

SPONSORSHIPS 2024

Miller Outdoor Theatre

CONTACT:

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ABOUT MILLER OUTDOOR THEATRE

Houston's Arts "Gem"

Miller Outdoor Theatre is the only and largest venue of its kind in the entire country, offering high-caliber world-class performing arts on a full proscenium stage, always FREE to the public. This intersection of quality and accessibility brings in large crowds of diverse audiences from all over Houston, making our performances an exceptional strategic opportunity. Not only is Miller Outdoor considered a local gem, our performances attract people visiting the city, and our status as a nationally recognized leader in the performing arts gives our partners a national platform as well.

Audiences served in 2023: 210,000+

Performances planned for 2024: 85+

Performances at Miller Outdoor include:

- Performances produced by local arts organizations such as the Houston Symphony and Open Dance Project among many others.
- Miller Presents- national and international touring shows across genres.
- Cultural Programming - some of our Miller Presents performances are dedicated to cultural celebrations such as Juneteenth and Fourth of July, among other celebrations.
- Youth Programming - at Miller Outdoor we present FREE student matinees in the spring and fall attended by thousands of local students.

We thank you for considering sponsoring our free programming! All our sponsorship levels are customizable to suit your company's budgetary and strategic needs.

WWW.MILLEROUTDOORTHEATRE.COM

SEASON SPONSOR

\$60,000+ PRESENTING SPONSOR (Full season sponsor)

Full Mainstage Season Acknowledgement “Presented by”

For a \$60,000 annual sponsorship, Sponsor will receive the following acknowledgements:

- Exclusive “Presented by” acknowledgement on all 2024 Season printed collateral, website calendar page, 2024 Season social media posts, and 2024 Season newsletter/email communication, and pre-show presentations.
- Recognition as a Presenting Sponsor on all media materials (print, web, radio, television)
- Logo projected onto inside wall of auditorium pre-show and during intermission.
- Logo linked to website.
- Logo featured with MOT logo on Step-and-repeat. (Appears close-up in all scheduled live streams and behind lectern as seen in live performances where pre-show speeches occur.)
- Recognition the Season Sponsor in pre-performance stage announcements for the performance.
- Opportunity for a designated representative to greet the audience from the stage before up to 3 performances. Dates to be mutually agreed upon with the Managing Director.
- :30 second video advertisement or slide presentation to be shown (when possible based on stage set up) for all Miller Presents performances.
- Opportunity to host a staffed promotional display on the Miller Outdoor Theatre Plaza at the performance to distribute information or promotional giveaways, for up to 3 evenings, as mutually agreed upon with Managing Director.
- Dedicated social media posts, acknowledging sponsorship up to 3 times per season.
- VIP seating for 100 guests at 3 chosen performances.
- “Dinner with the Director” and selected artists from the season. Invitation to dinner with one of our many guest artists, for up to 10 company representatives.

See acknowledgement example on the next page.

TITLE SPONSOR

\$25,000+ Title Sponsor (one title sponsor per evening)

Individual Show Acknowledgement “__ Presents”

For \$25,000 Sponsor will receive the following acknowledgements:

- Exclusive “__ Presents” acknowledgement on website page for chose performance, 2024 Season social media posts, and 2024 Season newsletter/email communication, and pre-show presentations associated with chosen show.
- Recognition as a Title Sponsor on all media materials related to one (1) performance (print, web, radio, television)
- Logo linked to website.
- Recognition as Title Sponsor in pre-performance stage announcements for the chosen performance.
- Opportunity for a designated representative to greet the audience from the stage prior to the performance.
- :30 second video advertisement or slide presentation to be shown before the performance (when possible based on stage set up).
- Opportunity to host a staffed promotional display on the Miller Outdoor Theatre Plaza at the performance to distribute information or promotional giveaways, for up to 3 evenings, as mutually agreed upon with the Managing Director.
- VIP seating for 100 guests at the performance.

Example Acknowledgement

Top billing - "Presented by (PRESENTING SPONSOR)."

Miller Theatre Advisory Board and (TITLE SPONSOR) present tonight's performance of (ARTIST) with additional support from (SUPPORTING SPONSOR). This performance is also sponsored by (APPLAUSE SPONSOR)."

ADDITIONAL SPONSORSHIPS

\$15,000 Supporting Sponsor

Individual Show Acknowledgement “with additional support from ____”

For \$15,000 Sponsor will receive the following acknowledgements:

- "Sponsored by" acknowledgement on all website listings, 2024 Season social media posts, and 2024 Season newsletter/email communication, and pre-show presentations associated with chosen show.
- Recognition as a Supporting Sponsor on all media materials related to one (1) performance (print, web, radio, television).
- Recognition as a Sponsor in pre-performance stage announcements for the performance.
- Opportunity to display one large banner at the performance.
- Opportunity to host a staffed promotional display at the Miller Outdoor Theatre Plaza at the performance to distribute information or promotional giveaways.
- VIP seating for 50 guests at the performance

\$10,000 Applause Sponsor

Individual Show Acknowledgement “also sponsored by ____”

For \$10,000 Sponsor will receive the following acknowledgements:

- "Sponsored by" acknowledgement on chosen show website listings and pre-show presentations associated with chosen show.
- Recognition as a Sponsor in pre-performance stage announcements for the performance.
- VIP seating for 50 guests at the performance.

MEDIA AND IN-KIND SPONSORSHIPS

These sponsorships are all customizable.

As acknowledgement for in-kind or discounted services, depending on the value of the exchange, sponsors may receive the following:

- Recognition as a Sponsor on all media materials related to the season (print, web, radio, television).
- Recognition as a Sponsor in pre-performance stage announcements for the performance.
- Opportunity to host a staffed promotional display at the Miller Outdoor Theatre Plaza at the performance to distribute information or promotional giveaways.
- VIP seating for 50 guests at the performance
- Opportunity to organize cross-promotional giveaways.