REGINA LYRIC MUSICAL THEATRE

SPONSORSHIP PACKAGE

2025-26 Season

Regina Lyric Musical Theatre is a charitable, non-profit organization that has been producing top-notch musical theatre entertainment in Regina for **50 years**.

RLMT Sponsorship Package

About Regina Lyric Musical Theatre



Sister Act



Beauty & the Beast

Community. Creativity. Live Performance.

Regina Lyric Musical Theatre (RLMT) Inc. has been a proud part of Regina's arts community since 1977. Founded by a small group of passionate volunteers, Regina Lyric has grown into a **100% volunteer-run organization** dedicated to creating accessible, high-quality musical theatre and vocal performances for a broad audience. Previous productions include:

- *Sister Act (2025)*
- *Beauty and the Beast (2024)*
- *Little Women (2023)*

These productions demonstrate Regina Lyric's ability to deliver **diverse, audience-friendly programming** while supporting local performers, musicians, and creative teams. Visit our website (reginalyric.com) to explore past productions, upcoming performances, and the impact Regina Lyric has on our community.

Our Purpose

Regina Lyric Musical Theatre creates opportunities for people to share their creativity both on stage and behind the scenes, fostering a welcoming and inclusive environment where performers, musicians, designers, and creative teams connect with audiences through live music and storytelling. By supporting local and emerging artists, developing creative and professional skills, and engaging multi-generational audiences, Regina Lyric strengthens Regina's cultural landscape and makes a meaningful impact on the community.

RLMT Sponsorship Package

Community Support Matters

Sponsorships and ticket sales are our **only sources of revenue**. Producing local theatre involves high costs, including venues, rehearsal space, show rights, music, sets, props, and costumes. Community partnerships ensure Regina Lyric continues to thrive.

2026 Spring Production: *Sweeney Todd: The Demon Barber of Fleet Street*

Our 2026 spring production, *Sweeney Todd: The Demon Barber of Fleet Street*, is Stephen Sondheim's acclaimed musical, known for its rich score and compelling storytelling. Set in Victorian London, the show explores themes of **justice, resilience, ambition, and the consequences of obsession**, offering audiences a dramatic and thought-provoking theatrical experience.

Show Details

When: June 3-6 | 7:30pm June 3-5, 1:30pm June 6
Where: Darke Hall

Audience & Reach

Along with a diverse membership base ranging from 18 years to over 80 years old, Regina Lyric connects with a **diverse and loyal audience** across Regina and surrounding communities — including families, students, young professionals, and long-time arts supporters.

Why partner with Regina Lyric:

- **High visibility:** Each musical theatre production at the historic Darke Hall draws **400+ engaged audience members per show,** along with our highly engaged member base.
- **Digital reach:** Our **2,000+ active social media followers** amplify sponsor exposure before, during, and after every show. We also provide sponsorship opportunities to advertise in our email list of about **700+ subscribers**.
- **Community impact:** Sponsors support a **100% volunteer-run organization** that fosters creativity, local talent, and cultural engagement.
- **Brand alignment:** Partnering with Regina Lyric associates your organization with **quality, community-focused, and arts-driven experiences**.

Partner With Us

Sponsorship opportunities for *Sweeney Todd: Demon Barber on Fleet Street* are outlined in the following pages. We are happy to customize partnerships to align with your organization's goals.
Regina Lyric Musical Theatre | reginalyric@gmail.com

@_reginalyric

@ReginaLyricMusicalTheatre

Sponsorship Levels

🎭 Director Level – $4,000+ (1 opportunity available)

- Exclusivity within your industry
- Overall production sponsor designation with "Presented by" status on all communications, print and electronic materials
- Curtain speech recognition on all show dates
- Logo placement on email blasts, newsletters, posters, programs, and RLMT website (with hyperlink)
- Company logo on RLMT website show information page and sponsorships page
- Full page ad in show program
- Logo on ticketing website
- Social media promotion (Facebook & Instagram)
    - Company handle mentioned in specific show posts
    - 2 dedicated posts thanking your company
    - 1 post thanking all show sponsors
- Ten (10) tickets to performance(s)

📰 Media Sponsor – $4,000+ (1 opportunity available)

Available if official media partner not already confirmed

- Exclusivity within your industry
- Official media sponsor designation with "Media Sponsor" status on all communications, print and electronic materials
- Curtain speech recognition on all show dates
- Logo placement on email blasts, newsletters, posters, programs, and RLMT website (with hyperlink)
- Company logo on RLMT website show information page and sponsorships page
- Full page ad in show program
- Logo on ticketing website
- Social media promotion (Facebook & Instagram)
    - Company handle mentioned in specific show posts
    - 2 dedicated posts thanking your company
    - 1 post thanking all show sponsors
- Ten (10) tickets to performance(s)

RLMT Sponsorship Package

🎤 Podium Level – $2,500+ (5 opportunities available)

- Curtain speech recognition
- Logo placement on email blasts to RLMT subscribers
- Company logo on RLMT website show information page and sponsorships page
- Half page ad in show program
- Social media promotion (Facebook & Instagram)
    - 1 dedicated post thanking your company
    - 1 post thanking all show sponsors
- Eight (8) tickets to performance(s)

🎻 Orchestra Level – $1,000+ (10 opportunities available)

- Logo placement on email blasts to RLMT subscribers
- Company logo on RLMT website show information page and sponsorships page
- Quarter page ad in show program
- Social media promotion (Facebook & Instagram)
    - 1 post thanking all show sponsors
- Four (4) tickets to performance(s)

🎬 Stage Level – $500+ (15 opportunities available)

- Individual or company name on RLMT website show information and sponsorships pages
- Business card-size ad in show program
- Two (2) tickets to performance(s)

🛋️ Green Room Level – $250+ (20 opportunities available)

- Individual or company name listed in program as sponsor
- Discounted ticket price available

Regina Lyric Sponsorship Levels & Benefits Matrix

Feature	🎭 Director ($4,000+)	📰 Media ($4,000+)	🎤 Podium ($2,500)	🎻 Orchestra ($1,000)	🎬 Stage ($500)	🛋️ Green Room ($250)
Company name on RLMT website (show info/ sponsorship pages)	Large logo	Large logo	Medium logo	Small logo	Name placement	Name placement
Company placement in show program	✅	✅	✅	✅	✅	✅
Tickets to show performances	10	10	8	4	2	Discounted tickets
Social media promotion	2 posts + thank-you post	2 posts + thank-you post	1 post + thank-you post	Thank-you post	—	—
Company social handle included in main show posts	Included	Included	—	—	—	—
Program ad	Full page	Full page	Half page	Quarter page	Business card	—
Logo positioning on email blasts	✅	✅	✅	✅	—	—
Curtain speech recognition	✅	✅	✅	—	—	—
Official/media sponsor designation on all communications	✅	✅	—	—	—	—
Exclusivity within your industry	✅	✅	—	—	—	—