



A Great Partner for your brand!

Seacoast Repertory Theater is a professional non-profit, performing arts center with a mission to enrich the culture of the Seacoast through the shared experience of live theater.

Our theater is open for business and we're continuing to produce amazing shows, while keeping our audiences & staff safe.

Sponsorship is one of the most critical elements required to ensure that we remain a vital component in the arts & culture scene. Our partners derive great value from aligning with our organization and creating strong relationships with our loyal patrons. The theater in turn, gets the support needed to bring great programming & high production values, to the Seacoast community.

Our 2021 Season is full of energy & excitement and the community has never been more engaged with our theater as they are today, as evidenced by the support they've shown through ticket sales, fundraising & social media engagement.

As a sponsor, your company can show the community how vital you believe the arts are to the richness & health of our community. You can take a leading & highly-visible role in bringing theater back to a community that is starved for entertainment and laughter.

We look forward to working with you to create a sponsorship that delivers the benefits your company is seeking, in addition to feeling great about what you're doing for the arts!

Let's discuss how your company will benefit from supporting the Seacoast Rep in 2021!

2021 Season Sponsorship - \$10,000

Our most comprehensive sponsorship option, with tickets to shows, in-theater marketing, Livestream promotion, highly engaging social media campaigns & marketing to our database of passionate fans!

Sponsorship includes: 200+ performances in 2021!

Six (6) mainstage productions remaining in 2021

60+ other events, including cabarets, Sol Series, Red Light & more!

Two PAPA Jr. productions

- Social Media Campaign (Integrated across the entire season)
 - Facebook posts
 - Instagram posts
 - YouTube video promotion
- Logo in digital playbill (all season)
- Logo on email (80K/month recipients)
- Logo on show graphics
- Logo or your commercial displayed at pre-show and intermission for captive livestream audience
- Mention in curtain speech
- Mention in media campaigns
- Social Media Shout-outs
- Distribution of marketing materials in theater lobby
- Invitations to special events at our theater and around Portsmouth
- Six (6) tickets to the annual sponsor “Thank you” dinner event

You will be recognized in every program, thanked at every curtain speech, displayed on every poster, and promoted through a social media campaign.

* Free tickets to pass out as gifts to clients or employees, or customers!

Sol Series - \$4,000 season sponsorship

The mission of our Sol Series is to amplify the voices of people of color and diversity by bringing forward important stories of heritage, culture, and diverse perspectives to the American theatre scene and the souls of all mankind.

Working hand in hand with our youth programming, we incorporate BIPOC education into our Portsmouth Academy of Performing Arts, so the next generation can be free of the systemic issues that have plagued our society since the dawn of this country.

Curated by Najee A. Brown, prolific playwright and activist, the Sol Series is not just a major component of our Mainstage programming. It spans our entire community, with initiatives such as “Savor the Sol”, a collaborative community kitchen project intended to infuse food, culture, and relief during hard times.

- Social Media Campaign (Integrated across the entire season)
 - Facebook posts
 - Instagram posts
 - YouTube video promotion
- Mention in curtain speech
- Logo on show graphics
- Logo or your commercial displayed at pre-show and intermission for captive livestream audience
- Social Media Shout-outs
- Distribution of marketing materials in theater lobby
- Free tickets to pass out as gifts to clients or employees, or customers
- Invitations to special events at our theater and around Portsmouth
- Two (2) tickets to the annual sponsor “Thank you” dinner event

Red Light Season - \$4,000 season sponsorship

The Seacoast Repertory Theatre’s Adult Alternative Series. This is theater on the cutting edge and there’s nothing else like it on the Seacoast!

Red Light audiences are passionate and wild, and they love companies who support this innovative and fresh approach to theater. With a host of great programming scheduled for 2021, your brand will be exposed to our most adventurous citizenry and will help #KeepPortsmouthWeird.

Your company will be promoted in our theater during live shows and across our social media and owned digital assets. Plus whatever our Red Light Series Curator, Jason Faria, can come up with as a bonus!

- Social Media Campaign (Integrated across the entire season)
 - Facebook posts
 - Instagram posts
 - YouTube video promotion
- Mention in curtain speech
- Logo on show graphics
- Logo or your commercial displayed at pre-show and intermission for captive livestream audience
- Distribution of marketing materials in theater lobby
- Social Media Shout-outs
- Free tickets to pass out as gifts to clients or employees, or customers
- Invitations to special events at our theater and around Portsmouth
- Two (2) tickets to the annual sponsor “Thank you” dinner event

Sponsorship of the Portsmouth Academy of Performing Arts - \$4,000

We have 200+ students in our PAPA program every year, making us the largest youth theatre program on the Seacoast.

If your business benefits from exposure to families, this is your perfect sponsorship opportunity. Between Teen Mainstage, cabarets, workshop productions, day camps, overnight opportunities, and more, we have something happening all year round for our student population.

