

STEFANIE H.
WEILL
C E N T E R

OR THE PERFORMING ARTS

EVENT SPONSORSHIPS



2022-23 Season Events

826 N 8th Street
Sheboygan, WI 53081
weillcenter.com

Weill Center Overview

The Weill Center for the Performing Arts is a 1,150-seat live event venue in Downtown Sheboygan, WI. The Weill Center presents a series of live performances including music, comedy, variety acts, movies and more. In 2001, the theater was restored to its original Spanish Colonial Revival architectural style and atmospheric theater, as built in 1928. The theater is currently listed on the National Register of Historic Places.



2022-23 Season at a Glance



Expected Attendance

45,000+ patrons



Number of Events

More than 80 Events



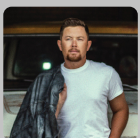
Days of Utilization in the theater

More than 180 days



2023-23 Season Event Sponsorship Goal

\$200,000



Financial Budget Breakdown - \$1.4M

Income: Earned (75%)/Contributed (25%)
Expenses: Programs (40%) /Staff (25%)
/Operations (25%)



2022-23 Weill Center Foundation Board of Directors

Officers

Chad Hamilton, President
Sargento Foods Inc

Gerald Jones, Vice-President

The O'Hare Wealth Management Group

Mike Isken, Treasurer

Piggly Wiggly Midwest, LLC

Jennifer Le Clair-Bemis, Secretary

Baird Private Wealth Management

Directors

Thomas Brickley, Commerce State Bank

Jeff Frieders, Midwest Communications

David Gallianetti, Lakeland University

Joe Hullin, Acuity Insurance

Paul Jochimsen, Jochimsen Wealth
Management

Jeff Madson, Vollrath Company

Doug Pelletiere, Sargento Foods Inc

Executive Director: Katy Glodosky

kglodosky@weillcenter.com

(920) 208-0808 x106

Event Sponsorship Overview

Make a contribution that counts. Support arts and entertainment in our community with a Weill Center sponsorship. Your support helps cover the costs of event production and enables us to continue to present a variety of quality entertainment offerings, while keeping prices affordable for our community members and our visitors.

Why Sponsor a Weill Center Event?

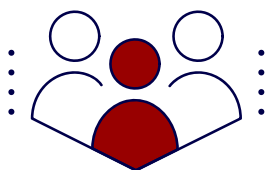


Employee recruitment/retention support: Get people excited about working for you! Attract talent and reward employees with event tickets.

Client cultivation and stewardship opportunities: Get people excited about doing business with you and thank them for their loyalty with tickets to a special event.



Brand recognition and targeted marketing efforts: Connect your brand to a memorable experience and get notable recognition for your support of our local nonprofit live event venue!



Community engagement and tourism development: A variety of entertainment options contribute to a happy community and thriving local economy.

The Weill Center Foundation is a 501(c)(3) non-profit organization (EIN: 39-1862825).
You will receive a confirmation of your gift to use for tax purposes.

Sponsorship Options:

Season Sponsor (starting at \$5,000)

Show Sponsor (starting at \$1,000)

Encore Program (minimum \$1000 commitment)

Movie Sponsor (starting at \$500)

Program Ad Sponsor (starting at \$100)

Thanks for making memories with us!

SEASON SPONSOR BENEFITS

Benefits at all Weill Center shows

Platinum Season Sponsor (\$20,000)

- 10 premiere tickets to each event (more if available)
- Framed and signed event posters (select shows)
- Invitation to VIP pre-show reception with hors d'ouvres and hosted bar
 - Potential for artist meet and greet
- Recognition in artist-approved marketing materials
- Full page ad in season programs
- One complimentary auditorium rental for private event (corporate presentation or movie night)

Diamond Season Sponsors (\$15,000)

- 8 premiere tickets to each event
- Invitation to VIP pre-show reception with hors d'ouvres and hosted bar
 - Potential for artist meet and greet
- Full-page ad in season programs
- One complimentary rental of theater lobby, board room, or board room balcony

Gold Season Sponsor (\$10,000)

- 4 premiere tickets to each event
- Invitation to VIP pre-show reception with hors d'ouvres and hosted bar
 - Potential for artist meet and greet
- Half page ad in season programs

Silver Season Sponsor (\$5,000)

- 2 premiere tickets to each event
- 2 drink tickets
- Quarter page ad in season programs

Benefits at every level:

- Verbal recognition on stage at event
- Sponsor recognition in the theater on digital displays and "supporters" poster
- Recognition online/in community: Logo on the Weill homepage and event webpages, included in Weill eblasts (15,000+ subscribers), promotional posts on our social media accounts (7,500+ followers)



SHOW SPONSOR BENEFITS

For ONE show of your choosing

Exclusive Show Sponsor (\$TBD - based on cost of event)

- 20-40 premiere tickets to the event (dependent on event)
- Private VIP pre-show reception with hors d'oeuvres and hosted bar
 - Potential for artist meet and greet
- Thank you message on one side of the marquee for your sponsored event
- Company logo projected onto ceiling prior to the event and during intermission
- Ability to address the crowd during curtain speech (upon artist approval)
- Recognition in artist-approved marketing materials
- Full page ad in event program; half-page ad in season programs

Platinum Show Sponsor (\$10,000)

- 20 premiere tickets to the event
- Invitation to VIP pre-show reception with hors d'oeuvres and hosted bar
 - Potential for artist meet and greet
- Recognition in artist-approved marketing materials
- Full page ad in event program; half page ad in season programs

