

GRAND RAPIDS
CIVIC THEATRE

Centennial

**COMMUNITY & CREATIVITY
TAKE CENTER STAGE
FOR A HISTORIC CELEBRATION**

No place but Grand Rapids could build and grow a storied, world-class community theatre like Civic. Join us by investing in the people and the art that makes your community so special and celebrating in a once-in-a-generation milestone as *Grand Rapids Civic Theatre turns 100.*

WHAT'S IN STORE FOR THE *Centennial Season*

MAINSTAGE PRODUCTIONS

A powerful, joy-filled lineup of musicals and plays, including first-to-be-produced in our city shows that reflect our legacy and celebrate the future. Expect classic favorites, local collaborations, and surprises that speak to our roots and our reach.

SPECIAL EVENTS

A 100th Anniversary Gala and additional community celebrations will highlight the season, with more details to be announced. Let your imagination run wild along with us as we create unforgettable memories for patrons, partners, volunteers and our entire West Michigan community.

HISTORIC STORYTELLING & PLACEMAKING

Through digital archives, exhibits, oral histories, and commemorative lookbacks, we'll capture and share the stories of the thousands of volunteers, artists, audience members, and donors who built this community theatre into a cultural pillar over the past century.

EDUCATION & YOUTH PROGRAMMING

Our celebrated School of Theatre Arts will bring a dynamic mix of new and favorite classes, workshops, and camps designed for learners of all ages, skill levels, and backgrounds. From youth performances and summer camps to specialized training for those with professional aspirations, classes for beginners, lifelong learners and corporate partners alike, Civic's education programs are where creativity takes root and bright futures find their spotlight.





A SEASON OF PARTNERSHIP *Opportunities*

SEASON SPONSORSHIPS

Align your brand with one of Michigan's most cherished cultural institutions and one of the most recognizable community theatres in America. Sponsorships are available at the show, series, and full-season level—customizable for visibility, engagement, and impact. *Investment levels begin at just \$1,500.*

CENTENNIAL EVENTS

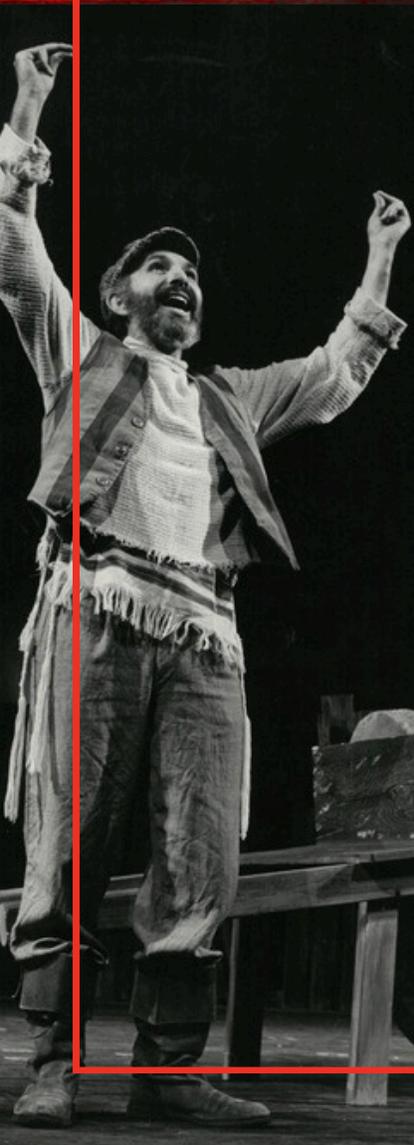
Support high-profile events like our Gala, Season Announcement, Opening Night and Curtain Call parties, Volunteer Celebration or community open house. Sticker design contest. These events will draw regional media attention and major foot traffic while offering unique brand exposure and activation opportunities.

ACCESSIBILITY, EDUCATION, AND VOLUNTEER INITIATIVES

Help us eliminate barriers to participation by investing in initiatives like Pick Your Price performances, ASL-interpreted performances, student scholarships, and year-round volunteer training and recognition. Your investment will shape lives and ensures everyone has access to high-quality theatre.

LEGACY GIVING AND NAMING OPPORTUNITIES

Celebrate the historic milestone while creating a lasting legacy for the future. Centennial naming opportunities across our building and programs—including special initiative funds, education studios, front-of-house spaces, and endowed positions—allow your family or organization to be permanently connected to Civic's story.



WHY PARTNER WITH *Civic Theatre*

WHEN YOU INVEST IN US, YOU INVEST IN:

REACH

Over 100,000 visitors annually through performance audiences, education programs, volunteer teams, and special events, plus hundreds of thousands of digital visitors.

EQUITY

A nonprofit committed to making theatre accessible for and reflective of our entire community.

ESTEEM

An arts institution continually deemed as a cultural pillar of the community, as reflected by years of accolades and honors.

LEGACY

A 100-year story of a community powered by nearly 1,000 volunteers and 2,000 students each year.

FUTURE

A bold vision to build the leading hub for community-centered arts, learning, and economic vitality in West Michigan.

*This is more than just a theatre season—
it is a historic turning point.
Together, we can shape the next century of
Civic's impact
on West Michigan and beyond.*



#1 PERFORMING ARTS ORGANIZATION



#1 THEATRE/PERFORMANCE ARTS



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



SECURE YOUR SPACE IN THE



GRAND RAPIDS
CIVIC THEATRE

Spotlight

We are currently building relationships with new and returning sponsors to shape this once-in-a-century season together. If you're interested in exploring how your organization can be part of our 100th year, we would love to connect!

CONTACT US TODAY

grct.org/become-a-sponsor



Kimberly Vincent, Director of Development

k.vincent@grct.org 616.222.6650 x6667

