



ARDEN THEATRE COMPANY'S 2022
GRANFALLOON

A Gala Fundraising Event

FRIDAY, JUNE 10, 2022

THE LIBERTY VIEW at INDEPENDENCE VISITOR CENTER

599 MARKET ST, PHILADELPHIA, PA 19106

HONORING

Lorene Cary
Recipient of the
Master Storyteller Award

Bob Elfant
For His Leadership
and Service



Arden
THEATRE CO.

SPONSORSHIP OPPORTUNITIES



The Arden's Granfalloon

brings together a group of people who believe in the Arden's commitment to telling great stories and will celebrate our honorees, Lorene Cary and Bob Elfant. We will rejoice in the return of live theatre, raise critical funds to support our upcoming 35th Anniversary Season and commemorate the resilience of Old City, the spirit of Philadelphia artists, and the power of live theatre at our Granfalloon:

Friday, June 10, 2022
The Liberty View at The Independence Visitor Center

HONORING

LORENE CARY, Master Storyteller Award recipient, renowned Philadelphia author whose books include *The Price of a Child* (chosen as the first One Book One Philadelphia offering), *Pride*, and the best-selling memoir *Black Ice*. Her theatrical work includes *My General Tubman* and an upcoming stage adaptation of her critically acclaimed memoir *Ladysitting: My Year with Nana at the End of Her Century*. She is also the founder of Arts Sanctuary and was previously a member of the Philadelphia's School Reform Commission.

BOB ELFANT, Founding Partner of Elfant Wissahickon Realtors and Elfant Pontz Properties and Direct Mortgage Loan Co., and current President of the Arden's Board of Directors, **whose inspired leadership and service through this challenging time ensured the Arden's next chapter**. A stalwart theatre supporter, he is also a community activist, having received the Freedom Heritage Award from Cliveden National Trust for community service and the Community College of Philadelphia Northwest Center Award for Leadership.

We respectfully ask you to join us as a sponsor of our 2022 Granfalloon.

Our sponsorship packages will increase your visibility among our event audience of prominent philanthropists, corporate leaders, and high net-worth individuals, representing both the private and public sector.

Packages include benefits that extend your exposure beyond the event – including pre- and post-event engagement opportunities.

QUESTIONS?

For questions, additional information, or to discuss a custom package, please contact Orelí Uzdavinis, Manager of Individual Giving at 215.922.8900 x 131 or ouzdavinis@ardentheatre.org.



About Arden Theatre Company

For nearly 35 years, Arden Theatre Company in Old City has produced great stories by great storytellers onstage, in the classroom, and in the community.

ardentheatre.org/granfalloon



SPONSORSHIP PACKAGES

Please see below for a variety of sponsorship package options, all named in honor of iconic songs in Stephen Sondheim's *Into the Woods*, our final production of the 2022 season.

\$25,000 EVER AFTER, PRESENTING SPONSORSHIP

In return for your \$25,000 Presenting Sponsorship, you will receive the following benefits:



- The first hour of the Granfalloon would be called "[Your Name] Welcome Reception"



- Two (2) tables (16 guests) at the event



- Live acknowledgement as Presenting Sponsor in remarks at the Granfalloon event



- Presenting Sponsor recognition and logo inclusion in all Granfalloon materials*, including opportunity to make remarks at the event and distribute branded items



- 25 Complimentary tickets to any Arden production(s)



- Three (3) half page ads in three (3) stagebills of the sponsor's choosing



- Listing and logo inclusion in stagebills, on our website and an ad on three (3) lobby digital display boards



- Eight (8) thank you posts on social media channels



- Back-cover, full page color ad in the Granfalloon program book

**Granfalloon materials include digital and printed invitations and communications, event webpage, program book and rotating display on the venue's screen during the event.*

\$15,000 MOMENTS IN THE WOODS

In return for your \$15,000 Sponsorship, you will receive the following benefits:



- The post-dinner hour would be called "[Your Name] Dessert Hour"



- One (1) table (8 guests) at the event



- Live acknowledgement in remarks at the Granfalloon event



- Sponsor recognition and logo inclusion in all Granfalloon materials*, including opportunity to make remarks at the event and distribute branded items



- 15 Complimentary tickets to any Arden production(s)



- Two (2) half page ads in two (2) stagebills of the sponsor's choosing



- Listing and logo inclusion in stagebills, on our website and an ad on one (1) lobby digital display board



- Five (5) Thank you posts on all our social media channels



- Full page color ad in the Granfalloon program book

\$10,000 LAST MIDNIGHT

In return for your \$10,000 Sponsorship, you will receive the following benefits:



- One (1) table (8 guests) at the event



- Sponsor recognition and logo inclusion in all Granfalloon materials*



- 10 Complimentary tickets to any Arden production(s) of your choosing



- One (1) half page ad in one (1) stagebill of the sponsor's choosing



- Listing and logo inclusion in stagebills and on our website



- Full page color ad in the Granfalloon program book



SPONSORSHIP PACKAGES

\$5,000 GIANTS IN THE SKY

In return for your \$5,000 Sponsorship, you will receive the following benefits:



- Six (6) tickets to the event
- Sponsor recognition and logo inclusion in all Granfalloon materials*
- Six (6) complimentary tickets to any Arden production



- Listing and logo inclusion in stagebills and on our website
- One (1) half page ad in the Granfalloon program book

\$2,500 ON THE STEPS OF THE PALACE

In return for your \$2,500 Sponsorship, you will receive the following benefits:



- Four (4) tickets to the event
- Sponsor recognition and logo inclusion in all Granfalloon materials*
- Four (4) complimentary tickets to any Arden production



- Listing and logo inclusion in stagebills and on our website
- One (1) quarter page ad in the Granfalloon program book

\$1,500 IT TAKES TWO

In return for your \$1,500 Sponsorship, you will receive the following benefits:



- Two (2) tickets to the event
- Sponsor recognition and logo inclusion in all Granfalloon materials*
- Four (4) complimentary tickets to any Arden production



- Listing and logo inclusion in stagebills and on our website
- One (1) quarter page ad in the Granfalloon program book

**Granfalloon materials include digital and printed invitations and communications, event webpage, program book and rotating display on the venue's screen during the event.*

REPLY BY FEBRUARY 28 to be listed on the Granfalloon invitation.
REPLY BY MAY 11 to place an ad or to be listed in the Granfalloon program book.
REPLY BY MAY 18 to be listed on sponsor signage at the Granfalloon.



