



GRAND RAPIDS
CIVIC THEATRE

2025 /
26

**ANNUAL
PARTNERSHIP
OPPORTUNITIES**

grct.org

Grand Rapids Civic Theatre • 30 Division Avenue North • Grand Rapids, MI 49503



WELCOME

At Grand Rapids Civic Theatre, our mission is to **Inspire** *creativity and personal growth*, **Illuminate** *our common humanity*, and **Ignite** *connection across our community* through the power of Theatre Arts. As one of the most respected community theatres in the nation, we bring high-quality productions to thousands each year while also providing arts education, accessibility programs, and volunteer opportunities that make theatre more inclusive and impactful.

Your sponsorship not only supports the arts but also connects your brand with a diverse audience that values creativity, community engagement, and access for all. Last season, Grand Rapids Civic Theatre welcomed over 60,000 patrons and had nearly 14 million impressions through digital and social marketing. By partnering with us, you'll gain meaningful visibility while helping us expand access to theatre, education, and engagement programs that make a difference.

Join us in creating unforgettable experiences on stage, in the classroom, and throughout our community!

AS A CORPORATE PARTNER YOU WILL



INSPIRE

Experience the power of live theatre and support local artists



GROW

Strengthen relationships with clients and celebrate employees



SHINE

Boost your brand alongside a cornerstone of the arts community



CONNECT

Engage with influential business and community leaders



IMPACT

Invest in the cultural and economic vitality of our city



REACH AND ENGAGEMENT



36,000+

SOCIAL MEDIA FOLLOWERS



60,000+

AUDIENCE MEMBERS



29,000

E-NEWS SUBSCRIBERS



600+

VOLUNTEER NETWORK



9,363,917

DIGITAL MARKETING IMPRESSIONS



4,521,008

SOCIAL CAMPAIGN IMPRESSIONS

VOTED TIME AND AGAIN AS A LOCAL FAVORITE IN WEST MICHIGAN BY OUR COMMUNITY:



#1 PERFORMING ARTS ORGANIZATION



#1 THEATRE/PERFORMANCE ARTS



FAVORITE:
PERFORMING ARTS ORGANIZATION,
BEST DATE NIGHT (PAID)



PARTNERSHIP OPPORTUNITIES

MAINSTAGE PRODUCTIONS Support our season of unforgettable theatrical experiences that inspire and entertain. Your sponsorship of these productions directly impacts the creative excellence and artistic innovation that define Grand Rapids Civic Theatre.

SCHOOL OF THEATRE ARTS Help nurture the next generation of theatre artists and leaders by sponsoring our education programs, which provide students of all ages with hands-on training, workshops, and performances. Your contribution supports growth in creativity, confidence, and community engagement.

VOLUNTEER PROGRAMS Did you know that all our actors are volunteers? Show your commitment to community involvement by sponsoring our Volunteer Experiences, including the annual Civic Celebration. This event honors the dedication of our volunteers and brings together a community of passionate individuals who help make our mission a reality.

ACCESSIBILITY Support our Accessibility Initiatives, which work to make theatre more inclusive for all by providing sensory-friendly performances, sign language interpretation, and other accommodations for individuals with diverse needs. Your sponsorship helps us ensure that everyone can experience the magic of live theatre.

OVATION SPONSOR



\$25K+

Opportunity to be the Presenting Sponsor for our Holiday Production, *Disney's Frozen*

MARKETING BENEFITS

- Marquee recognition all season long
- Ad with premier placement in all production playbills
- Sponsor message in playbill for sponsored production
- Name listing on grct.org and in playbills
- Company logo on E-blasts for sponsored production
- Company name recognition on social media posts
- Logo placement on all marketing materials for sponsored production
- Pre-recorded curtain speech for sponsoring production
- Recognition on Lobby Screens during the run of the production
- Logo on Our Supporters section in digital playbill



EVENT AND EXPERIENCE BENEFITS

- 200 Tickets to Civic's 25/26 season
- Family and friends show discount code
- 20 Parking Passes
- Invitation for up to 100 guests at Community Preview Night of sponsor production
- One corporate volunteer opportunity
- Host a private client event
- Special behind-the-scenes tour of Civic Theatre
- Private dinner with Executive and/or Artistic Director (up to 10 guests)

