



Thrills & CHILLS

2026-27 Season



Corporate Sponsorship
Opportunities

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.

Our Mainstage Season



by Sandy Rustin
September 25-October 4, 2026
Bean-Brown Theatre



by Michael Walker and Josh Levine
December 11-20, 2026
Bean-Brown Theatre



Music & Lyrics by William Finn
Book by Rachel Sheinkin
Conceived by Rebecca Feldman
February 19-28, 2027
Bean-Brown Theatre



Music & Lyrics by
Kristen Anderson-Lopez & Robert Lopez
Book by Jennifer Lee
July 16-25, 2027
Bean-Brown Theatre

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.

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 \$8 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

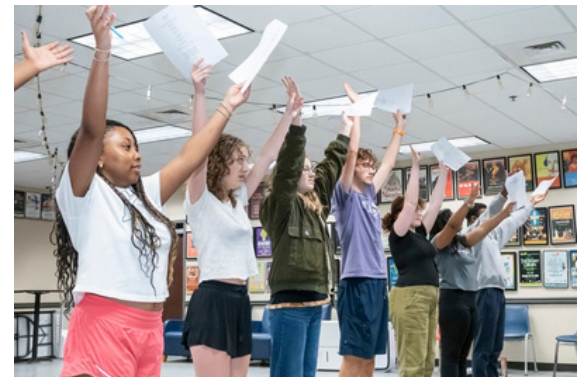
Theatre Tuscaloosa's SecondStage is designed to be a safe place where artists can tackle new challenges, take risks, and explore their ideas. SecondStage gives emerging directors, performers, and technicians a place to use their voices.

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.



Scrooge! The Musical, 2025



Project Broadway Teen Summer Intensive, 2026



Anastasia, 2025



Ragtime, 2024

Sponsorship Packages

2026-27 Season Sponsorships

Co-Producer: \$12,000

Make It ALL Happen

- Exclusivity: One Sponsor Per Season
- Enhanced Logo Placement: Above show title on all posters & postcards; Inclusion on outdoor banners & billboards; Co-producer billing on digital playbill
- Full-screen linked ad in all 4 digital playbills
- 120 Ticket Vouchers (any show & combo)
- Backstage Tour for 10 (All 4 Shows)
- Plan a Sponsor Night Reception in the Wilson Carr Rehearsal Hall

Presenter: \$9,000

A Full Season of Support & Benefits

- Exclusivity: Two Sponsors Per Season
- Enhanced Logo Placement for 1 Featured Show: Above show title on all posters & postcards
- Half-Screen Linked Ad in All 4 Digital Playbills
- 90 Ticket Vouchers (any show & combo)
- Backstage Tour for 10 (any 1 Show)

Marquee Room Sponsor: \$7,000

High Impact: Wine & Dine Our Donors

- Exclusivity: One Sponsor Per Season
- Marquee Room Sponsor Sign Displayed in the Marquee Room at All 4 Productions
- Logo on Theatre Tuscaloosa Collectible Wine Cups (served in the Marquee Room on opening nights and at concessions at every performance)
- 70 Ticket Vouchers (any show & combo)

Pay-What-You-Can Preview Sponsor: \$5,000

Make Theatre Accessible for Everyone
Audience members donate whatever amount they see fit, and all donations support a technical theatre scholarship.

- Exclusivity: One Sponsor Per Season
- Pop-Up Sponsorship Message in Digital Playbill at All 4 Pay-What-You-Can (PWYC) Previews
- Quarter-Screen Linked Ad in All 4 Digital playbills
- 50 Ticket Vouchers (any show & combo)

School Matinee Sponsor: \$4,000

Keep Prices Low for Students & Educators!

We will host school matinee performances of *Clue*, *Home for the Holidays*, and *The 25th Annual Putnam County Spelling Bee*, for just \$8 per ticket, and you can make it possible.

- Exclusivity: One Sponsor Per Season
- Enhanced Logo Placement: On the Cover of All 3 School Matinee Study Guides
- 40 Ticket Vouchers (any show & combo)

Anastasia, 2025



Sponsorship Packages

Individual Show Sponsorships

**Performer:
\$6,000**

Get Top Billing on Your Favorite Show!

