



SPONSOR WITH



THE GRAND THEATER

OUR MISSION:

The Performing Arts Foundation ENTERTAINS, EDUCATES, and ENRICHES the community by offering world class programming, which develops a lifelong appreciation for the arts in its citizens and enhances the quality of life in the region.

The Grand Theater

We have an exciting, eclectic season coming up at The Grand! The upcoming 2024/25 Season will feature hit musicals, music legends, and both traditional and cutting-edge performances sure to excite audiences. The Grand Theater proudly presents 30-35 shows sure to appeal to a wide range of audiences.

The Grand Theater's impact in the community is made greater through the support of local businesses and corporations. While our business partnerships benefit the community as a whole, there are direct benefits that your business can take advantage of as well. A corporate partnership with The Grand Theater:

- Offers recognition for your business in supporting a valuable community asset
- Provides a dynamic atmosphere for impressive networking and client events
- Contributes to creativity and quality of life in the community, which attracts and retains the best and brightest employees
- Grants you and your business exciting opportunities to actively engage with the arts

The Grand provides a number of levels of business support, ensuring the perfect fit for partnership. Each level provides unique sponsorship opportunities, which carry various associated benefits. Benefits may include complimentary tickets, special event invitations, complimentary room rentals, and a large variety of recognition opportunities: including print, radio, television, and digital promotion.

Explore our Sponsor Levels & Benefits, then contact Tessa Taylor, Director of Development at ttaylor@grandtheater.org or 715-842-0988 to discuss available sponsorship options and pricing.

2023/24 REVIEW

- The Grand Theater is ranked as one of the **top 125 venues** worldwide from Pollstar's 2023 Annual Report.
- The Grand Theater has **over 800** season ticket subscribers.
- The Grand sold **over 67,000 tickets** to patrons in all **72 counties**, including over **6,000 new patrons**, and sold out a record-breaking **33 shows**.
- The Grand Theater's season brochure and newsletters are sent to **over 25,000 households**.
- **Approximately 135,000** users visit The Grand's website.
- Television and radio ads reach a viewership of **370,000 households**.
- The Grand's email base reaches over **35,000 patrons**.
- The theater is home to over **200 events** per year including performances, weddings, concerts, and parties.

SPONSORSHIP OVERVIEW

With a combination of benefits and marketing, you can maximize your impact through sponsorship at The Grand. We are proud of our relationship with you and will serve as good stewards of your generous support. We are committed to delivering valuable benefits and a positive partnership experience to each Performing Arts Foundation Sponsor.

PRESENTING SPONSOR

Premier sponsorship of a single show with numerous following benefits.
Discuss your options with our Director of Development.

FEATURED SPONSOR

Sponsorship of a single show with great benefits.
Discuss your options with our Director of Development.

SIGNATURE SPONSOR

Sponsorship of entire season with benefits.

SUPPORTING SPONSOR

Sponsorship of entire season with benefits.

Discuss your options with **Tessa Taylor, Director of Development** at 715-298-7552 (direct) or email ttaylor@grandtheater.org.

THE COMMUNITY ENGAGEMENT SERIES

TITLE SPONSORSHIP | OPEN FOR THE 2024/25 SEASON

By sponsoring the Community Engagement Series, you have the opportunity to be the exclusive Title Sponsor of one of The Grand's most unique and accessible series, which pushes the arts out into the community through interactive events. The Community Engagement Series will feature free and low-cost community events like film screenings, karaoke nights, trivia events, dance classes, and more!

By supporting the Performing Arts Foundation through the Community Engagement Series, your company will impact the vibrancy of North Central Wisconsin by increasing accessibility to the arts, enhance your brand, strengthen your corporate reputation, and show your support for increasing the quality of life of our region.



THE GRAND

BLUE MAN GROUP
ON TOUR

THE GRAND THEATER | APRIL 28 & 29
401 N FOURTH STREET, DOWNTOWN WAUSAU | GRANDTHEATER.ORG

PRESENTING SPONSORS:  

FEATURED SPONSORS:  





SPONSORSHIP IMPRESSIONS

DIRECT MAIL: 75,000 IMPRESSIONS

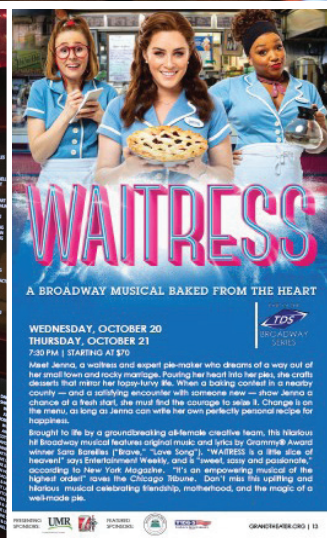
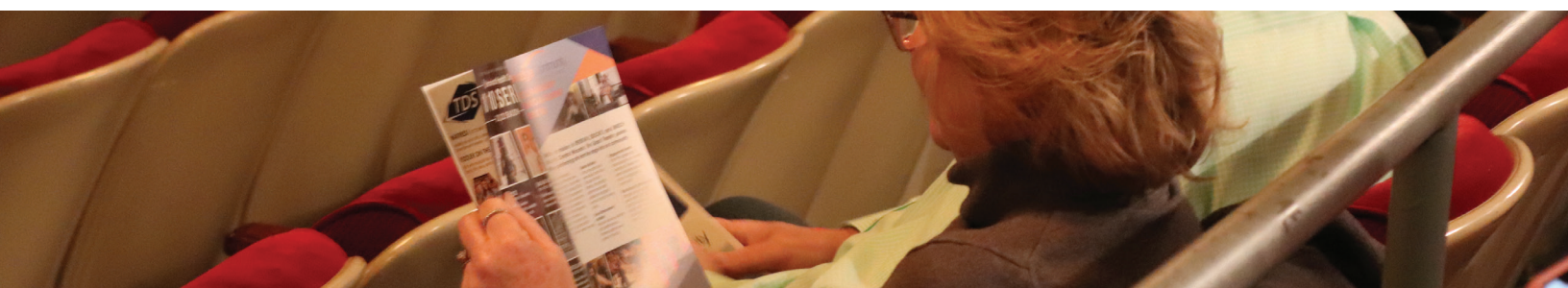
- 35,000 Impressions - Recognition in the full-color **Season Brochure** distributed beginning in June.
- 40,000 Impressions – Recognition in the Performing Arts Foundation **newsletters** published at least twice annually, mailed to area households and distributed to local businesses, restaurants, and visitor centers.

INTERNET MARKETING & SOCIAL MEDIA: 190,000 POTENTIAL IMPRESSIONS

- Up to 135,000 Impressions - Recognition on the Performing Arts Foundation **website** on a dedicated sponsor recognition page and also on the **sponsored show** page with links to sponsor website.
- Average 25,000 Impressions - Recognition in show **email marketing campaigns**.
- Approximately 30,000 Impressions – Recognition in **social media** promotion.

OTHER RECOGNITION: 62,400 IMPRESSIONS

- Up to 30,000 Impressions - Full-page advertising space in the Season Program, distributed at each show on The Grand's 2024-25 Season
- Approximately 10,000 Impressions - Company name printed as title sponsor on Tickets for sponsored shows.
- Approximately 10,000 Impressions - Verbal recognition during each Broadway Series performance's curtain speech
- Approximately 10,000 Impressions - Recognition within The Grand Theater through the venue's digital monitor displays, marquee sign, and other venue signage



The Grand offers special promotional and ticket opportunities throughout the season including booths, special events, and meet and greets.