

SPONSORSHIP
OPPORTUNITIES

Make Our

GARDEN

Grow

A one-night-only
concert and celebration
in support of the Arden

Monday, June 3, 2024

6:30-10 PM

Arden Lobby & F. Otto Haas Stage
40 North 2nd Street | Old City, Philadelphia

Arden
THEATRE CO.





Join us

In song and celebration as we conclude our 2023/24 season! Enjoy an open bar, tasty local bites, and a delightful musical program featuring Arden's greatest hits, performed by artists you know and love. Bid during our Live and Silent Auction to win amazing prize packages that meet every budget and interest.

EVENT DETAILS

- 5:00 PM** ● VIP Dinner
- 6:30 PM** ● "Garden Party" Cocktail Reception & Silent Auction
- 8:00 PM** ● Remarks & Musical Program
- 10:00 PM** ● Auction Winners Announced

Dress code is cocktail attire.

HOST COMMITTEE & VIP TICKETS | \$249

- Exclusive VIP Dinner
- "Garden Party" Cocktail Reception with open bar, passed hors d'oeuvres, and live entertainment
- Pre-show Champagne Toast with the performers
- Premium seating for the "Best of the Arden" concert

PATRON TICKETS | \$149

- "Garden Party" Cocktail Reception with open bar, passed hors d'oeuvres, and live entertainment
- "Best of the Arden" Concert performance

SPONSORSHIP

Sponsors receive exclusive VIP tickets and treatment for employees and clients, as well as a range of brand visibility and recognition benefits. Check out the sponsor levels!

For questions, tickets, or to discuss your sponsorship interest, please contact Jessica Abel, Director of Development, at 215.922.8900 x 149 or jabel@ardentheatre.org.



Arden
THEATRE CO.

SPONSORSHIP OPPORTUNITIES

As we conclude our 36th season, the Arden continues to be a powerful force behind the vitality of our Old City neighborhood and a proud cultural hub for Greater Philadelphia. From our productions that thrill and enchant over 100,000 of our friends, family, neighbors, and colleagues each year, to our educational outreach programs that inspire and empower thousands of students in underserved schools across our region, the Arden stands out as a home for theatre professionals and appreciators alike, and an important incubator for regional talent, new voices, and sharing stories that bring our community together.

Sponsorships play a vital role in the success of the Arden and our ability to deliver on our mission of telling great stories by great storytellers—on the stage, in the classroom, and in the community. **We invite you to add your support by becoming a sponsor of our 2024 Spring Garden Party!** Our sponsorship packages are designed to increase your visibility among our event audience of more than 350 prominent philanthropists, corporate leaders, and high net-worth individuals who represent a wide array of industries from both the public and private sectors. You'll also enjoy tickets to the event itself, which is a great way to connect with fellow event attendees, entertain clients, or show employee appreciation! Many packages include benefits that extend your brand exposure to our upcoming 2024/25 season, with additional exposure to our more than 100,000 patrons.

These packages are a starting point, so if you don't see something that fits your needs, we'll work together to create a custom sponsorship that provides the maximum benefit for your business and for our event.

*We invite
you to
add your
support*

**FOR QUESTIONS OR TO DISCUSS
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PRESENTING SPONSOR \$15,000 (1)

(\$10,000 is tax-deductible)

Receive top billing, VIP treatment & brand visibility

In recognition of your \$15,000 Producing Sponsorship, you will receive the following benefits:

- Eight (8) tickets to Exclusive VIP Dinner (FMV \$800)
- Sixteen (16) tickets to the Cocktail Reception and Premium Seating for the Performance (FMV \$2,500)
- Pre-show Champagne Toast with the performers
- Live acknowledgement as Presenting Sponsor in remarks from the stage
- Opportunity to make remarks from the stage
- Opportunity to distribute branded items inside our guest swag bag (~400 impressions)
- Full page color advertisement on the Front Inside Cover OR Back Cover of the Party program book (\$500 FMV; ~400 impressions)
- Full page color advertisement on rotating Arden Digital Lobby Boards during the event (FMV \$500)
- Presenting Sponsor Recognition on all event printed and digital materials, including the invitation, event communications, event press release, event webpage, program book, and displays on digital lobby boards at the event (~30,000 impressions)
- Three (3) featured posts on all the Arden's social media channels (~40,000 followers collectively, with a Facebook reach of 202,608 and an Instagram reach of 48,051)
- Donor recognition throughout the 2024/25 season, including listing and logo inclusion in lobby signage and on our website (~100,000 impressions)
- Half-page color advertisement in the stagebill for one production of the sponsor's choosing during the 2024/25 season (\$700 FMV; ~10,000 impressions)