Diamond Show Sponsors (\$5,000)

- 10 premiere tickets to the event
- Invitation to VIP pre-show reception with hors d'oeuvres and hosted bar
 - Potential for artist meet and greet
- Recognition in artist-approved marketing materials
- Half-page ad in event program; quarter page ad in season programs

Gold Show Sponsor (\$2,500)

- 8 premiere tickets to the event
- Invitation to VIP pre-show reception with hors d'oeuvres and hosted bar
 - Potential for artist meet and greet
- Quarter page ad in event program; logo in season program

Silver Show Sponsor (\$1,000)

- 8 premiere tickets to the event
- 8 drink tickets
- Quarter page ad in event program

Benefits at every show sponsor level:

- Verbal recognition on stage at event
- Event sponsor recognition in the theater on digital displays and "supporters" poster
- Recognition online/in community: Logo on the Weill homepage and event webpages, included in Weill eblasts (15,000+ subscribers), promotional posts on our social media accounts (7,500+ followers)

Corporate Encore Program

BUY ONE - GET ONE (compliments of your company)

Great performers reward the audience with an encore; Be a great employer - reward your employees with the encore program! Employees can buy one ticket and get one free, compliments of your company. *Minimum contribution: \$1,000*

Options:

- Limit your contribution by dollar amount (i.e. your company designates up to \$10,000/season)
- Limit your contribution to show (i.e. employees can buy one, get one for the XYZ show only).

The Weill Center will work with you to track which employees take advantage of this employee benefit. Many companies will have employees provide a clock number or employee number to track. You'll also need to determine if it is limited to full-time employees and any other restrictions.

ENCORE PROGRAM BENEFITS

- Inclusion on the updated sponsor wall in the east hallway as an Encore partner
- Recognition as an Encore partner in the event program
- Inclusion on event webpage and social media posts
- Inclusion in select emails to 15,000+ subscribers
- Promotional posts on our social media accounts (7,500+ followers)



Movie Sponsor

\$500 per movie

- Up to 50 complimentary movie tickets
- Opportunity to submit a video "trailer" to be played prior to the show
- Opportunity to have a booth in the lobby at your sponsored event
- Event sponsor recognition in the theater on digital displays and "supporters" poster
- Event sponsor recognition online/in community:
 - Logo on the Weill homepage and event webpage
 - Included in select Weill eblasts (15,000+ subscribers)
 - Promotional posts on our social media accounts (7,500+ followers)

*Looking to enhance the experience for your guests?
Consider hosting a pre or post party in our historic lobby balcony for just \$50/hour!*

Program Ad Sponsor

FULL SEASON

Quarter page: \$350
2.5"w x 4"h

Half page: \$500
5"w x 4"h

Full page: \$1000
5"w x 8"h

FAMILY SERIES

Quarter page: \$250
2.5"w x 4"h

Half page: \$300
5"w x 4"h

Full page: \$350
5"w x 8"h

ONE SHOW

Quarter page: \$100
2.5"w x 4"h

Half page: \$150
5"w x 4"h

Full page: \$200
5"w x 8"h

Weill Center 2022-23 Season

More to be announced!

ORIGINAL MUSIC



Haley Reinhart
Pop, rock, jazz
Sat., Sept. 17, 7:30 p.m.



Paul Spencer Jazz Band
Chicago jazz
Thurs., Sept. 22, 7:30 p.m.



Ward Davis
feat. Sister Winchester
Country, Indie-folk
Sat., Oct. 22, 7 p.m.



Rucksack Revolution
(and guests!) - bluegrass
Sat., Nov. 26, 7:30 p.m.



Marie Osmond
A Symphonic Christmas
Sat., Dec. 17, 7:30 p.m.
LIMITED SPONSORSHIPS

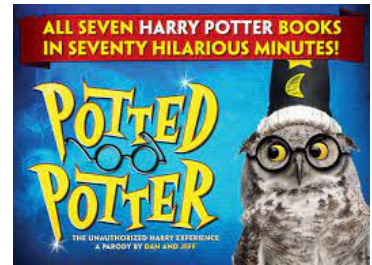
COMEDY & MORE



Deuces Wild! - Dueling
Pianos - Comedy & pianos
Fri., Oct. 14, 7:30 p.m.



Who Hijacked
My Fairy Tale?
One-woman comedy show
Sat., Nov. 19, 7:30 p.m.



Potted Potter
Harry Potter Parody
Wed., May 3, 7:30 p.m.

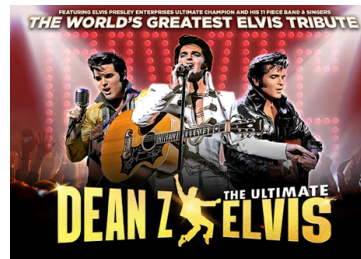
TRIBUTES



Killer Queen
A Tribute to Queen
Sat., March 18, 7:30 p.m.



The Beat Goes On
CHER Tribute
Fri., March 31, 7:30 p.m.



Dean Z - Elvis Tribute
Fri., Jan. 27, 7:30 p.m.



Boy Band Review
Tribute to various Boy Bands
Sat., Feb. 11, 7:30 p.m.

FAMILY SERIES



Grace For President
Thurs., Oct. 27, 6 p.m.



Buckets N Boards
Comedy, percussion show,
Fri., Feb. 3, 6 p.m.



Llama Llama Live!
Fri., March 17, 6 p.m.

Your sponsorship also
supports field trips for
1st, 2nd, and 3rd grade
Sheboygan Area School
District students.