

2022-23 | NEW  
SEASON  
*Beginnings*

**CORPORATE SPONSORSHIP**

*"Theatre Tuscaloosa is a wonderful theatre company serving Tuscaloosa, the West Alabama Region, and beyond. It offers nothing less than a professional atmosphere delivering high quality entertainment, while providing some of the state's best theatrical talent. It's a quality artistic environment!"*

- Dallas Blake Fields





# Our Mission

**Theatre Tuscaloosa improves the quality of life in West Alabama by producing world-class theatrical and educational programs that encourage all people to engage in the art of live theatre on stage, behind the scenes, in the classroom, and in the audience.**

## A Part of the Community

The Chamber of Commerce of West Alabama is working to continue the success of their strategies to grow the economy and support the community's well-being. Theatre Tuscaloosa aligns with the goals of their Next Level Initiative by "[engaging] the community to create true quality of place."

Building up the community by bringing people together to work on a common goal—the creation of art—addresses the key points of their Engage goal:

- Expand the reach and impact of minority business development, diversity efforts
- Continue efforts to strengthen capacity and service delivery of the non-profit community
- Convene key organizational partners to address community quality of life issues



*"Excellent plays and presentations given by performers that give their all to entertain the community. We enjoy every performance and look forward to the next one as soon as we leave..."*

*- Paula Redding*

*"The Mamalogues," 2022. Photo by Porfirio Solorzano.*



# Special Programs

## The Play It Forward Program

Theatre Tuscaloosa collaborates with local corporations, foundations, and individuals to provide free tickets to underprivileged groups and those affected by adversities.

## Theatre Tuscaloosa Academy

Each year, Theatre Tuscaloosa partners with community educators and professionals to create a variety of workshops that help develop our local talent in various areas of performance art, technical theatre, and even business elements of the arts world. Academy also includes virtual interviews and talks with theatre professionals who have worked with Theatre Tuscaloosa on our YouTube channel with the Masterclass Monday series.

## Pay-What-You-Can Previews

It is our tradition that the final dress rehearsal of each mainstage production serves as a Pay-What-You-Can Preview. Proceeds support the Charlie Dennis Memorial Scholarship Fund, which provides a full-tuition scholarship to a technical theatre student at Shelton State each year.

## School Matinee Performances

Theatre Tuscaloosa offers \$3 student matinee performances to area schools. The classroom experience is enhanced through free study guides and post-show discussions with the performers and producers.

## SecondStage

Theatre Tuscaloosa's SecondStage is designed to be a safe place where artists can take chances, take risks, and explore their ideas. SecondStage gives new directors, performers, and technicians a place to use their voices.

## Paul & Susan Looney Legacy Endowment

The Paul & Susan Looney Legacy Endowment will provide financial support and strength to the artistic mission of Theatre Tuscaloosa now and for generations to come. The enduring income provided by the Endowment will serve as a reliable source of inspiration and preservation for Theatre Tuscaloosa's continued growth, benefiting theatre artists and audiences in perpetuity.



*"All Together Now" performance, 2021. Photo by Porfirio Solorzano.*



*Intro to Improv, 2019. Photo by Porfirio Solorzano.*



*"Moonbeams in Mid-Morning," 2022. Photo by Porfirio Solorzano.*



*Michelle Robinson, past Board President, speaking at an Endowment Fundraiser, 2018. Photo by Porfirio Solorzano.*

## Audience Profile

**The Bottom Line:** The majority of Theatre Tuscaloosa patrons are well-educated, affluent, and influential members of the Tuscaloosa community. They make decisions in their organizations and are leaders in their social circles. We present a unique opportunity to have your messages presented to this captive audience of Tuscaloosa VIPs.

