

CONSTELLATION

STAGE ✨ SCREEN

2023/2024 SEASON
SPONSORSHIP PACKAGES

CONTACT:

John Armstrong

Development Director

john@seeconstellation.org



Connecting Audiences Through World-Class Theater & Film

YOUR SUPPORT IS ESSENTIAL

Great art attracts talent to a community, stimulates the local economy, and enhances cultural identity, and improves quality of life.

Constellation Stage & Screen is South Central Indiana's professional performing arts organization, producing world-class theater, film and arts education experiences that enhance the region's quality of life and contribute to Bloomington's unique cultural identity.

Constellation audiences are loyal, engaged members of the broader region who frequent locally-owned small and medium sized businesses. They are generationally and economically diverse and passionate about supporting entities that support the arts, and they are GROWING.

Our valued corporate sponsors are equally passionate community stakeholders who understand the intrinsic value of an organization like Constellation. Through their support, these sponsors enjoy a plethora of exciting benefits that boost their recognition while providing fun and engaging experiences for their teams.

Whether it's a private event in the newly-renovated, beautiful downtown Waldron Arts Center, a group outing to our beloved Family Holiday Musical, or a shout-out in our curtain speeches at every performance, Constellation has options for partnership that will help satisfy your community support and staff and client appreciation goals!

Sponsorships total **a quarter of our revenue** for an average show!

REVENUE

Individual Underwriting	\$15,000
Corporate Sponsorships	\$25,000
Tickets & Fees	\$50,000
Concessions	\$2,500
TOTAL REVENUE	\$92,500

EXPENSES

<i>Labor</i>	
Artistic Labor	\$30,000
Production Labor	\$15,000
Box Office Labor	\$6,000
Materials	\$14,000
Travel, Hospitality & Housing	\$6,000
Marketing	\$5,000
Administrative Overhead	\$12,000
Other	\$4,500
TOTAL EXPENSES	\$92,500

AUDIENCE REPORT (as of Feb 2023)

2023/2024 SEASON

Number of Shows 7 (5 Mainstage and 2 Constellation for Kids)

Total estimated attendance 16,500

Theatre Attendance %

More than once a month	14
Every couple of months	38
2 - 3 times a year	32
Once a year	11
Rarely	5

Annual Household Income %

Less than \$20K	5
\$20 - 34K	8
\$35 - 49K	9
\$50 - 74K	16
\$75 - 99K	18
\$100 - 149K	26
\$150K + (18)	18

Age %

Under 18 1%	18-24 6%	25-34 11%	35 - 44 24%	45 - 54 19%	55 - 64 16%	65+ 23%
----------------	-------------	--------------	----------------	----------------	----------------	------------

STAFF & CLIENT ENGAGEMENT

Constellation events are excellent opportunities for staff, client, and customer engagement and appreciation. Let us facilitate your next group outing or experience.



Exclusive Pre-Show Receptions in the newly-renovated Waldron Arts Center Lounge

RESERVED LOUNGE & LOWER LOBBY AT JOHN WALDRON ARTS CENTER for up to 120 Guests

COMPLIMENTARY BEVERAGE SERVICE including beer, wine, canned cocktails and soft drinks

NOTE: Food catering costs not included. Specialty cocktails can be created upon request.

GROUP TICKET DISCOUNT & SPECIAL MENTION IN CURTAIN SPEECH for the corresponding performance

NON-HOLIDAY SHOW

First 50 tickets (25% off): \$26/each
Additional tickets (30% off): \$23/each
Venue Rental: \$300
Bar Service (labor/drinks): \$300

HOLIDAY SHOW*

First 50 tickets (25% off): \$36/each
Additional tickets (30% off): \$33/each
Venue Rental: \$300
Bar Service (labor/drinks): \$300

**LIMITED AVAILABILITY - Available dates: Dec 16 & 17, 19 - 23*

Flexible Corporate Ticket Packages

GOOD FOR ANY 23/24 PERFORMANCE

of any production or film screening
(July 1, 2023 - June 30, 2024)

10 – 19 Ticket Pack

\$31.50/ticket – an average discount of 10%

20 – 40 Ticket Pack

\$28.00/ticket – an average discount of 20%

40 – 100 Ticket Pack

\$25.50/ticket – an average discount of 25%

Season-long Corporate Discount

Access to a unique promotional code for all online ticket sales

Good for 25% off adult tickets and 10% off student and child tickets for all 23/24 performances and screenings

Unlimited use throughout the season for any number of tickets

Cost

\$1,000



COMMUNITY RECOGNITION

Constellation can help fulfill your community support and recognition goals through a variety of sponsorship packages. Recognition benefits are varied, unique, and can be customized to meet your needs!