MATCHING GIFT SPONSOR \$10,000 (1)

(\$6,200 is tax-deductible)

Challenge our guests to match your support with their donations

In recognition of your \$10,000 Matching Challenge Sponsorship, you will receive the following benefits:

- Six (6) tickets to Exclusive VIP Dinner (FMV \$600)
- Ten (10) tickets to the Cocktail Reception and Premium Seating for the Performance (FMV \$1,500)
- Pre-show Champagne Toast with the performer
- Live acknowledgement as Matching Challenge Sponsor in remarks from the stage
 - > Select the need you most care about:
Education, New Plays, Philadelphia Artists
- Opportunity to distribute branded items inside our guest swag bag (~400 impressions)
- Full page color advertisement in the Party program book (\$500 FMV; ~400 impressions)
- Full page color advertisement on rotating Arden Digital Lobby Boards during the event (FMV \$500)
- Matching Challenge Sponsor Recognition on all event printed and digital materials, including the invitation, event communications, event press release, event webpage, program book, and displays on digital lobby boards at the event (~30,000 impressions)
- Two (2) featured posts on all the Arden's social media channels (~40,000 followers collectively, with a Facebook reach of 202,608 and an Instagram reach of 48,051)
- Donor recognition throughout the 2024/25 season, including listing and logo inclusion in season stagebills and on our website (~100,000 impressions)
- Half-page color advertisement in the stagebill for one production of the sponsor's choosing during the 2024/25 season (\$700 FMV; ~10,000 impressions)





FEATURE SPONSORS \$5,000 (4)

(\$3,250 is tax-deductible)

Sponsor our VIP dinner, cocktail hour, auction or champagne toast

In recognition of your \$5,000 Sponsorship, you will receive the following benefits:

- Four (4) tickets to all event activities, including VIP Dinner, Cocktail Reception, Pre-show Champagne Toast with the performers, and Concert (FMV \$1,000)
- Premium seating at the performance
- Live acknowledgement as Feature Sponsor in remarks at the Party
- Opportunity to make remarks during your Featured activity
- Opportunity to distribute branded items inside our guest swag bag (~400 impressions)
- Half-page color ad in the Party program book (\$250 FMV; ~400 impressions)
- Full page color advertisement on rotating Arden Digital Lobby Boards during the event (FMV \$500)
- Feature Sponsor recognition on all event printed and digital materials, including the invitation, event communications, event webpage, program book and rotating displays on venue's screens at the event (~30,000 impressions)
- Two (2) featured posts on all the Arden's social media channels (~40,000 followers collectively, with a Facebook reach of 202,608 and an Instagram reach of 48,051)
- Recognition throughout the 2024/25 season, including listing and logo inclusion in season stagebills and on our website (~100,000 impressions)

SUPPORTING SPONSORS \$2,500

(\$1,900 is tax-deductible)

Enjoy VIP entertainment and visibility while supporting the arts

In recognition of your \$2,500 Sponsorship, you will receive the following benefits:

- Two (2) tickets to all event activities, including VIP Dinner, Cocktail Reception, Pre-show Champagne Toast with the performers, and Concert (FMV \$500)
- One (1) quarter-page ad in the Party program book (\$100 FMV; ~400 impressions)
- Sponsor Listing and logo inclusion on all event printed and digital materials including the invitation, event communications, event webpage, program book, and rotating display on venue's screens at the event. (~30,000 impressions)
- Recognition throughout the 2024/25 season, including listing and logo inclusion in season stagebills and on our website (~100,000 impressions)

SPONSOR A SONG \$1,000

(fully tax-deductible)

Sponsor a song from our concert set list! Dedicate a song to your loved one, claim bragging rights for supporting your favorite performer, and receive live recognition from the stage during the concert. We'll reveal the set list to you in advance and you can make your sponsored song selection. (Priority will be given on a first-come, first-served basis, so commit your support ASAP!)



Arden

T H E A T R E C O .



ardentheatre.org
40 N. 2nd Street
Philadelphia, PA 19106