

2019 Sponsorship Opportunities

Information Packet

213-489-7402 | info@robeytheatrecompany.org



The Robey Theatre Company

2019 Sponsorship Opportunities

For a quarter-century, The Robey Theatre Company (“Robey”) has been committed to cultivating artists of color and to producing high quality, theatrical performances. Led by the continuing active engagement of its founding partners, noted theatre veterans and screen actors, Danny Glover and Ben Guillory, Robey has developed numerous award-winning plays over its twenty-five-year seasons.

The organization is dedicated to fostering a community of emerging playwrights by supporting their development as artists and by producing and directing their original theatrical works. In celebration of its *25th Year of Excellence in Black Theatre*, Robey will be hosting a year of prestigious events that are now available for sponsorship. More than 10,000 people are expected to participate in the specially curated events which offer a variety of marketing opportunities to Corporate Partners, Official Sponsors and Supporters.

The organization consistently attracts audiences comprised of community leaders, elected officials, celebrities, corporate executives, philanthropists, and Robey’s consumer donor base. Robey also targets services to many underserved communities including veterans, seniors, students and teachers.

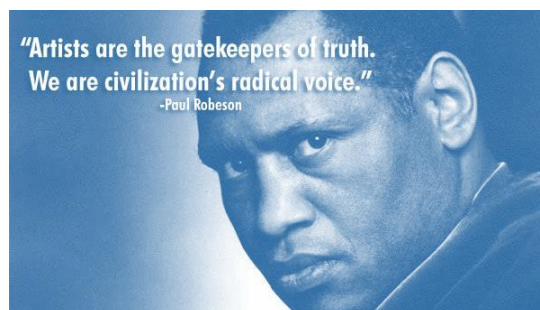
As one of Los Angeles’ premiere, award-winning African-American Arts organizations, The Robey Theatre Company provides its sponsors with unparalleled exposure to the tremendous social, cultural and economic impact of the African-American community: offering benefits including unique branding opportunities, media placement and access to Robey’s audience members. All benefits may be customized to suit the sponsor’s needs and the specific event.

The Robey Theatre Company’s 25th Year Anniversary offers a unique opportunity for corporations to partner with one of the nation’s foremost black-led theatre organizations. Your Business or Corporation is invited to become a Silver Anniversary Partner and Sponsor. As a Silver Anniversary Sponsor, your contribution, will greatly impact and enrich Los Angeles’ African-American community through the Arts, and will serve as a reflection of the tremendous philanthropic giving.

Additionally, Silver Anniversary Sponsors will make significant, visible impact, in local and statewide markets. And your Corporation's brand would be associated with The Robey Theatre Company's longstanding commitment to high quality artistic achievement.

Below is a general overview of Robey's 25th Year Anniversary *Official Sponsor* Levels and Benefits:

- **Presenting Sponsor** – \$50,000 to be the Presenting Sponsor for all events in 2019.
- **Title Sponsor** – \$25,000 to be a Title Sponsor of for all events in 2019, or of a single full production of the Sponsor's choice.
- **Major Sponsor** – \$10,000 to be a Major Sponsor of all events in 2019 or, of the opening night of the **2019 The Paul Robeson Theatre Festival: A Robey Retrospective**
- **Supporting Sponsor** – \$5,000 to be listed as a Supporting Sponsor of all events in 2019 or, of a single special event of Sponsor's choice.



Benefits of Sponsorship	Presenting	Title	Major	Supporting
Sponsor name will be part of the official events name (e.g.: <i>SPONSOR NAME presents The Robey Theatre Company's Spring Production of Birdland Blue</i>)	✓	✓		
Most prominent name and logo placement on all printed materials related to events (i.e. Press Releases, flyers, program book, social media and e-blasts)	✓	✓		
Prominent name and logo placement on all printed materials related to event (i.e. Press Releases, program book, social media posts and e-blasts)			✓	✓
Most prominent ad in Official Event Program	✓	✓		
Prominent ad in Official Event Program			✓	✓
Logo placement on Step and Repeat banners, which serve as backdrop in all press photo opportunities	✓	✓	✓	✓
Prominent Sponsor name recognition in all press releases related to events	✓			
Name recognition in all press releases related to events			✓	✓
Logo placement on The Robey Theatre Company web site	✓	✓	✓	✓
Opportunities for Sponsor logo placement in PSA's related to event, newspaper ads and magazine press	✓	✓		
Preferred seating/tickets at productions or events	✓	✓	✓	✓
Photo opportunities with celebrity guests and dignitaries	✓	✓	✓	✓

Additional Sponsorship Opportunities

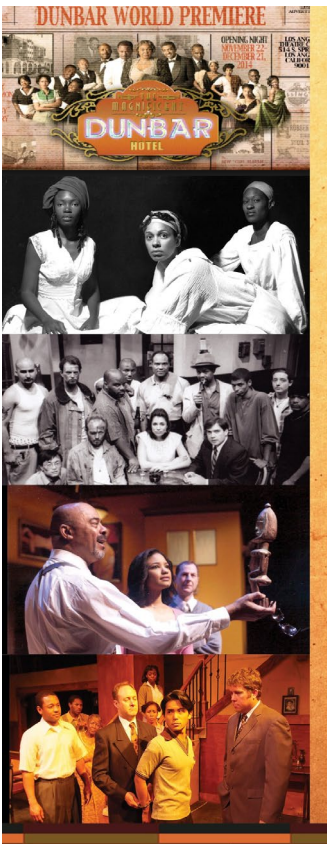
- For a donation of \$3,500, you can sponsor a Robey Round Table gathering. Two gatherings are planned for 2019 and will feature experienced theatre contributors in a discussion about the historical significance of Black Theatre and the need for its on-going support.
- For \$500, your donation will sponsor a deserving participant (student) in a ten-week session (Fall, Spring, Summer) of The Robey Theatre Company's Playwrights Lab or Advanced Scene Study Workshop with Ben Guillory. Three ten-week sessions are offered per year. Or for \$5,000 you can sponsor an entire ten-week session.
- You may also sponsor tickets for underserved or low-income theatre enthusiasts. Group tickets are available for parties of 10 or more, as well as, discounted tickets for seniors, students, veterans and educators. For a discounted donation of \$1,600, you can sponsor an entire night of any single production.

For more information about Sponsorship Opportunities please contact us at:



The Robey Theatre Company
514 South Spring Street
Los Angeles Theatre Center | 3rd Floor
Los Angeles, CA 90013
O. 213-489-7402 | E. info@robeytheatrecompany.org
www.robeytheatrecompany.org

SAVE THE YEAR 15TH ANNIVERSARY CELEBRATION



THE ROBEY THEATRE COMPANY
IS TURNING 25 AND WE CELEBRATE
CELEBRATING 15TH YEAR LONG

APRIL 6, 2019
BIRDLAND BLUE - WORLD PREMIERE
BY RANDY ROSS PH.D.

AUGUST 23, 24 & 25, 2019
PAUL ROBESON "HEAT REFERENCE" AND AN
ANNIVERSARY GALA RECEPTION

NOVEMBER 2, 2019
FALL PRODUCTION

LOS ANGELES THEATRE CENTER
514 S. SPRING STREET
LOS ANGELES, CA 90013

SPONSORSHIP OPPORTUNITIES ARE AVAILABLE
EMAIL US AT OFFICE@ROBEYTHEATRECO.COM RANYI.ORG



FOR MORE INFORMATION VISIT US AT
WWW.ROBEYTHEATRECO.COM OR
CALL (213) 489-7402