Disney
FROZEN
THE BROADWAY MUSICAL

ENCORE SPONSOR



\$15K+

Presenting Sponsor for *Legally Blonde, The Musical* or *Rock of Ages*

MARKETING BENEFITS

- Marquee recognition all season long
- Ad with premier placement in all production playbills
- Sponsor message in playbill for sponsored production
- Name listing on grct.org and in playbills
- Company logo on E-blasts for sponsored production
- Company name recognition on social media posts
- Logo placement on all marketing materials for sponsored production
- Pre-recorded curtain speech for sponsoring production
- Recognition on Lobby Screens during the run of the production
- Logo on Our Supporters section in digital playbill

EVENT AND EXPERIENCE BENEFITS

- 150 tickets to Civic's 25/26 season
- Family and friends show discount code
- 15 parking passes
- Invitation for up to 100 guests at Community Preview Night of sponsor production
- One corporate volunteer opportunity
- Host a private client event
- Special behind-the-scenes tour of Civic Theatre
- Private dinner with Executive and/or Artistic Director (up to 10 guests)



WEEKLY COUNSEL SPOTLIGHT

\$5K

Sponsor a week of performances and your firm will be mentioned in the curtain speech while your financial support will be used as a matching gift for weekly donations during *Legally Blonde*.

With legal jargon in mind, we're sure you won't object to this level of community impact.



DIRECTING SPONSOR



\$10K+

Opportunity to be the Presenting Sponsor for *Ain't Misbehavin'* or *Dial M for Murder*

MARKETING BENEFITS

- Marquee recognition
- Ad with premier placement in all production playbills
- Sponsor message in playbill for sponsored production
- Name listing on grct.org and in playbills
- Company logo on E-blasts for sponsored production
- Company name recognition on social media posts
- Logo placement on all marketing materials for sponsored production
- Pre-recorded curtain speech for sponsoring production
- Recognition on Lobby Screens during the run of the production
- Logo on Our Supporters section in digital playbill

EVENT AND EXPERIENCE BENEFITS

- 80 tickets to Civic's 25/26 season
- Family and friends show discount code
- 10 parking passes
- Invitation for up to 100 guests at Community Preview Night of sponsor production
- One corporate volunteer opportunity
- Host a private client event
- Special behind-the-scenes tour of Civic Theatre

AIN'T MISBEHAVIN'



CASTING+ SPONSOR



\$5K+

Opportunity to be the Presenting Sponsor for *Pete The Cat* or *The Lightning Thief: The Percy Jackson Musical* in a variety of ways

\$5K: PETE THE CAT OR THE LIGHTNING THIEF SCHOOL PERFORMANCES

\$7.5K: PETE THE CAT PUBLIC PERFORMANCES (REHEARSAL LEVEL SPONSORSHIP/BENEFITS)

\$10K: THE LIGHTNING THIEF PUBLIC PERFORMANCES (DIRECTING LEVEL SPONSORSHIP/BENEFITS)

- **MARKETING BENEFITS**

- Marquee recognition
- Ad in all production playbills
- Sponsor message in playbill for sponsored production
- Name listing on grct.org and in playbills
- Company logo on E-blasts for sponsored production
- Company name recognition on social media posts
- Logo placement on all marketing materials for sponsored production
- Pre-recorded curtain speech for sponsoring production
- Recognition on Lobby Screens during the run of the production
- Logo on Our Supporters section in digital playbill

- **EVENT AND EXPERIENCE BENEFITS**

- 60 tickets to Civic's 25/26 season
- Family and friends show discount code
- 5 parking passes
- Invitation for up to 100 guests at Community Preview Night of sponsor production
- Host a private client event



Pete the Cat
THE
LIGHTNING THIEF
THE PERCY JACKSON MUSICAL

\$2.5K+

CALLBACK SPONSOR



MARKETING BENEFITS

- Name listing on GRCT website and in playbills
- Ad in three productions of Civic's 25/26 season
- Season patron recognition in digital playbill. Your company is recognized for its general support of the entire season, contributing to the success of every show.

EVENT AND EXPERIENCE BENEFITS

- 30 tickets to Civic's 25/26 season
- Family and friends show discount code
- 3 parking passes

\$1.5K+

AUDITION SPONSOR

MARKETING BENEFITS

- Name listing on GRCT website and in playbills
- Ad in two productions of Civic's 25/26 season
- Season patron recognition in digital playbill. Your company is recognized for its general support of the entire season, contributing to the success of every show.

EVENT AND EXPERIENCE BENEFITS

- 20 tickets to Civic's 25/26 season
- 1 parking pass
- Family and friends show discount code



EDUCATION SPONSOR OPPORTUNITIES

Support the next generation of theatre artists, leaders, and learners. Our education programs reach hundreds of students each year, building confidence, creativity, and connection through hands-on theatre training and performance. It's more than an investment in the arts, it's an investment in young people, families, and the future of our community.

