



The Acrosstown Repertory Theatre

PO Box 12254, 1630 NW 1st Avenue, Gainesville, FL 32604
Physical Address: 3501 SW 2nd Ave. Gainesville, FL 32607, Suite O
352.BE.IN.ART (352.234.6278) – www.acrosstown.org

SPONSORSHIP PACKET

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INTRODUCTION

Salutations! You have either found this packet on our website or requested more information as part of a query from one of board members or volunteers. This packet is a comprehensive guide to the funding packages we offer, and the benefits of donating to our non-profit community theatre. In this packet, we outline funding levels and the perks of each level. There are also opportunities for special gifts, and details for that are at the end of this document.

OUR MISSION

Founded in 1980, the ART develops new talent, plays, audiences and ideas while also celebrating and revivifying the great plays of the past. The ART provides a safe place where people of all ages, genders, races, socio-economic backgrounds and beliefs can create unsafe theatre– thinking people’s theatre– theatre that transforms.

We continually respect, and challenge:

- ourselves as actors, designers, artists and visionaries to achieve more,
- our audiences as living, thinking and feeling human beings to engage more,
- other local theaters and arts organizations to collaborate more,

...and by doing so, help nurture and develop Gainesville, Florida into the center of arts and culture in North Central Florida.



Exit Santa - 2019



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Both professional and amateur playwrights, designers, actors, and musicians have seen their craft realized. The ART provides opportunities for children, the elderly, the disabled, and minorities, and keeps its ticket prices low so that all members of the community can enjoy our programs.

A completely volunteer-run 501(c)3 organization, the Acrosstown provides a number of multicultural, socially relevant and alternative events. With dozens of events a year, something is always happening at the ART! Our mainstage shows range from topical drama to period pieces to comedy, and our aim is to start a conversation and create theatre for thinking people.

ABOUT US

The Acrosstown Repertory Theatre is a registered 501(c)3 non-profit organization dedicated to producing quality live theatre in the Gainesville area. We have been providing progressive, quality theatre since 1980.

The ART produces 7+ productions each year, including at least one full-scale musical. In addition to our core production work, our group conducts educational and fun activities for our members and the community at large, including an annual playwrights festival that features local writing talent.

The ART also provides theatre space to other local or traveling performance groups including student theatre companies, musical groups, burlesque troupes, and more. A number of our members have gone on to work in theatre professionally, and the ART has continued to see its mission fulfilled as a hub for culture, cooperation, and the presentation of top quality theatre.



August Osage County - 2022



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OUR AUDIENCE

With over 70 performances each year, we serve over 3000 patrons annually.*

We sustained our audiences during the 2020-2021 COVID-19 pandemic, by offering online and digital programming that could be viewed at home. Now that we are back in our physical space, we are committed to increasing marketing of our shows to welcome audiences back into the space and grow our audience base stronger than ever.

While the majority of our patrons come from the city of Gainesville, we draw audiences from surrounding cities such as High Springs, Alachua, Micanopy, and Ocala.

**Figures based on season revenue.*



Gaslight (Angel Street) - 2018



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WHY SUPPORT THE ACROSSTOWN REPERTORY THEATRE?

By sponsoring the ART, you are showing the community that you care about Gainesville, and are committed to the arts and enriching the lives of its residents. Our audiences are your prospective customers and influencers within their social circles. Your name and brand will be associated with a local arts company offering a unique arts experience in our community, and your support will help artists, designers, and technicians hone their skills, and will help sustain ongoing volunteer opportunities for the community.

Our patrons and community have shown ongoing support and dedication for our company because they see and appreciate the unique offering our seasons provide, the talent we attract, the quality of our productions, and impact we have on those who are involved with us.

The majority of our operating budget comes from ticket sales. However, the money that we can raise through this avenue does not fully support our ongoing expenditures and rising costs. We look to you as part of the body of corporations and local businesses to join us, becoming a vital part of making The Acrosstown Repertory Theatre one of the most successful and prestigious community theatre companies in North Florida.

SPONSORSHIP LEVELS

Sponsorship funds are split between our various institutional goals. Some of your contribution will go towards upgrading the Acrosstown's performance space and technical equipment, some will go to ongoing operational expenses, and the rest will go toward funding each individual show, enabling our directors to create more immersive sets and more high-quality costumes for the enjoyment of our audiences.