### Past Attendance Averages\*

- 217 per performance
- 1,820 per production
- 10,055 per season

### 2022-2023 Potential Capacity

- 430 per performance
- 3,870 per mainstage production
- 19,350 per season (45 performances total during 2022-2023)

### Demographics\*\*

- **Gender:**
  - 79% Female
  - 20% Male
  - 1% Non-Binary
- **Race:**
  - 58% White
  - 39% African American
  - 1% Hispanic/Latino
  - 2% Other
- **Age**
  - 13-17     2.3%
  - 18-25    11.3%
  - 26-34    12.0%
  - 35-54    27.7%
  - 55-64    25.8%
  - 65+      20.8%
- **Annual Household Income** – *The majority of our audience reports \$50K or HIGHER*

|               |       |
|---------------|-------|
| <\$25,000     | 13.5% |
| \$25K-\$49K   | 19.1% |
| \$50K-\$74K   | 22.4% |
| \$75K-\$99K   | 15.0% |
| \$100K-\$149K | 16.5% |
| \$150K-\$199K | 6.1%  |
| \$200K+       | 7.4%  |
- **Education Levels** – *Over 50% of our audience has a 4-year degree or HIGHER*

|                    |     |
|--------------------|-----|
| Some High School   | 3%  |
| High School/GED    | 10% |
| Some College       | 20% |
| Associate's        | 10% |
| Bachelor's         | 22% |
| Master's or Higher | 35% |



*"On Golden Pond" 2022. Photo by Porfirio Solorzano.*

\*Based on a three-year, pre-COVID average.

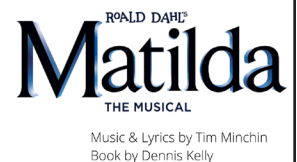
\*\*This data is based on an audience survey conducted throughout the 2018-19 Season.



# 2022-23 Sponsorship Levels & Benefits

| Level   | Co-Producer                  | Presenter                        | Performer                 | Partner                   | Play-It-Forward           |
|---|------------------------------|----------------------------------|---------------------------|---------------------------|---------------------------|
| Investment  | \$12,000                     | \$9,000                          | \$6,000                   | \$3,000                   | \$1,500                   |
| Tax-deductible amount   | \$10,080                     | \$7,560                          | \$5,040                   | \$2,456                   | \$1,308                   |
| Limit   | 1/Season                     | 2/Season                         | 2/Play                    | 2/Play                    | 1/Play                    |
| <b>Marketing Benefits</b>   |                              |                                  |                           |                           |                           |
| Logo on Lobby Board of production   | ALL                          | ALL                              | ALL                       | ALL                       | ALL                       |
| Linked Logo on website till 8/2022, listed by sponsorship level (~2,400 visits/month)   | YES                          | YES                              | YES                       | YES                       | YES                       |
| Logo on sponsor page of playbill (~8,000)   | ALL                          | ALL                              | ALL                       | ALL                       | ALL                       |
| Announced in play curtain speeches (~9 per play)  | ALL                          | ALL                              | 1                         | 1                         | 1                         |
| Logo included in play e-mail blasts (~6,500 subscribers)  | ALL                          | ALL                              | 1                         | 1                         | 1                         |
| Logo on sponsor thank you page in 2022-23 season brochure** (~15,000)   | Yes                          | Yes                              | Yes                       | Yes                       | Yes                       |
| Logo on play poster & postcard (~250 posters & ~12,000 postcards/play)  | ALL at Top, Next to TT Logo  | 1 Above Title, 4 in Sponsor Area | 1 Above Title             | 1 in Sponsor Area         | 1 in Sponsor Area         |
| Color advertisement in playbill   | ALL, Full Page               | ALL, ½ Page                      | 1, Full Page              | 1, ½ Page                 |                           |
| Logo on cover of playbill and co-producer billing on playbill title page (~2,000/play)  | ALL                          |                                  |                           |                           |                           |
| Logo on Electronic Billboards & Printed Banners   | ALL                          |                                  |                           |                           |                           |
| <b>Ticket Benefits</b>  |                              |                                  |                           |                           |                           |
| Direct access to Audience Services Manager and/or Managing Director   | YES                          | YES                              | YES                       | YES                       | YES                       |
| VIP season subscriptions (5 tickets each)   | 24                           | 16                               | 10                        | 6                         | 2                         |
| Additional single tickets to sponsored production   | -                            | 10                               | 10                        | 4                         | 2                         |
| Productions eligible for unlimited additional tickets at group rate   | ALL                          | ALL                              | 1                         | 1                         |                           |
| <b>Total Tickets Included/Value</b> (Note: Ticket value is not tax deductible and is based on the group rate of \$16 per ticket.) | <b>120</b><br><b>\$1,920</b> | <b>90</b><br><b>\$1,440</b>      | <b>60</b><br><b>\$960</b> | <b>34</b><br><b>\$544</b> | <b>12</b><br><b>\$192</b> |
| <b>Special Benefits</b>   |                              |                                  |                           |                           |                           |
| Marquee Room access   | ALL                          | ALL                              | 1                         | 1                         | 1                         |
| Backstage Tour of Set (group of 10)   | ALL                          | 1                                | 1                         |                           |                           |
| Sponsor Night Reception in Wilson-Carr Rehearsal Hall   | 1                            |                                  |                           |                           |                           |

