

GOOD LUCK MACBETH SPONSORSHIP PACKET



we tell stories here



Be a part of one of the most vibrant and exciting organizations in Reno.

Our Mission

Good Luck Macbeth aims to create relevant and impactful works of art that demonstrate the transformative power of theatre and co-create equitable opportunities for artists to express their truest authentic selves, both on and off the stage, in Northern Nevada.

Our History

Good Luck Macbeth (GLM) was founded in 2008 as a classical theatre company. The organization grew after the theatre moved to Midtown in 2011 and has become an integral part of the Reno arts community. Over the past 15 years, GLM has shifted from a classical theatre company to one that focuses on innovative contemporary works and the creation and promotion of original pieces.

WHO WE ARE

OUR AUDIENCE AT A GLANCE



In 2022, GLM produced 5 full-length productions (12-16 performances each), 2 staged readings, and our new play festival. In addition, GLM is home to two outside Arts organizations – the prestigious Reno Jazz Orchestra and Around the World Stage Dance Company. In 2022 alone, GLM saw over 5,000 patrons

Facebook Business Page

- GLM's Business Page has 3,4k likes with over 3.6k followers
- 54.1% of Followers aged 35-54
- 66.1% Women / 33.9% Men

Instagram Business Page

- We currently have an active Instagram Account with a growing fan base with almost 2,000 followers
- 63.3% of Followers aged 25-44
- 66.3% Women / 33.7% Men



SPONSORSHIP OPTIONS

Mainstage Season Sponsor: \$6,000

- Listed on website and in every email blast for the entire season.
- Listed as “this season sponsored by” in first line of all production materials.
- Dedicated post on social media for every mainstage show.
- Full page ad in program for every mainstage show.
- Listed first in curtain speech for every mainstage show.
- Logo first on TV monitors in lobby and placed on production posters for every mainstage show.
- 4 VIP Champagne Tickets for every show.

Title Show Sponsor : \$3,000

- Listed as “this show sponsored by” in all production materials.
- Dedicated post on social media.
- Full page ad in program.
- Listed first in email blasts, curtain speech, and on website
- Logo on TV monitors in lobby during show and placed on production posters
- 2 VIP Champagne Tickets for 1 performance.



SPONSORSHIP OPTIONS

Show Sponsor: \$1,000

- Listed as a sponsor alongside other show sponsors.
- General post on social media with all sponsors.
- 1/2 page ad in program.
- Listed in email blasts, in curtain speech, and on website.
- Logo on TV monitors in lobby during show.
- 2 movie general seats for 1 performance.

Show Sponsor : \$500

- Listed as a sponsor alongside other show sponsors.
- General post on social media with all sponsors.
- Logo on TV monitors in lobby during show.
- 1/4 page ad in program.

Artist Sponsor: ranging from \$100-\$500

- Listed in the program under the cast list as "Artist Sponsored by"
- Can specify which role or artist you'd like to sponsor

PLAYBILL AD OPPORTUNITIES

PRICING: Playbill Print Ad and on TV Monitors

- **Full Page**
 - **\$350**
- **1/2 Page**
 - **\$200**
- **1/4 Page**
 - **\$125**

SPECIFICATIONS

- **Print ready artwork is required**
- **Color printing**
- **Deadline is 2 weeks prior to opening**





NEXT STEPS



You'll find high-quality theatre and an incredible patron base at GLM. Located in the heart of Midtown, the beating pulse of the Reno arts scene, GLM provides a lively and engaging environment in which to promote your business as well as an excellent evening of entertainment for your company or clients. Become involved with Reno's growing arts community by supporting Good Luck Macbeth today.

Thank you!

Email Sarah Hinz, our Executive Director to discuss the best option for your organization.

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www.goodluckmacbeth.org