- Social Media Campaign (Integrated across the entire season)
 - Facebook posts
 - Instagram posts
 - YouTube video promotion
- Mention in curtain speech
- Logo in digital playbill (all season)
- Logo on show graphics
- Distribution of marketing materials in theater lobby
- Social Media Shout-outs
- Two (2) tickets per show to pass out as gifts to clients or employees, or customers
- Invitations to special events at our theater and around Portsmouth
- Two (2) tickets to the annual sponsor “Thank you” dinner event

Talk to us about what makes sense for your company as a sponsor and we'll work with you to create a great partnership.

Mainstage Show Sponsorship - \$2,000 per production run

Choose your show and we'll build a great sponsorship package to deliver meaningful impact for your investment. With a show sponsorship, you get tickets to the show, in program advertising, livestream promotion & a great social media program that connects with our passionate fans!

- Social Media mention (1x in support of the show)
 - Facebook post
 - Instagram post
 - YouTube video promotion
- Logo in digital playbill
- Mention in curtain speech
- Logo or your commercial displayed at pre-show and intermission for captive livestream audience
- Distribution of marketing materials in theater lobby
- Logo on show graphics
- Social Media Shout-out
- Ten (10) tickets to the production run to pass out as gifts to clients or employees, or customers!

Seacoast Rep Supporter - \$500

- One (1) mention in a curtain speech for your performance sponsorship
- Logo in digital playbill
- Two (2) tickets to your sponsored show
- Distribution of marketing materials in theater lobby
- Mention on SeacoastRep.org website (sponsor section with link to your business)

Sponsor a Seat - \$250

Help offset the cost of a seat that we are not able to sell due to social distancing requirements

- Your name on a laminated placard will be prominently displayed on the seat
- Mention on sponsor section of SeacoastRep.org website

SOCIAL MEDIA OVERVIEW & MORE

* The Seacoast Rep has a highly engaged social media following (fans/advocates/loyalists). Your brand's message of support will be positively received by all those who love our theater!

Facebook

- 18,376 followers, with 17,649 page likes
- Weekly Fb Reach - 30,000 - 50,000
- Avg. Post Engagement - 5,000
- Video views - Avg 6,000 - 10,000 per post

Instagram

- Over 5k followers

Youtube

- 1.22k subscribers

Database

Email engagement

- 2x the average according to Constant Contact analytics (17-22%)
- Weekly Email list - 20k+
- Playbills - digital to all who enter or watch livestream.
- Performances - over 350 a year

MORE!!!!

- 40,000+ patrons come through our doors each year!
- 309 ticketed performances in 2021
- Very high local & regional brand awareness / recognition of the Seacoast Rep Theater
- A unique & vital producing company (creating "script to stage" productions)

10 COOL FACTS

You probably didn't know about the
Seacoast Repertory Theatre



1 SCHOLARSHIPS

We never turn a child away from the Portsmouth Academy of Performing Arts due to their inability to pay. Because of this, we issue more than \$20,000 in financial aid every year.

3 DONATIONS

We believe in giving back to the community that gives so much to us. We issue approximately \$40,000 in ticket donations every year to local fundraisers.

5 TICKET HOLDERS

Bucking national trends, we have grown our average audiences by more than 10% since 2015. We will serve 40,000 this year alone.

7 SENIOR REPERTORY THEATRE

We have a few dozen members in our Senior Repertory Theatre troupe who meet weekly to write, rehearse, and perform all year round.

9 MEMBERS & DONORS

We have over 500 annual members & donors who provide support to our theatre. We certainly can't do what we do without them!

2 COMMUNITY OUTREACH

We choose 3 Community Partners every year. Each partner receives 20 tickets to every mainstage show to use as they see fit. Past Partners have included Haven, Amy's Treats, and the Krempels Center.

4 PRODUCTIONS

Our theatre produces year-round. We have over 300 performances each year, making us the most oft-performing theatre on the Seacoast.

6 COMMUNITY IMPACT

A recent AFTA study shows that for every \$1 we receive from patrons, \$5 gets added to the local economy from dining, parking, and other economic activity.




































8 SUBSCRIBERS








Our patrons are loyal. Where other theatres around the country have seen their subscriptions shrinking, ours have grown by 13% the last year alone.

10 EMPLOYMENT

We employ approximately 150 local artists, designers, technicians, performers, and administrators annually.