SEASONAL TERMS

\$2.5K+

Support our fall, winter, or spring theatre class terms that serve students from preschool to adult.

\$5K: PRESENTING SPONSOR (INCLUDING NAMING RIGHTS FOR THE TERM)

\$2.5K: SUPPORTING SPONSOR

BENEFITS INCLUDE

- Recognition on School of Theatre Arts materials
- Logo/name on class registration webpage and confirmations
- Inclusion on lobby signage during class term
- Social media mentions
- Invitation to observe a class in action

YOUNG ARTIST STUDIO (YAS)

\$5K+

Support students through an audition-based ten-month intensive training program providing mentorship, training, and opportunities for students in grades 7-12 who are considering a career in theatre performance or production.

\$10K: PRESENTING SPONSOR

\$5K: SUPPORTING SPONSOR

BENEFITS INCLUDE

- Recognition on YAS performance programs and webpage
- Opportunity to speak or host at a culminating showcase
- Logo/name on student recruitment materials
- Social and digital recognition
- Invitation to observe a YAS class or rehearsal



CITY WIDE DRAMA CLUB (CWDC)

\$5K+

Provide free training and performance opportunities to students in public schools without access to theatre arts programming.

\$10K: PROGRAM SPONSOR

\$5K: SCHOOL SITE SPONSOR

BENEFITS INCLUDE

- Recognition on CWDC production materials and family communication
- Logo/name featured on school site flyers
- Opportunities to attend CWDC rehearsals or events
- Recognition in press releases and community announcements
- Optional inclusion in a CWDC curtain speech

SUMMER CAMP

\$1.5K+

Support weeklong summer camps filled with creativity, energy, and the joy of performance for students ages 4-18.

- *\$10,000 - PRESENTING SPONSOR (FULL SUMMER)*
- *\$1,500 - WEEK SPONSOR*

BENEFITS INCLUDE

- Recognition on camp registration materials and signage
- Logo/name on camper welcome packets
- Social media recognition during your sponsored week(s)
- Optional opportunity to visit camp for a behind-the-scenes look



ACCESSIBILITY SPONSOR



\$1.5K+

Help make theatre accessible to all by providing the funding needed to run our Accessibility Programs and Resources, and Pick Your Price performances. Each of these initiatives ensure that all of the West Michigan community can experience high-quality theatre at Civic.

AMERICAN SIGN LANGUAGE-INTERPRETED PERFORMANCES

\$20K: Season Sponsor

\$5K: Show Sponsor

AUDIO DESCRIBED PERFORMANCES & ASSISTED LISTENING

\$7.5K: Season Sponsor

\$1.5K: Show Sponsor

LOW SENSORY PERFORMANCE & PRE-SHOW TOUCH TOURS

\$7.5K: Season Sponsor

\$1.5K: Show Sponsor

PICK YOUR PRICE PERFORMANCES

\$25K: Season Sponsor

\$7.5K: Show Sponsor (Frozen, Legally Blonde, Rock of Ages)

\$3.5K: Show Sponsor (Ain't Misbehavin', Lightning Thief, Dial M for Murder, Pete the Cat)

MARKETING BENEFITS

- Name listing on GRCT website and in playbills
- Ad in three productions of Civic's 25/26 season
- Season patron recognition in digital playbill. Your company is recognized for its general support of the entire season, contributing to the success of every show.

EVENT AND EXPERIENCE BENEFITS

- 30 tickets to Civic's 25/26 season
- Family and friends show discount code
- 3 parking passes



STAGE DOOR SPONSOR



\$15K

By sponsoring Stage Door Drinks + Libations at Grand Rapids Civic Theatre, you're putting the social back into the live theatre experience; on select performances throughout the season, your brand will be front and center while our patrons say "Cheers!"

MARKETING BENEFITS

- Logo on Stage Door Drinks + Libations reusable cups for the whole season
- Logo on Stage Door Drinks + Libations signage
- Logo on Stage Door Drinks + Libations marquee signage
- Name listing on Stage Door Drinks + Libations social media posts
- Name listing on GRCT website and in playbills
- Ad in six productions of Civic's 25/26 season
- Season patron recognition in digital playbill. Your company is recognized for its general support of the entire season, contributing to the success of every show.

EVENT AND EXPERIENCE BENEFITS

- 30 tickets to Civic's 25/26 season
- Family and friends show discount code
- 3 parking passes

EVENTS/VOLUNTEER SPONSOR

\$2.5K+

From community collaboration events to show-based programming to Civic Celebration where we honor our volunteers, your company can make an impact in a fun and exciting way to the folks who love Civic the most.

