



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 2025/26 Season will feature hit musicals, music legends, and both traditional and cutting-edge performances sure to excite audiences. The Grand Theater proudly presents 30-40 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 taylor@grandtheater.org or 715-842-0988 to discuss available sponsorship options and pricing.

2024/25 REVIEW

- The Grand Theater is ranked as one of the **top 105 venues** worldwide from Pollstar's 2024 Annual Report.
- The Grand Theater has **over 1,000** season ticket subscribers.
- The Grand sold **over 77,000 tickets** to patrons in all **72 counties**, including over **7,000 new patrons**, and sold out a record-breaking **34 shows**.
- The Grand Theater's season brochure and newsletters are sent to **over 35,000 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 **180 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 | \$5,000

Premier sponsorship of a single show with the following benefits:

- Primary logo placement in season brochure, signage in Great Hall, show page on website, season program, and marquee
- Logo also included in TV, print, and digital advertising; social media, video, and emails; show program, newsletters, and other printed materials
- Company Name printed on sponsored show tickets (subject to artist approval)
- Recognition during sponsored show curtain speech
- Complimentary half-page, full-color ad in season program
- Invitation to purchase tickets to season shows in advance of the general public
- Complimentary private reception space available prior to sponsored show
- Ten (10) complimentary tickets to sponsored show (subject to artist agreements)

FEATURED SPONSOR | \$3,000

Sponsorship of a single show with the following benefits:

- Logo placement in season brochure, signage in Great Hall, show page on website, season program, and marquee
- Logo also included in TV, print, and digital advertising; social media, video, and emails; show program, newsletters, and other printed materials
- Recognition during sponsored show curtain speech
- Invitation to purchase tickets to season shows in advance of the general public
- Discounted private reception space available prior to sponsored show
- Six (6) complimentary tickets to sponsored show (subject to artist agreements)

SIGNATURE SPONSOR | \$1,000-\$2,999

Sponsorship of entire season with the following benefits:

- Logo placement in season program, signage in Great Hall, and website
- Invitation to purchase tickets to season shows in advance of the general public
- Two (2) complimentary tickets to a show

SUPPORTING SPONSOR | \$500-\$999

Sponsorship of entire season with the following benefits:

- Logo placement on season program, signage in Great Hall, and website



SPONSORSHIP IMPRESSIONS

DIRECT MAIL: 75,000 IMPRESSIONS

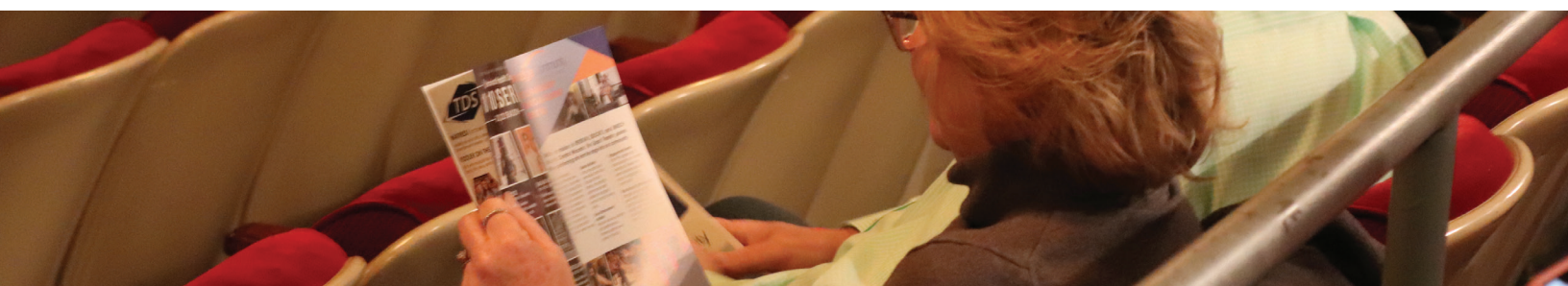
- 35,000 Impressions - Recognition in the full-color **Season Brochure** distributed beginning in June.
- 40,000 Impressions – Recognition in the Performing Arts Foundation **newsletters** published at least twice annually, mailed to area households and distributed to local businesses, restaurants, and 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: 65,000 IMPRESSIONS

- Up to 35,000 Impressions - Full-page advertising space in the Season Program, distributed at each show on The Grand's 2025-26 Season
- Approximately 10,000 Impressions - Company name printed as title sponsor on Tickets for sponsored shows.
- Approximately 10,000 Impressions - Verbal recognition during each title sponsor 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.

OTHER SPONSORSHIP OPPORTUNITIES

The Grand Theater offers many other sponsorship opportunities outside the traditional show sponsorship. Read more below on how to support one of The Grand's series and learn how to create your very own!



2025/26 SEASON OPENER

TITLE SPONSORSHIP | \$10,000 FOR THE 2025/26 SEASON

Present the show that starts it all! By sponsoring the 2025/26 Season Opener you get the privilege of being the title sponsor for the most talked about show of the year. By supporting the Performing Arts Foundation through Sponsorship, your company will impact the vibrancy of North Central Wisconsin, enhance your brand, strengthen your corporate reputation, and reach new audiences. As the Season Opener Sponsor, you will receive exclusive, named recognition for your sponsored event.



THE COMMUNITY ENGAGEMENT SERIES

TITLE SPONSORSHIP | \$15,000 FOR THE 2025/26 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.



CREATE YOUR OWN SERIES

TITLE SPONSORSHIP | \$30,000 FOR THE 2025/26 SEASON

Choose your own shows and create the perfect series to represent your business! Dream up your own series of music, theater, comedy, and more by selecting your favorite six eligible events from the 2025/26 lineup to create your own series!

By supporting the Performing Arts Foundation through a Series Sponsorship, your company will impact the vibrancy of North Central Wisconsin, enhance your brand, strengthen your corporate reputation, and communicate your goals and priorities to loyal audiences. As a Series Sponsor, you will receive exclusive, named series recognition for six performances. This series can be customized based on the audience you are aiming to reach.