



*TEX ARTS*

**SPONSOR PACKAGE  
2023-2024 SEASON**



# ABOUT TEXARTS:

Founded in 2005, TexARTS is celebrating 17 years of enriching the lives of Central Texans by producing thrilling musicals and classic plays and educating young talent to achieve their fullest potential as artists.

In the early days, the founders established TexARTS with a vision to revive classic musicals for Austin audiences. Productions were presented at The Paramount Theatre and included “Carousel” starring Patrick Cassidy and a concert headlined by Academy Award-winner Shirley Jones. Needing rehearsal space, the organization leased TexARTS’ current home in Lakeway.

Securing its own black box theatre and studios opened up new opportunities and changed the organization’s direction. As Lakeway’s population grew and attracted young families, the leaders recognized the need for a quality arts education program and opened the TexARTS Academy. Today, TexARTS offers training in dance, musical theatre, acting, voice, and visual arts through after-school technique classes, youth productions, summer camps, and master classes. Since opening the Academy, thousands of students have trained and gained confidence at TexARTS. Students have been admitted to nationally ranked performing arts programs at universities and conservatories throughout the U.S. And, now you see them on International Tours, National Commercials, and Off-Broadway creating art.

TexARTS Professional Series morphed from one large production to a season of musical productions. The critically acclaimed series continues to grow and has presented over 30 professional productions to over 20,000 patrons and employed hundreds of artists and designers. The Professional Series attracts a significant number of visitors from Lakeway and surrounding communities located in Western Travis, Hays, Williamson, Burnet Counties and throughout Texas and the nation.

As TexARTS looks to the coming years, it will build upon its exemplary programming, expanding its reach to further the promotion of the arts for people of all ages and means.



# WHY SUPPORT:

TexARTS has brought the performing arts to the Lake Travis Region for the last 17 years. It has touched the lives of thousands of children, being a place for them to have fun, be exposed to the performing arts and even train for their future careers.

TexARTS Professional Theatre attracts visitors and impacts the local economy. It is estimated that in the last year, TexARTS has positively impacted the Lake Travis Community by over \$400,000 as theatre goers dine out, shop and stay in local hotels to enjoy the theatre experience.

TexARTS spends over \$150,000 in Print & Digital marketing for a reach of over 7,000,000 people per season. Some examples below:

## **PRINTED SHOW POSTER:**

The full-color show posters are placed locally (youth) and disbursed across Austin (Professional). The poster includes Title, show dates and Premium sponsors. Expect over 15,000 Impressions.

## **WEBPAGE:**

Ticket Sales and Class Registrations are driven to the TexARTS Website. Premium Sponsor information is included on the landing pages.

## **SHOW PROGRAMS:**

Distributed to all patrons, each program includes the show details, cast, advertisements, and sponsor recognition.

## **NEWSLETTERS/E-PROMOTIONS:**

Newsletters are emailed to the entire TexARTS network each Friday. Targeted Marketing campaigns are executed multiple times throughout the week. Expect over 1,000,000 impressions.

## **SOCIAL MEDIA:**

TexARTS Professional shows, Youth Shows and Academy photographs drive social media proliferation. Expect over 1,000,000 impressions.

## **PRINTED SHOW CARDS:**

A postcard announcing the show dates and Title. Expect over 10,000 impressions.



# \$25,000 EXCLUSIVE SEASON SPONSOR

## SEASON SPONSOR BENEFITS INCLUDE:

- Back page, color advertisement for all Professional & Youth production playbills
- Recognition in all TexARTS production playbills
- Sponsor logo listing on the Ticketing webpage
- Sponsor logo in “at this performance” Slide Show
- Sponsor logo listing on Show Posters
- Recognition at the beginning of each show
- Show Swag
- 8 complimentary tickets to each Academy Production -OR- 4 complimentary cocktail table tickets to each Professional Production



# \$15,000 SUMMER CAMP SPONSOR (3 AVAILABLE)



## CAMP SPONSOR BENEFITS INCLUDE:

- Full page, color advertisement for all Professional & Youth production playbills
- Recognition in all TexARTS production playbills
- Sponsor logo listing on the Ticketing webpage
- Sponsor logo in “At This Performance” Slide Show
- Recognition at the beginning of each show
- Sponsor Logo on Back of Summer Camp T-shirt
- Show Swag
- 4 complimentary tickets to each Academy Production -OR- 2 complimentary orchestra tickets to each Professional Production



## **\$10,000 CONCESSION SPONSOR (2 AVAILABLE)**

- Half page, color advertisement for all Professional & Youth production playbills
- Recognition in all TexARTS production playbills
- Sponsor logo listing on the Ticketing webpage
- Sponsor logo in “At This Performance” Slide Show
- Recognition at the beginning of each show
- Sponsor Logo on Concession stand at all performances
- Show Swag
- 4 complimentary tickets to each Academy Production -OR- 2 complimentary orchestra tickets to each Professional Production

## **\$5,000 OPENING NIGHT SPONSOR (3 AVAILABLE)**

- Half page, color advertisement for all Professional & Youth production playbills
- Recognition in all TexARTS production playbills
- Sponsor logo listing on the Ticketing webpage
- Sponsor logo in “At This Performance” Slide Show
- Recognition at the beginning of each show
- Recognition at Professional Series Opening Night Champagne Party
- Show Swag
- 4 complimentary tickets to each Academy Production -OR- 2 complimentary orchestra tickets to each Professional Production

# OTHER BUSINESS SPONSORSHIP OPPORTUNITIES

As a 501 (c)(3) nonprofit arts organization, the TexARTS model balances tuition and ticket sales with grants, sponsorships and individual donations. We count on Lake Travis area businesses to help keep tuition costs affordable, ticket prices low, and allow us to produce at a high production value, attracting the top talent.

Season sponsorship benefits are tax deductible. EIN/Federal Tax ID #86-1150456



## \$2500 DIRECTOR SPONSORSHIP

- Half page, color advertisement for all Professional & Youth production playbills
- Recognition in all TexARTS production playbills
- Sponsor logo listing on the Ticketing webpage
- Sponsor logo in “At This Performance” Slide Show

## \$1500 CREATIVE SPONSORSHIP

Recognition in TexARTS production playbills & 1/4 page, color advertisement TexARTS production playbills

## \$1000 LEAD ACTOR SPONSORSHIP

Recognition in TexARTS production playbills & 1/4 page, grayscale advertisement TexARTS production playbills

## PATRON DONATIONS OF OVER \$500

Recognition in TexARTS production playbills

Thank you for supporting our vision of an arts education and performance destination.





# TEXARTS BUSINESS SPONSORSHIP PROGRAM

Season Sponsor (\$25,000) - Exclusive

Summer Camp Sponsor (\$15,000) - 3 available

Concession Sponsor (\$10,000) - 2 available

Opening Night Sponsor (\$5,000) - 3 available

Director Sponsor (\$2,500)

Creative Sponsor (\$1,500)

Lead Actor Sponsor (\$1,000)

Name \_\_\_\_\_

Donation Amount \$ \_\_\_\_\_

Name for Recognition Purposes: \_\_\_\_\_

Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Phone: \_\_\_\_\_

Please make Checks Payable to TexARTS or Charge by Credit Card

Please Circle: Visa    MasterCard    CC# \_\_\_\_\_

Exp: \_\_\_\_\_ CVV: \_\_\_\_\_ Signature: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City/St/Zip: \_\_\_\_\_

Mailing Address: TexARTS Business Sponsorship, 2600 Lohmans Spur, STE 160, Austin, TX 78734

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