Because we thrive on the generosity of our corporate partners, we pride ourselves in putting the spotlight back on you in return.



23/24 THEATRICAL SEASON

LEAD SPONSORSHIP

EXCLUSIVE BENEFITS

- Join Constellation as **Co-Presenter** on printed materials
- **Premium size and placement** of logo on all communications
- Exclusive Playbill Benefits
 - **Full page** (7.5 x 7.5") advertisement in all 23/24 Playbills
 - **Welcome Letter** in playbill
- Stage Recognition: Verbal thank you/recognition as **"Lead Sponsor"** from the stage during public performances of show
- **20 Flexible Complimentary Tickets** (10 more than support sponsorship) good for any performance or film screening in the 23/24 Season
- **Corporate Ticket Discount:** 25% discount code - Good for any performance or screening in the 23/24 Season
- Add on a Pre-Show Reception for a 30% off discount of the venue rental and bar service (see previous page)

ADDITIONAL BENEFITS

- Logo on Regular email newsletters (13,000 subscribers)
- Logo on Show page on Constellation website
- Logo on Playbill Cover
- Logo on Promotional posters & rackcards (5,000/show)

HOLIDAY SHOW **\$13,000**

NON-HOLIDAY SHOW **\$6,000**



SUPPORT SPONSORSHIP

- *Standard size and placement* of logo on all communications
- Logo on Regular email newsletters (13,000 subscribers)
- Logo on Show page on Constellation website
- Logo on Playbill Cover
- Logo on posters & rackcards (5,000/show)
- Half page (7.5 x 3.69") advertisement in all 23/24 Playbills
- Stage Recognition: Verbal thank you/recognition as a support sponsor from the stage during public performances of show

ADDITIONAL BENEFITS

- 10 Flexible Complimentary Tickets good for any performance or film screening in the 23/24 Season
- Add on a Pre-Show Reception for a 30% off discount of the venue rental and bar service (see previous page)

HOLIDAY SHOW **\$5,000**

NON-HOLIDAY SHOW **\$3,000**



SPONSORSHIP PACKAGES

Show your support of multiple productions throughout the year and receive additional savings and benefits.

CONSTELLATION FOR KIDS SERIES

LEAD SPONSORSHIP

Our beloved children's theater series sure to delight audiences of all ages

\$10,000

Save \$3,500

INCLUDES

- Lead Sponsorship Benefits on Two (2) Constellation For Kids Shows
- One (1) Pre-show reception



CONSTELLATION ORIGINALS

LEAD SPONSORSHIP

Lead Sponsorship on Constellation's nationally-renown new works productions

\$10,000

Save \$8,000

INCLUDES

- Lead Sponsorship Benefits on three (3) Constellation Mainstage Shows
- Add on a Pre-Show Reception for a 30% off discount of the venue rental and bar service



FILM SCREENING SERIES

SPONSORSHIP PACKAGES

Lead Sponsorship. \$3,500

of Screenings TBD

- Join Constellation as "Co-Presenter" of Screening Series on all communications
- **Most prominent size and placement** of logo
 - Select posters (200 Qty)
 - All screening web pages
- Two (2) advertisements in all pre-screening slideshows
- Verbal recognition as "Lead Sponsor" in pre-screening Curtain Speeches
- 15 Flexible Complimentary Tickets

Support Sponsorship. \$2,000

of Screenings TBD

- Standard size and placement of logo
 - Select posters (200 Qty)
 - All screening web pages
- One (1) advertisement in all pre-screening slideshows
- Verbal recognition as "Support Sponsor" in pre-screening Curtain Speeches
- 10 Flexible Complimentary Tickets

