



Every summer, Lake Tahoe Shakespeare Festival attracts over 34,000 visitors to our region from places near and far. Over 60% of our attendees consider themselves local to the region and nearly 70% cite the performances as their main reason for visiting Lake Tahoe. By sponsoring Lake Tahoe Shakespeare Festival, you can reach our amazing audience and create a meaningful connection with your organization via the unique sponsor benefits offered to each level.

In addition to our performances at the lake, every school year, we engage with over 8,000 students participating in our literary and acting workshops. Your partnership helps strengthen our in-school theater program, InterACT and our Young Shakespeare Summer Workshops.

Your support of the arts is vital to the the economic strength and resilience of our region.

For the last 54 years, Lake Tahoe Shakespeare Festival has been a creator of arts and culture on the shores of Lake Tahoe.

Join us in crafting this year's production!

Extraordinary Entertainment. Exceptional Setting.

For more information, please contact:
Community Engagement Manager, Jessica Vela
jessica@tahoebard.com
310-497-7367





Become a Sponsor of Lake Tahoe Shakespeare Festival

Sponsorship Benefits At a Glance	Season \$20,000+	Mainstage \$15,000-\$19,999	Production \$12,500-\$14,999	Platinum \$10,000-\$12,499	Gold \$7,500-\$9,999	Silver \$5,000-\$7,499	Bronze \$2,500-\$4,999
Logo On Venue Signage	X	X	X	X	X	X	X
Onstage Recognition at Select Curtain Speech	X	X	X	X	X	X	X
Playbill Ad & Recognition	Full Pg. Premium Ad & Logo on Front Cover	Full Page Premium Ad & Logo on BOTH Mainstage Production Pages	Full Page Ad & Logo on ONE Mainstage Production Page	Full Page Ad	2/3 Page Ad	1/2 Page Ad	1/4 or 1/3 Page Ad
Sponsor Recognition with Logo & Link on Home Page Banner & Sponsor Page	Both	Both	Both	Both	Both	Sponsor Page Only	Sponsor Page Only
Logo & Sponsor Recognition on Social Media (16k)	X	X	X	X	X	X	
Logo in Select E-blasts & Print Ads	Email:5 Print:10	Email:3 Print:10	Email:3 Print:8	Email:3 Print:5	Email:2 Print:3	Email:1 Print:2	
Logo & Sponsor Recognition on Early Bird(50k) & Regular(100k) Season Announcement Postcard Distribution	Both	Both	Both	Both	Regular Only		
Recognition on TV & Radio Ads	X	X	X	X			
Logo on Print-At-Home Tickets: One Mainstage	X	X	X				
Logo on Print-At-Home Tickets: Both Mainstage	X	X					
Logo on Print-At-Home Tickets: Both Mainstage & Signature Showcase Series	X						
Message from your CEO to LTSF Audience in Playbill	X						

All Sponsorship Levels Can Take Advantage of the Following Benefits:

- Create a Volunteer Night for Team Building and Community Building
- Reserve a Picnic Table In-Advance for the Night of Your Attendance
- Customizable VIP Ticket Package (value up to 25% of Sponsorship level)

LakeTahoeShakespeareFestival.com

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When You Partner With Lake Tahoe Shakespeare Festival:

- You Are *Supporting* a 50+ Year Organization & Tradition for Families and Individuals that Visit Lake Tahoe During the Summer.
- You Are *Investing* in our Local Economies by Fostering the Arts & Culture of Lake Tahoe.
- You Are *Strengthening* your Connection to the Communities that Call Lake Tahoe Their Backyard.
- You Are *Ensuring* a Magical Experience for our Patrons in an Unmatched Setting for Years to Come.
- Simply Put: You Are *Creating* Memories That Will Last a Lifetime!



2025 LTSF Audience by the Numbers:

- **34,360 Tickets Sold**
- **89% are 45 years or older**
- **81% have a combined household income of >100k**
- **70% cite LTSF as one of the main reasons for visiting the region**
- **62% are local to the Reno/Sparks, Tahoe/Truckee, and Carson Valley regions**
- **38% visit from outside of the area with Bay Area and Sacramento Valley residents as our next highest demographic**

[LakeTahoeShakespeareFestival.com](https://www.LakeTahoeShakespeareFestival.com)

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Season Sponsor, \$20,000+:

*Includes all the Benefits at the Platinum Level **PLUS**:*

- Premium Full Page Ad Placement
- Logo on Front Cover of Playbill
- Logo Recognition in Email Blasts(5); Logo Recognition in Print Ads(10)
- Logo Placement on Print-At-Home Tickets for **BOTH** Mainstage Productions and the Signature Showcase Series.
- Message from your CEO to LTSF Audience featured in Playbill



Mainstage Sponsor, \$15,000-19,999:

*Includes all the Benefits at the Platinum Level **PLUS** :*

- Premium Full Page Ad Placement
- Logo on **BOTH** Mainstage Production Pages
- Logo Recognition in Email Blasts(3); Logo Recognition in Print Ads(10)
- Logo Placement on Print-At-Home Tickets for **BOTH** Mainstage Productions



Production Sponsor, \$12,500-14,999:

*Includes all the Benefits at the Platinum Level **PLUS**:*

- Logo Placement on **ONE** Mainstage Production Page
- Logo Recognition in Email Blasts(3); Logo Recognition in Print Ads(8)
- Logo Placement on Print-At-Home Tickets for **ONE** Mainstage Production

Platinum Sponsor, \$10,000-12,499:

- Full Page Playbill Ad
- Logo on Venue Signage
- Onstage Recognition During Select Curtain Speeches
- Sponsor Recognition in Select Radio & TV Ads
- Logo & Sponsor Recognition on Social Media Channels(16K)
- Logo Placement on Regular(100k) and Early Bird(50K) Season Postcard Distribution;
- Logo Recognition in Email Blasts(3); Logo Recognition in Print Ads(5)
- Logo Recognition & Link Placement on **BOTH** LTSF Sponsor Page & Home Page



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Gold Sponsor, \$7,500-9,999:

- 2/3 Playbill Ad
- Logo on Venue Signage
- Onstage Recognition During Select Curtain Speeches
- Logo & Sponsor Recognition on Social Media Channels(**16K**)
- Logo Placement on Regular Season Postcard Distribution ONLY (**100k**)
- Logo Recognition in Email Blasts (**2**); Logo Recognition in Print Ads (**3**)
- Logo Recognition & Link Placement on **BOTH** LTSF Sponsor Page & Home Page



Silver Sponsor, \$5,000-7,499:

- 1/2 Pg. Playbill Ad
- Logo on Venue Signage
- Onstage Recognition During Select Curtain Speeches
- Logo & Sponsor Recognition on Social Media Channels(**16K**);
- Logo Recognition in Email Blasts(**1**); Logo Recognition in Print Ads(**2**)
- Logo Recognition & Link Placement on LTSF Sponsor Page ONLY



Bronze Sponsor, \$2,500-4,999:

- ¼ or ⅓ Playbill Ad
- Logo on Venue Signage
- Onstage Recognition During Select Curtain Speeches
- Logo Recognition & Link Placement on LTSF Sponsor Page ONLY

Spotlight Supporter, \$350-1,000:

- Logo Recognition & Link placement on LTSF Sponsor Page



Other Ways to Get Involved:

Workplace Giving & Employee Match Programs; Volunteer Grants; Sponsor Family Nights (3 Sunday performances) or Theme Nights; Donate Tickets for LTSF Non-Profit Partners; Hospitality Gifts for VIPs & Performers; Bring Shakespeare to Work for the Day

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