



# 2024 SEASON SPONSORSHIP OPPORTUNITIES





# ABOUT SVST

Spokane Valley Summer Theatre (SVST) is proud to be recognized as our region's premier professional musical theatre company. Our mission is to enrich, entertain and serve the community in a safe, professional environment. Founded in 2015, SVST has grown year-over-year and we are excited to currently be overseeing the construction of our future home, the Idaho Central Spokane Valley Performing Arts Center.

It is our honor to serve through professional live entertainment and education as a beacon of hope and light for our region for many generations to come. Thank you for your support of Spokane Valley Summer Theatre! We appreciate your interest in investing in the local arts & culture landscape. Your support allows us to continue the legacy of professional theatre.



# DISTRIBUTION & DEMOGRAPHICS

- **Primary demographic:** 35-65, college-educated, purchase driven by women, residents from within 10 miles of 99216, and guests from all over Washington, Western Canada, Idaho, Oregon, and Montana.
- **Secondary demographic:** 65+, college-educated, retirees, couples living within 20 miles of 99216.
- **Tertiary demographic:** 30-45, families with children above 8 years old.

## A YEAR IN REVIEW

- 2023 total attendance: approximately 10,000 patrons.
- 2023 was our best-selling season for the 8th year in a row!
- Season ticket sales increased **64%** from 2022 to 2023.
- Grease become our best-selling show in company history (unseating 2022's Newsies).
- Season sponsorships grew **70%**.
- Our operating budget increased **120%** from 2022 to 2023!
- We added **4400+** new patrons in 2023!
  - 54% of our new patrons came from outside of Spokane Valley.
  - 39% of our new patrons came from out-of-state.



# 2024 SEASON



## SOUTH PACIFIC - June 21 - July 7, 2024

Directed by YVONNE A.K. JOHNSON  
Music Direction by DAVID BREWSTER  
Choreographed by JOSHUA SPENCER

Set on an idyllic island during World War II, Rodgers & Hammerstein's classic *South Pacific* intertwines an epic romance with one of the most beloved scores in the musical theatre canon.

Based on James Michener's Pulitzer Prize-winning *Tales of the South Pacific*, the musical examines the reconciliation of pre-existing cultural prejudices in the face of romance with the threat of war looming closer each day. Featuring familiar favorites such as "I'm Gonna Wash That Man Right Outta My Hair," "Bali Ha'i," "Some Enchanted Evening," and "There is Nothing Like a Dame," this musical is sure to enchant.



## BUDDY: THE BUDDY HOLLY STORY - July 26 - August 11, 2024

Directed by COLLIN J. PITTMANN  
Music Direction by DAVID BREWSTER  
Choreographed by ANDREA OLSEN

Experience the drama, passion, and excitement of Buddy Holly's life story at the most successful rock & roll show of all time, from his meteoric rise to fame to his final legendary performance at the Surf Ballroom in Clear Lake, Iowa. Featuring some of the greatest songs ever written, including "That'll Be The Day," "La Bamba," "Chantilly Lace," "Johnny B. Goode," "Everyday," and more, this show is just Peggy Sue-perb!



## SVST'S RISING STARS - July 12-13, 2024

Directed by AMANDA GUARISCO & COLLIN J. PITTMANN  
Music Direction by ISABELLA MESENBRINK

Join us for the 4th annual showcase of our region's most promising emerging talent! This special two-performance event will feature 18 of our talented teens and young adults pursuing musical theatre and studying in coveted training programs across the nation. Come see our region's next Broadway-bound stars!



# SPONSORSHIP OPPORTUNITIES

## 2024 SUMMER SEASON SPONSORSHIP - \$20,000

- Full page color ad with premium placement in season program
- 20 tickets each for opening weekends of Production #1, Production #2, and Rising Stars
- Invitation to all opening night parties with cast and crew at Mirabeau Park Hotel
- Name/logo on all relevant materials including playbill, ads, posters, billboards, TV commercials
- Name/logo on website: [svsummertheatre.com](http://svsummertheatre.com)
- Recognition from stage and in the pre-recorded announcements
- Invitation to the pre-season special event and season preview at CenterPlace Regional Event Center on April 17, 2024 with recognition as a table sponsor and up to eight (8) guests



# SPONSORSHIP OPPORTUNITIES



## INDIVIDUAL SHOW SPONSORSHIP - \$10,000



- Full page color ad in season program
- 10 tickets to opening night
- 10 additional tickets to be allocated during the run of show
- Invitation to the opening night party with cast/crew at the Mirabeau Park Hotel
- Name/logo on printed materials for the individual show including ads and posters
- Name/logo on website: [svsummertheatre.com](http://svsummertheatre.com)
- Recognition in the pre-recorded announcement during the production

## RISING STARS (ONE WEEKEND ONLY) - \$1,500

- Half page color ad in 2024 Season program/playbill
- 10 tickets to the performance of sponsor's choice (can be split up)
- Name/logo on website: [svsummertheatre.com](http://svsummertheatre.com)
- Recognition in the pre-show announcement
- Name/logo on printed materials, including ads and posters



For any additional questions about sponsorships or other marketing opportunities, please contact Communications & Marketing Director Melody Chang at [melody@icsvpac.com](mailto:melody@icsvpac.com) or 206-724-2788.



# SPOKANE VALLEY SUMMER THEATRE 2024 SEASON SPONSORSHIPS

Thank you for your support of Spokane Valley Summer Theatre! As the region's premier professional theatre company, we appreciate your interest in investing in our local arts & culture landscape. Your support allows us to continue the legacy of professional theatre!

Please select your sponsorship level:

- Summer Season Sponsorship - \$20,000
- Individual Show Sponsorship - \$10,000
  - South Pacific* - June 21 - July 7, 2024
  - Buddy: The Buddy Holly Story* - July 26 - August 11, 2024
- Rising Stars Sponsorship - \$1,500

---

Please print, scan and email this form to:

Melody Chang, Communications & Marketing Director – [melody@icsvpac.com](mailto:melody@icsvpac.com)

Or print and send to:

Spokane Valley Summer Theatre  
P.O. Box 1368  
Spokane Valley, WA 99037

Business Name: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Billing Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Email Address: \_\_\_\_\_

Check #: \_\_\_\_\_ Visa/MasterCard Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ CVV: \_\_\_\_\_ Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Online payment via credit debit card is available at:

<https://svsummertheatre.networkforgood.com/projects/120006-svst-donations>

Corporate invoicing available upon request.

**THANK YOU FOR YOUR SUPPORT OF SPOKANE VALLEY SUMMER THEATRE!**