
- *\$2,370 tax deductible*

## CLICKBID SPONSOR /// \$2,500 (exclusive) / \$1,500 (non-exclusive)

*One of the best opportunities for brand presence at the Showstoppers Gala, your company name or logo will be placed at the top of patrons' phone screens or computers when using our silent auction bidding platform.*

- Logo placement at the top of guests' phone screens when using the Clickbid mobile bidding platform to view the online silent auction in the week prior to and during the June 13 event--an estimated 30,000-50,000 brand impressions. If Exclusive, sponsor will receive all brand impressions. If Non-Exclusive, impressions will rotate among all Clickbid Sponsors.
- Ongoing name recognition in all TLD playbills for one year (40,000 impressions)
- Company logo on Gala email invitations (25,000+ impressions per mailing), on Gala webpage through May 30, 2025 (10,000+ impressions)
- Name recognition in the Gala program (500 impressions)

All sponsorship opportunities are non-exclusive unless otherwise noted.  
Contact [gala@latteda.org](mailto:gala@latteda.org) or call 612.605.1771 with questions or to secure your sponsorship.



## ABOUT OUR AUDIENCE

- 64% female; 36% male
- 31% advanced degree holders
- 55% Baby Boomer; 34% Gen X and Gen Y; 9% Silent and Greatest Generations
- 96% Minnesota-based patrons
- # of other US states represented: 46
- 17% in the 95th percentile of Minnesota household income; 46% in the 80th percentile
- 26% with net worth greater than \$2M

*Based on 2022-23 season data per TRG Arts*



# Theater Latté Da Showstoppers Gala Sponsor Commitment Form

I am pleased to support bold musical theater as a sponsor of Theater Latté Da's 2024 Gala Benefit.

COMPANY NAME \_\_\_\_\_

PRIMARY CONTACT NAME \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

SPONSORSHIP LEVEL:  Platinum (\$5,000)  Gold (\$2,500)  Silver (\$1,750)  
 Entertainment (\$2,500)  Clickbid Exclusive (\$2,500)  Clickbid Non-Exclusive (\$1,500)

Please reserve the following gala tickets for use my guests and myself:

\_\_\_\_\_ Platinum (up to 10)    \_\_\_\_\_ Gold (up to 4)    \_\_\_\_\_ Silver (up to 2)

Kindly submit name, email, mobile phone and entree selection (beef, chicken or vegan) for each guest to [gala@latteda.org](mailto:gala@latteda.org) by May 24, 2024. Tickets not reserved with guest names by May 24 may be released for sale.

This sponsorship should be acknowledged as follows in playbills, on event signage, and for other sponsorship listings:

Please send your company logo and gala playbill ad (if applicable) to [gala@latteda.org](mailto:gala@latteda.org). Logos will be included in the digital and print collateral commencing as soon as possible following the date of receipt. Kindly submit your program ad by May 17:

<p>FULL PAGE (Platinum): 5.5"w x 8.5"h printable area .25" bleed for overall dimensions of 6"w x 9" h Print-ready PDF or PNG format preferred</p>	<p>HALF PAGE (Gold): 5.5"w x 4.25"h printable area .25" bleed for overall dimensions of 6"w x 4.75" h Print-ready PDF or PNG format preferred</p>
---	---

PAYMENT  Please invoice me  
 You'll receive my check by May 17, 2024 (Theater Latte Da, 345 13th Ave NE, Minneapolis, MN 55413)  
 Please contact me to arrange credit card payment

My signature below affirms my commitment to this sponsorship.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Print name

Kindly return this form to [gala@latteda.org](mailto:gala@latteda.org). Please contact Elisa Spencer-Kaplan, Managing Director, with any questions you may have at [elisa@latteda.org](mailto:elisa@latteda.org) or 612.605.1771.