The following pages detail our sponsorship levels, and the benefits we extend at each level.



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PERFORMANCE SPONSOR \$100 +

A Performance Sponsorship is great for someone who wants to create a short burst impact both in terms of contribution and in terms of reach towards our audiences. A hundred dollars can potentially costume an entire show. It can pay for the licensing fees for a single night of theatre. It can keep the lights on in the theatre for an entire month. These small gifts can add up quickly and are the lifeblood of our organization.

Benefits at the Performance Sponsorship Level:

- Tax receipt
- Recognition as a sponsor in all programs through the year (business or name only)
- Recognition and link on the ART website
- Thanks in social media around the production of choice



The Full Monty - 2022



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PRODUCTION SPONSOR \$500 +

Production Sponsorships defray operational expenses so that more resources can be allotted to production costs such as set, sound, costumes, and royalty fees. This is a huge value over the Performance Sponsorship level, for each production has typically 9-15 performances. For five hundred dollars or more, you can be highlighted for the entire run of a show.

At this level, you can pick a title from our season to sponsor. Love Shakespeare? Sponsor our Summer Shakespeare production. Interested in the avant-garde? We have something in our season for that too. Pick the show that best fits your aesthetic and become a sponsor!

Five Hundred Dollars can fund the production budget for an entire show (set, props, costumes, everything). It can also upgrade a piece of our lighting and sound equipment.

Benefits:

- Tax receipt
- Half page ad inside show programs for the selected production
- Recognition as a production sponsor in all programs through the year
- Inclusion in the preshow announcements for the production
- Regular thanks in social media around the production
- Two complimentary tickets to the production



*The Complete Works of William Shakespeare
(abridged) [revised] - 2021*



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SEASON SPONSOR \$1,000 +

The sponsor who funds this level is a unique business or corporation who shares our passion for bringing the arts and arts education to our community.

One thousand dollars can help cover the licensing fees for a musical, which can be very pricey. It could also help us replace lighting and sound equipment.

A Season Sponsor's support enables us to:

- Offer Gainesville residents affordable theatre in their community
- Enhance the production value of our shows
- Deepen the impact of our Education and Outreach programs for artists of all ages.



Benefits:

The Rocky Horror Show - 2017

- Tax receipt
- Full page ad inside ALL show programs for the season
- Name and logo displayed as a season sponsor in our theatre displays
- Name and logo recognition on all printed season and show materials
- Recognition as the season sponsor in all programs
- Mention in preshow announcements throughout the season
- Recognition and link on the ART website
- Regular thanks in social media through the year
- Two complimentary tickets to each of the regular season productions



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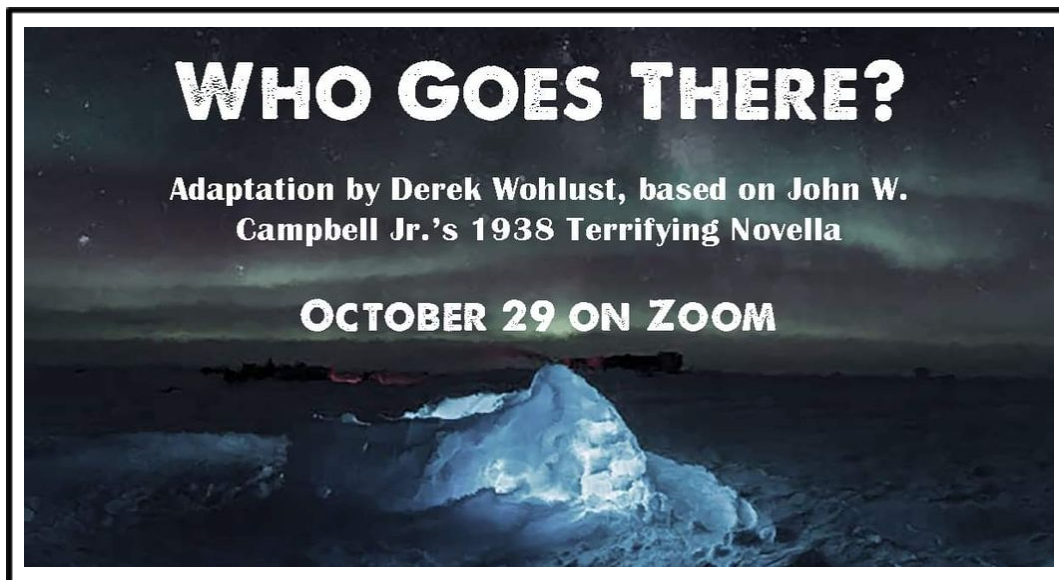
SEASON LEADING SPONSOR \$5,000 +