MARKETING BENEFITS

- Name listing on GRCT website and in playbills
- Ad in three productions of Civic's 25/26 season
- Season patron recognition in digital playbill. Your company is recognized for its general support of the entire season, contributing to the success of every show.

EVENT AND EXPERIENCE BENEFITS

- 30 tickets to Civic's 25/26 season
- Family and friends show discount code
- 3 parking passes



GET TO KNOW THE SHOWS *of Season 99...*



ROCK OF AGES

September 12 – October 5
RATED R



Rock of Ages takes you back to the time of big hair, big egos and big guitar solos! This Tony Award-nominated Broadway musical about a group of rockers attempting to save their beloved Sunset Strip in the '80s features the hits of REO Speedwagon, Pat Benatar, Journey, Twisted Sister, and more.

Pete the Cat

October 14 – 19
RATED G



For *Pete the Cat*, life is an adventure no matter where you wind up. So the minute the groovy blue cat meets The Biddles, he gets the whole family rocking. That is, except for young Jimmy Biddle, the most organized second grader on planet Earth. But when Jimmy draws a blank in art class during the last week of school, it turns out Pete is the perfect pal to help him out. Together, they set out on a mission to help Jimmy conquer second grade art, and along the way, they both learn a little something new about inspiration. Join Jimmy and Pete on an adventure of friendship, all the way to Paris and back in a VW Bus!

Disney FROZEN THE BROADWAY MUSICAL

November 14 – December 14
RATED G



For the first time in forever, experience the musical phenomenon that has taken the world by storm! Based on the Academy Award-winning animated feature film, *Disney's Frozen* includes all the film's beloved songs by Kristen Anderson-Lopez and Robert Lopez, along with new music written exclusively for the stage. Full of magic and humor, *Frozen* is a powerful tale of sisterhood, acceptance, and finding the real meaning of true love.

AIN'T MISBEHAVIN'

January 16 – February 1
RATED PG-13



A saucy, sultry musical celebration of legendary jazz great, Fats Waller, *Ain't Misbehavin'* evokes the delightful humor and infectious energy of this American original as a versatile cast struts, strums, and sings the songs that he made famous in a career that ranged from uptown clubs to downtown Tin Pan Alley to Hollywood and concert stages in the U.S., Canada, and Europe.

THE LIGHTNING THIEF THE PERCY JACKSON MUSICAL

February 27 – March 15
RATED G



When teenager Percy Jackson discovers he's a demigod, he and his friends embark on an epic journey to find Zeus' missing lightning bolt and prevent a war among the gods. Adapted from the best-selling book *The Lightning Thief* by Rick Riordan and featuring a thrilling original rock score, *The Lightning Thief: The Percy Jackson Musical* is an action-packed mythical adventure.

DIAL M FOR MURDER

April 17 – May 3
RATED PG-13



A new version of the celebrated murder mystery that inspired Hitchcock's masterpiece! Tony is convinced that his wife Margot has been cheating on him. Now it seems that the affair is over, but in his jealousy, Tony spins a web of suspicion and deception that will tighten around them and ensnare them both in danger, recrimination, and murder. Adaptation by Jeffrey Hatcher.

LEGALLY BLONDE THE MUSICAL

June 5 – 28
RATED PG-13



A fabulously fun award-winning musical based on the adored movie, *Legally Blonde The Musical*, follows the transformation of Elle Woods as she tackles stereotypes and scandal in pursuit of her dreams at Harvard Law.

SUPPORTING



IN-KIND SPONSORS

We also welcome in-kind contributions such as catering, printing, photography, lumber and building supplies, and advertising services. Let's discuss how we can create a mutually beneficial partnership.

LOOKING AHEAD

While Season 99 promises to be incredible, we are already planning for our Centennial Season to take center stage in Fall 2026. It's never too soon to start talking about how you or your company can support this milestone and help set the stage for our next act!

LET'S PARTNER!

We would love to discuss how a partnership with Grand Rapids Civic Theatre can align with your company's goals. Please contact:



Kimberly Vincent

Director of Development
Grand Rapids Civic Theatre
k.vincent@grct.org
616-222-6650 x6667



GRAND RAPIDS
CIVIC THEATRE



ANNUAL PARTNERSHIP OPPORTUNITIES

Thank you for supporting the arts and helping us continue
to bring the magic of live theatre to Grand Rapids!

gret.org