Sponsorship Levels & Perks

Sponsor Benefits	2021 Season Sponsor	PAPA Program sponsor	Red Light Series sponsor	Mainstage Show sponsor
<i>Investment:</i>	\$10,000	\$4,000	\$4,000	\$2,000 per show
Tickets	Tickets to every show	Tickets to every show	Tickets to every show	Tickets to the show
Ad in season digital playbill	 <small>Full Page - color</small>	 <small>Half Page - b&w</small>	 <small>Half Page - b&w</small>	
Thank You during curtain speech				
Your logo on playbill cover				
Social Media Campaign				
Your logo w/link in Sponsor section of our website				
Representation in sponsored show marketing				
Your logo w/link in sponsored show eblasts				
Invitation to annual Sponsor Dinner				
Logo and Copy on print-at-home tickets				
Social Media Shout Outs				
Marketing literature in lobby				

	<p>Stokely & Martin and Naveah's Brother January 28 – March 21</p> <p>Two plays. One absolutely electric evening of theatre. Written by the prolific Najee Brown, whose work is “what is next in American Theatre,” and featuring powerful vocal performances arranged by NYC musical artist Paul Gee, including songs “Strange Fruit” and “We Shall Overcome”.</p>
	<p>Next to Normal February 4 – March 20</p> <p>The Pulitzer Prize & Tony winning electric rock musical crashes onto our stage, February 4th to March 20th! Diana Goodman, suburban mother and wife, falls down the rabbit hole of American psychiatric medicine as she struggles with her worsening bipolar disorder in this brave, breathtaking musical!</p>
	<p>The Fantasticks February 11 – March 28</p> <p>Two fathers conspire to bring their children together by keeping them apart, but happy endings are only half the story! Charmingly absurd, heartbreakingly beautiful, and always a delight, <i>The Fantasticks</i> is considered by many to be the most popular American musical of all time.</p>
	<p>Fun Home April 8 – May 28</p> <p>Fun Home is a groundbreaking show based on Alison Bechdel’s award winning graphic novel. In this tragicomedy, Alison relives her unique childhood playing at the family’s Bechdel Funeral Home, her growing understanding of her own sexuality, and the looming, unanswerable questions about her father’s hidden desires.</p>
	<p>Godspell April 15 – May 30</p> <p>The story is a simple one. A young man named Jesus shares stories, parables, and songs with his followers, imparting the many lessons of his spiritual awakening. Based on <i>The Gospel According to Matthew</i>, love and forgiveness never go out of style in this stylish reinterpretation of the beloved rock musical.</p>
	<p>Pippin June 10 – July 18</p> <p>With an infectiously unforgettable score, <i>Pippin</i> is the story of one young man's journey to be extraordinary. With a slew of Tony awards in its wake, Pippin continues to captivate audiences right from its opening declaration, “We’ve got magic to do.”</p>
	<p>Cabaret July 22 – September 5</p> <p>Kander and Ebb’s daring, provocative and exuberantly entertaining musical has yet to lose its edge, exploring the dark and heady life of bohemian Berlin as Germany slowly yields to the emerging Third Reich. Based on the writings of Christopher Isherwood, it follows Cliff, a young American writer newly arrived in Berlin, who falls in love with English singer Sally Bowles.</p>
	<p>Jekyll & Hyde September 16 – November 6</p> <p>The epic struggle between good and evil comes to life on stage in the gothic musical phenomenon, Jekyll & Hyde! Based on the gripping novella by Robert Louis Stevenson, dark and bloody Victorian London is brought to life with an exhilarating score of pop rock hits by the Grammy, Tony and Oscar winning duo Frank Wildhorn and Leslie Bricusse.</p>
	<p>Cruel Intentions - The Musical September 23 – October 23</p> <p>Two diabolically charming step-siblings place a bet on whether one of them can deflower the incoming headmaster’s daughter. As the two set out to destroy the innocent girl—and anyone who gets in their way—they find themselves entangled in a web of secrets, temptation, and the cruelest game of all: love.</p>
	<p>Peter Pan November 18 – December 23</p> <p>J.M Barrie’s legendary tale of fairies, fantasy, and the boy who can fly comes to Seacoast Rep with a new treatment to modernize this magical piece of the Broadway cannon. The perfect show for the child in all of us... who dreams of soaring high and never growing up!</p>

Overview of Seacoast Rep Covid Policy

We will screen every customer at the door.

There will not be exceptions. We will take your temperature with a touchless thermometer and ask you questions related to COVID-19. If the screening shows a high risk for COVID-19 or other infectious diseases we reserve the right to send you away.

If there is a back up at the check-in, we will require a socially distanced line, which means you might have to wait in the outdoor elements. Please check the weather and bring appropriate gear to ensure your comfort. .

All customers and non-performing staff will be masked.

We do expect the use of cloth masks from our patrons covering their nose and mouth, including while they are seated watching the show, with exceptions for eating and drinking.

If you have an ADA covered condition that prevents you from wearing a mask you are required to inform us prior to purchasing a ticket so that accommodations may be made if possible.

We will not be able to make accommodations at the door as it may require the blocking off of certain sections of seats around you and your party.

Sanitation

We will be thoroughly sanitizing all surfaces in the restrooms, lobby, and in the theater before the show, before intermission, after intermission, and after the show.

Our recently updated HVAC system is cleaned and maintained regularly and our industrial strength air exchange system is run a full hour before show time, again at intermission and as the audiences leave the theatre.