This is the highest level of sponsorship. In addition to the benefits of a season sponsor, this sponsorship can help us pay for two months of rent or completely cover the licensing fees for a musical!

The Season Leading Sponsor is featured in the inside front cover, inside back cover, or back cover of the program throughout the season.

Benefits:

- Tax receipt
- Full page ad (Inside covers or back cover) in ALL show programs for the season
- Name and logo displayed as a leading season sponsor in our theatre displays
- Name and logo recognition on all printed season and show materials
- Mention in preshow announcements throughout the season
- Recognition and link on the ART website
- Regular thanks in social media through the year by the ART and community actors
- Four complimentary tickets to each of the regular season productions



Who Goes There? - Virtual Performance - 2021



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SPECIAL SPONSORSHIPS

If none of these packages seem like a good fit for you, fret not! There are lots of ways you can contribute to the Acrosstown:

- Monetary donations outside of our preset packages are always welcome
- Buy a private performance and cast meet and greet for you and your 50 closest friends
- Sponsor our pre-season gala
- Sponsor our local playwright showcase
- Donate the refreshments for a performance
- Sponsor an opening night party
- Sponsor a special event or educational opportunity

...Or feel free to suggest something outside of the box!

CONTACT US

If you wish to discuss becoming a sponsor of the Acrosstown Repertory Theatre, you can contact us via phone or email:

Jennifer Hutton

C: 321-946-1704

E: jennifer@acrosstown.org



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PROGRAM ADS

Program ad space is available for purchase as well. We offer quarter page, half page, and full page ad options in our printed programs.

The prices below cover your ad space for the entire run of a production (9-12 individual performances depending on the production).

Ad Space	Price Per Production (Play)	Price Per Production (Musical)
Quarter Page	\$350	\$450
Half Page	\$400	\$500
Full Page	\$500	\$600



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UPCOMING SEASON

2024-25 SEASON

Aug. 1 - 18

THE LIGHTNING THIEF

THE PERCY JACKSON MUSICAL

written by: Joe Tracz
music by: Rob Rokicki
directed by: Nolan LeGault

Sept. 13 - 29

BEE-LUTHER- HATCHEE

by: Thomas Gibbons
directed by:
Cristina Palacio

Oct. 25 - Nov. 10

DRACULA: A COMEDY OF TERRORS

by: Gordon Greenberg
& Steve Rosen
directed by: Ian Hales

Dec. 13 - 22

THE GAME'S AFOOT

by: Ken Ludwig
directed by: Derek Wohlust

Jan. 17 - Feb. 2

DOUBT A PARABLE

by: John Patrick Shanley
directed by:
Jamie Blackband

Mar. 13 - Apr. 6

taming of the shrew

by: William Shakespeare
directed by: Andrea Young

May 2 - 18

12 ANGRY JURORS

by: Reginald Rose
directed by: Ellen Frattino

June 20 - July 13

LITTLE SHOP OF HORRORS

by: Howard Ashman
music by: Alan Menken
directed by: Jay Nixon



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ABOUT OUR BOARD

President: Andrea Young

Andrea is originally from Dayton, Ohio where she earned her BFA in Acting from Wright State University and performed and taught improvisation with Smartypants Theatre Co. She also worked as a non-equity actress in Chicago, IL for seven years while attending The Second City improv conservatory program and working in banking. Andrea performed in and directed several ART shows since moving to Gainesville in 2016, and after earning her MBA in 2021 she felt ready to lead the Acrosstown into the future as President and Executive Director.

Vice President: Zachary Simon

Zachary Simon is a Neuroscience PhD candidate with 25 years of theater experience. He has directed, acted in, or choreographed over 70 productions in his career. He brings his experience, scientific mind, and a fresh theatrical voice to the Acrosstown's board of directors.