2023/2024 THEATRICAL SEASON AT-A-GLANCE

*all shows subject to change

MAINSTAGE SERIES

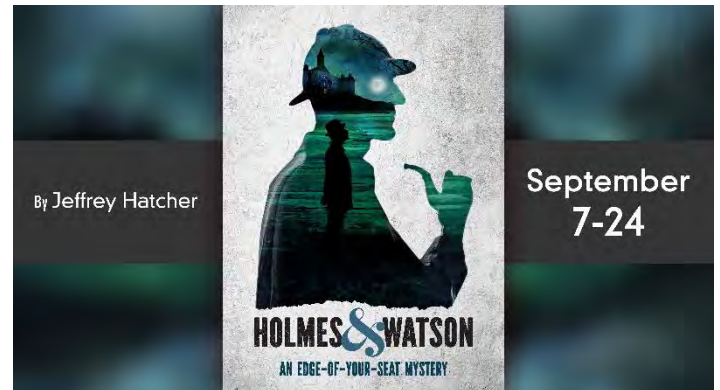
September 7 - 24, 2023

Holmes & Watson

"a truly smashing play full of twists and turns that will keep you on the edge of your seat"

at the Waldron Auditorium

Appropriate for general audiences



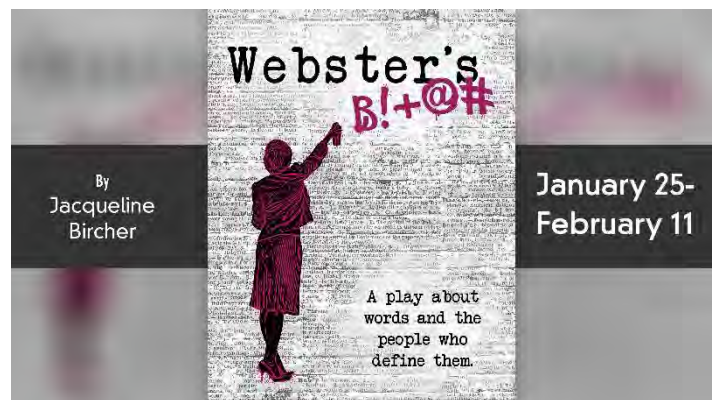
January 25 - February 11, 2023

Webster's B****

A thought-provoking comedic drama about words and those who define them

at the Ted Jones Playhouse

Appropriate for general audiences



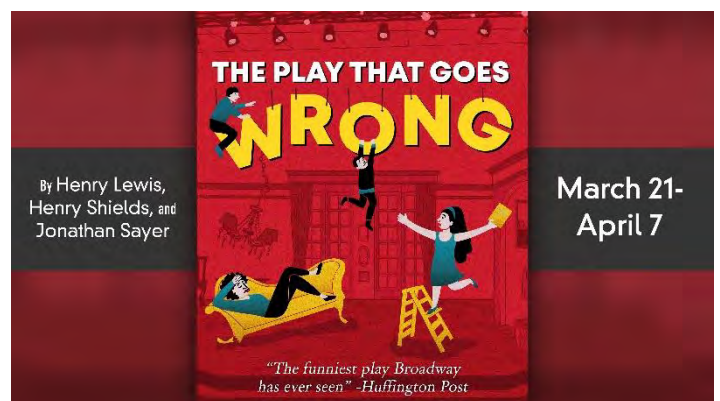
March 21 - April 7, 2024

The Play that Goes Wrong

"The funniest play Broadway has ever seen" - Huffington Post

at the Waldron Auditorium

Appropriate for general audiences



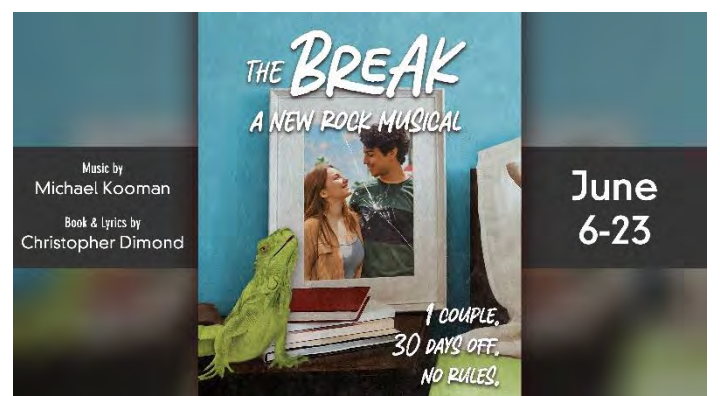
June 6 - 23, 2024

The Break

A New Rock Musical

At the Waldron Auditorium

Appropriate for general audiences



2023/2024 THEATRICAL SEASON AT-A-GLANCE

*all shows subject to change

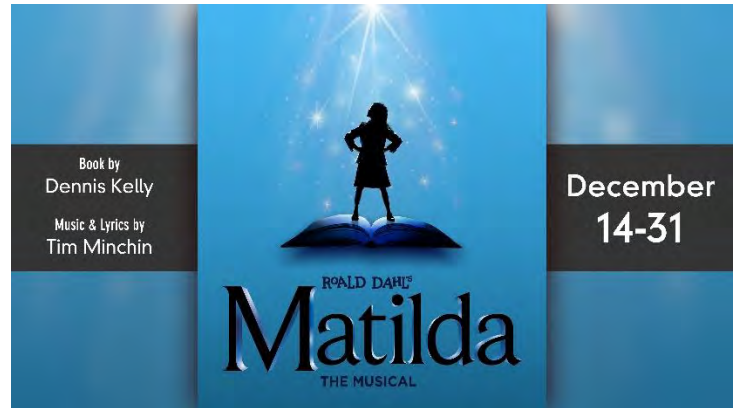
FAMILY HOLIDAY MUSICAL

December 14 - 31, 2023

Roald Dahl's Matilda The Musical

The story of an extraordinary girl who dares to take a stand and change her own destiny.

at the Buskirk-Chumley Theater
Appropriate for all ages