\*One (1) Production means that the sponsor may choose one of the five mainstage productions in the 2022-2023 season to sponsor and be associated with. "ALL" means all five 2022-2023 mainstage shows (*Launch Day*, *The Great Christmas Cookie Bake-off*, *Best of Enemies*, *Hallelujah Girls*, and *Matilda the Musical*).



# Staff

**Executive Producer**

Tina Turley

**Managing Director**

Adam Miller

**Technical Director**

Wheeler Kincaid

**Resident Costumer**

Jeanette Waterman

**Scene Shop Foreman**

Patrick O'Sullivan

**Project Coordinator**

Kiera Gillock

**Photographer**

Porfirio Solorzano

**Advertising Manager**

Kristy Stevenson

## Our History

From humble but determined beginnings as the Tuscaloosa Community Players in 1971, Theatre Tuscaloosa has grown, thrived, and reached out to become one of the largest theatre companies in Alabama. It helped open the Bama Theatre as a performing arts venue in 1976 and continued to use the venue regularly for more than 20 years.

In 1980, Paul Looney became the first full-time artistic director of Theatre Tuscaloosa. Paul worked tirelessly to grow the organization over the next two decades. Many milestones were reached during his tenure including international performances in Narashino, Japan, and Schorndorf, Germany, the founding of Theatre Tuscaloosa's professional touring company, Stage Centre company, and the establishment of the Alabama Stage and Screen Hall of Fame.

After performing at the Bama Theatre for many years, Theatre Tuscaloosa moved into its current home venue in 1998 thanks to a partnership between our board and Shelton State Community College that resulted in the construction of the Bean-Brown Theatre.

In 2006, Theatre Tuscaloosa welcomed Tina Turley as its current Executive Producer. Tina has expanded the theatre's collaborative partnerships significantly, including the Alabama Writer's Forum, Fannie Flagg, the West Alabama Food Bank, the Give+Tuscaloosa Campaign, and more.

Over the last 50 years, Theatre Tuscaloosa has produced more than 270 plays and special events thanks to the support of countless individuals, organizations, and corporate partners!

*"The arts can communicate ideas and information where words cannot, connecting and strengthening our communities." - Mayor Walt Maddox*

*"Girls' Weekend" 2021. Photo by Porfirio Solorzano.*





# Board of Directors

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Sontonia Stephens  
Ray Taylor  
Allison Upshaw, PhD  
Robert Wright  
Steven Yates, PhD

\* Ex Officio

\*\* Emeritus

*"Little Shop of Horrors," 2013. Photo by Porfirio Solorzano.*



*"It's difficult to measure the incredible significance of the arts. Whether it's in economic development, education, tourism, or our quality of life, the arts play a fundamental role in all aspects of our great community."*

*- Jim Page, President & CEO of the Tuscaloosa Chamber of Commerce*

# Join Our Family of Corporate Sponsors!



TuscaloosaRadio.com



REGIONS