Treasurer: Chelsea Wilson

Chelsea is a lifelong Gainesville resident and theatre patron, and a mother of three. She earned a bachelor's degree in Telecommunications and Business Administration from the University of Florida in 2013 and was immediately hired by UF Research Contracts & Grants, where she currently works as a Grants Accountant. Chelsea joined the Acrosstown board in 2022 with a commitment to preserve a safe place to create unsafe theatre in our community, and is proud to serve on the Executive Board.

Secretary: Katie Wallace

Katie is a young aspiring director and learner of many things. She has lived in Gainesville for 8 years. She completed her Master in International Business and a Bachelor in Business Administration at the University of Florida. Her passion is in development and helping others shine. At the ART, she hopes to secure the foundation that the theater has built and continue to promote diversity and inclusion in the community.

Eric Hill

Eric Hill attended UF from 1990 - 1996 and pursued a Master's Degree in Materials Science and Engineering with a Specialty in Ceramics and Particle Science and a Minor in Business before deciding to buy a local print shop, Xerographic Copy Center, instead. He continues to operate Xerographic along with his fiancée Carlyne and thanks her and the Acrosstown for helping him find an artistic side and love for theater he otherwise never would have discovered.



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Jennifer Hutton

Jennifer graduated from the University of Florida with a BA degree in Theatre. She has been volunteering at the Acrosstown for six years both onstage and behind the scenes, and brings an operations and technology background to her work. When she's not at the theatre, she's running her advertising operations and technology consulting company.

Nolan LeGault

Nolan's involvement in theatre extends from backstage to box office, above and below stages from coast to coast. Exactly one day after graduating high school, he packed his car and drove 1,500 miles to attend the American Academy of Dramatic Arts in Los Angeles. After earning his certificate in acting, he worked in his hometown of Houston, TX with the local IATSE chapter constructing and deconstructing traveling sets for arenas and venues in the metropolitan area. He continued acting in community theatre productions and amateur films for nearly ten years, and eventually found himself onstage for his first, and the ART's final performance at the Baird Center location. Nolan became immediately dedicated to supporting the ART in any capacity, and joined the board in 2022.

Cristina Palacio

Cristina has been engaged in community theater since she was a freshman at Barnard College, where she earned a BA in Biology. While earning an MS in Zoology at UF, she was cast in a number of Hippodrome productions. She even acted in a number of plays while she earned a J.D. from Stanford University. After working in NYC as Special Assistant General Counsel for the NYC social services agency and General Counsel for a social services research corporation, she returned to Gainesville as Associate Director of the (unfortunately short-lived) UF HIV Institute, before becoming in-house counsel for Shands Hospital. Since returning, she has acted in many plays at ART, GCP, Actors' Warehouse, and Star Center. Now retired from her day job, she has expanded her theater experience by directing a number of shows. She looks forward to further contributing to, and expanding her knowledge of, community theater as a member of the ART Board.

Carolyn Salt

Carolyn brings a background in business strategy formulation and marketing to the Acrosstown. She served as Marketing Director for the GCP from 2009-2010, and has served the ART on our board as Marketing Director since 2012, and as President, Webmaster and Graphic Designer since 2014. Hailing from New Jersey and snowy Schenectady, New York, she has been in scores of productions, on stage, on film and behind the scenes, with dozens of groups since the early 1990s. When not at the ART, Carolyn and her fiancé, Eric, put ink to paper at Xerographic Copy Center, network with other Gainesville professionals, direct our Summer Shakespeare program and dote on their obnoxious (but loving) dog Bento. "Err on the side of kindness, for we are each-other's angels."



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Jesse Vale

Jesse earned his Bachelor's Degree in English from the University of Florida, with additional studies, including a senior writing workshop with Toni Morrison, at Bard College. He has performed at the ART since 2017, including roles as Riff Raff in the Rocky Horror Show, and the Narrator/Mysterious Man in the Sondheim musical Into the Woods. Prior to his time at the ART, Jesse studied professionally at the Groundlings comedy school in Los Angeles. He very much looks forward to the coming season and seeing everyone's return.

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