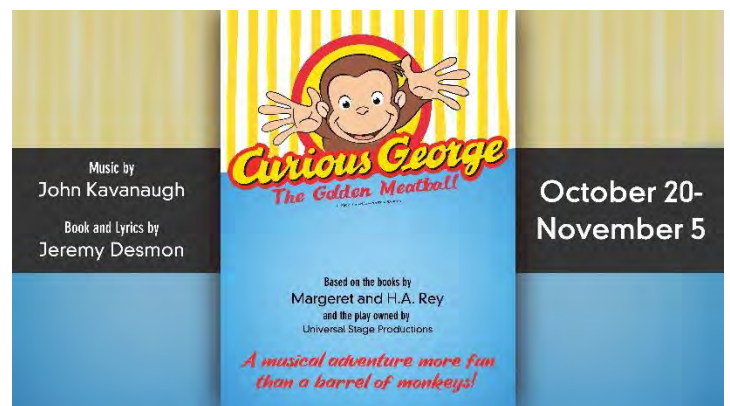


CONSTELLATION FOR KIDS SERIES

October 20 - November 5, 2023

Curious George: The Golden Meatball

More fun than a barrel of monkeys!
at the Waldron Auditorium
Appropriate for all ages



April 26 - May 12, 2024

Alex Gold: Stuck on Repeat

A New "Choose Your Own Adventure" Style Kids Show!
At the Waldron Auditorium
Appropriate for all ages





CONSTELLATION

STAGE + SCREEN

THANK YOU!

ABOUT US

MISSION: Our organization produces world-class theater and film that impacts the national performing arts industry through new work development. Our productions, community events, and education programs serve as a leading contributor to the cultural and economic vibrancy of Bloomington, IN.

VISION: Our organization is an arts and culture leader rooted in the Midwest, redefining the development and creation of theater and film, while cultivating and sharing the creativity of our community.

CONSTELLATION FACILITIES

Waldron Arts Center | 122 S Walnut St
Performance venue & administrative headquarters

Ted Jones Playhouse | 107 W 9th St.
Performance venue

Constellation Studios | 411 E 7th St.
Film & Education Studio

Westbury Production Facility | 3133 N Westbury Village Dr, Suite 5
Rehearsal Studio & Scenic Shop