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INDIVIDUAL TICKETING

HOST COMMITTEE TICKET

\$400/PERSON

- Name recognition in program book and signage at the event
- Includes an invitation for you and a guest to the first opening night performance of the Arden's 2022/23 season

PATRON TICKET

\$250/PERSON

YOUNG FRIEND TICKET

\$100/PERSON

Available for guests age 35 and under

Can't attend Granfalloon, but would like to support Arden Theatre Company?

- Place an ad in the Granfalloon program book.
- Donate an item for the Granfalloon silent auction.
- Make a fully tax-deductible contribution in support of the Arden's Granfalloon.
- Participate in the Granfalloon online auction.

For questions, additional information, or to inquire about sponsorship packages, please contact Orelí Uzdavinis, Manager of Individual Giving at 215.922.8900 x 131 or ouzdavinis@ardentheatre.org.

Purchase or donate online at ardentheatre.org/granfalloon





YES! WE WOULD LIKE TO SUPPORT
ARDEN THEATRE COMPANY'S 2022
GRANFALLOON

- ☐ **REPLY BY FEBRUARY 28** to be listed on the Granfalloon invitation.
- ☐ **REPLY BY MAY 11** to place an ad or to be listed in the Granfalloon program book.
- ☐ **REPLY BY MAY 18** to be listed on sponsor signage at the Granfalloon.

Contact Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Email: _____

Recognition Name: _____
(how you would like your name to be recognized in printed materials)

SPONSORSHIP AND TICKET INFORMATION

☐ **WE WOULD LIKE TO SUPPORT ARDEN GRANFALLOON AS:**

- ☐ **Ever After, Presenting Sponsor** (\$25,000)
- ☐ **Moments in the Woods Sponsor** (\$15,000)
- ☐ **Last Midnight Sponsor** (\$10,000)
- ☐ **Giants in the Sky Sponsor** (\$5,000)
- ☐ **On the Steps of the Palace Sponsor** (\$2,500)
- ☐ **It Takes Two Sponsor** (\$1,500)

☐ **WE WOULD LIKE TO BUY TICKETS TO ARDEN GRANFALLOON:**

_____ **HOST COMMITTEE TICKET(S)** (\$400 per) # _____ **PATRON TICKET(S)** (\$250 per) # _____ **YOUNG FRIEND TICKET(S)** (\$100 per)

☐ **WE ARE UNABLE TO ATTEND but would like to support Arden Granfalloon by:**

- ☐ **Making a DONATION** of \$ _____ to support the Arden. *(The full value of this donation is tax deductible).*

Select if applicable:

- ☐ We would like for our gift to remain anonymous.
- ☐ We would like for our gift to be **in honor** or **in memory** *(please circle one)* of _____

- ☐ **Purchasing an AD IN THE EVENT PROGRAM.** *(Form attached.)*

- ☐ We would like to learn more about donating an item to the silent auction

PAYMENT OPTIONS

- ☐ Enclosed is a check made payable to Arden Theatre Company in the amount of \$ _____

- ☐ Please charge my ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Amount \$ _____ Name on card: _____

Card no. _____ Exp. Date: _____ CVV: _____

Signature: _____

- ☐ Please invoice us in the amount of \$ _____

PLEASE MAIL OR EMAIL THIS FORM TO: Orelí B. Uzdavinis, Manager of Individual Giving
Arden Theatre Company | 40 N. 2nd Street | Philadelphia, PA 19106 | ouzdavinis@ardentheatre.org

Arden Theatre Company is a 501(c)(3) nonprofit organization, tax ID #23-2521993.
Your gift is very much appreciated and tax-deductible to the extent allowed by law. A copy of the official registration and financial information of Arden Theatre Company may be obtained from the Pennsylvania Department of State by calling toll-free, within Pennsylvania, 1-800-732-0999.
Registration does not imply endorsement.

PROGRAM AD REQUEST FORM

ARDEN THEATRE COMPANY'S 2022

GRANFALLOON

FRIDAY, JUNE 10, 2022

Contact Name: _____

Company: _____

Address: _____

City, State, Zip: _____

Telephone: _____ Fax: _____ Email: _____

☐ **FULL PAGE AD (5" x 8") - \$750** ☐ **HALF PAGE AD (5" x 4") - \$500** ☐ **QUARTER PAGE AD (2.5" x 4") - \$250**

☐ **YES**, I want to applaud the Honorees. Please place my ad among the **Tribute Ads** in the program

PAYMENT OPTIONS:

☐ Enclosed is a check made payable to Arden Theatre Company in the amount of \$_____

☐ Please charge my ☐ Visa ☐ Mastercard ☐ American Express ☐ Discover

Amount \$_____ Name on card: _____

Card no. _____ Exp. Date: _____ CVV: _____

Signature: _____

☐ Please invoice us in the amount of \$_____

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Arden
THEATRE CO.

PURCHASE OR DONATE ONLINE AT ardentheatre.org/granfalloon

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