- Exclusivity: Two Sponsors Per Production
- Enhanced Logo Placement: Above show title on posters & postcards
- Full-Screen Linked Ad in Digital Playbill
- 60 Ticket Vouchers (any show & combo)
- Backstage Tour for 10 at Sponsored Production

**Partner:
\$3,000**

Spotlight Your Support

- Exclusivity: Three Sponsors Per Production
- Half-Screen Linked Ad in Digital Playbill
- 30 Ticket Vouchers (any show & combo)

**Promoter:
\$1,500**

Entry-Level Sponsorship with Reach

- Exclusivity: One Sponsor Per Production
- Quarter-Screen Linked Ad in All 4 Digital Playbills
- 10 Ticket Vouchers (any show & combo)

**Play It Forward:
\$1,500**

Help Two Non-Profits at Once

- Exclusivity: One Sponsor Per Production
- Enhanced Logo Recognition: Labeled as "Play-It-Forward Sponsor" on Postcards and Posters
- Non-Profit Beneficiary Selection Option: Help choose which charitable organization will receive a block of up to 75 tickets for their staff, clients, and/or volunteers

Benefits for EVERY Sponsorship

ALL Corporate Sponsor Packages ALSO come with:

- Logo inclusion on: Electronic Lobby Boards, Theatre Tuscaloosa Corporate Sponsor Webpage (linked), All Electronic Playbills (sponsor section, linked), Mass Emails for Sponsored Production(s), Posters of sponsored production(s), following year's season brochure
- Announced in curtain speeches of sponsored production(s)
- Direct access to Audience Services Manager for redeeming ticketing benefits
- Unlimited additional tickets at the group rate to sponsored production(s)
- Marquee Room access (including pre-show hors d'oeuvres and wine on opening night of sponsored production(s))

A History of Excellence & Impact

Over the last 55 years, Theatre Tuscaloosa has produced more than 325 plays and special events thanks to the support of countless individuals, organizations, and corporate partners!

From humble but determined beginnings in 1971 as the Tuscaloosa Community Players, Theatre Tuscaloosa has grown, thrived, and reached out to become one of the largest theatre companies in Alabama. We 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, we welcomed Tina Turley as Executive Producer. During her tenure, Theatre Tuscaloosa world-premiered four productions and garnered multiple state, regional, and national awards in the American Association of Community Theatre Festivals.

In 2026, Michael Walker took the reigns as Executive Producer, bringing fresh energy, ideas, and perspectives to our ever-growing organization.

Help write Theatre Tuscaloosa's future as our next corporate sponsor!

"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



Executive Producer Michael Walker

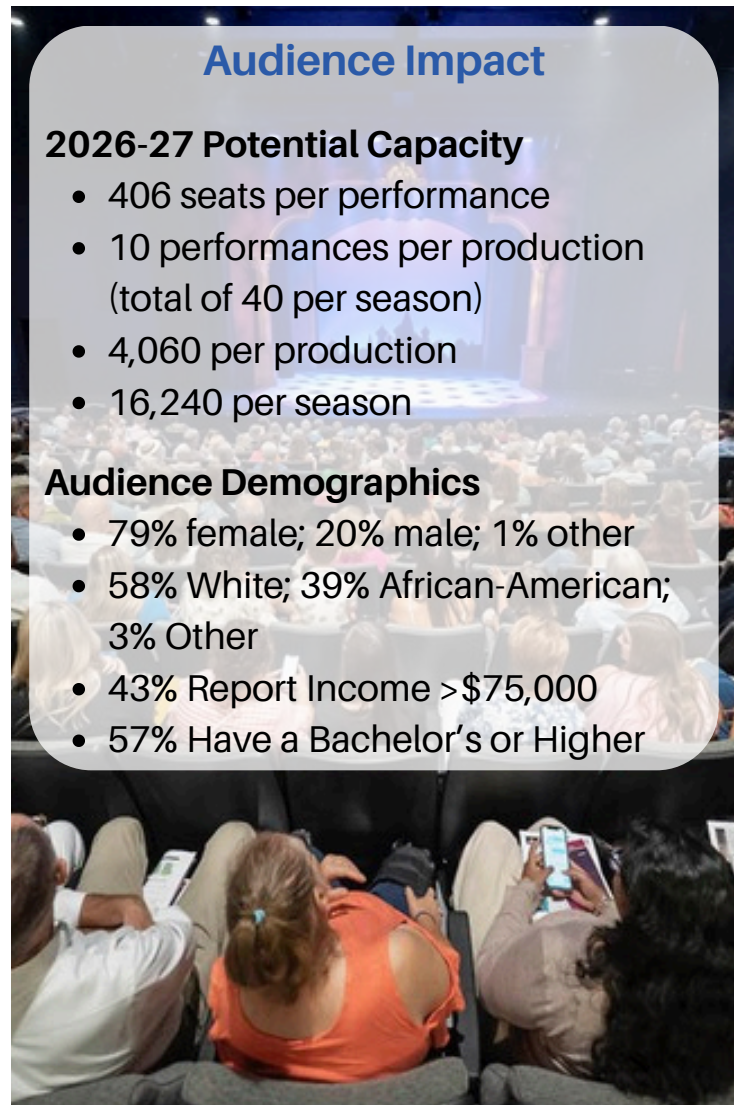
Audience Impact

2026-27 Potential Capacity

- 406 seats per performance
- 10 performances per production (total of 40 per season)
- 4,060 per production
- 16,240 per season

Audience Demographics

- 79% female; 20% male; 1% other
- 58% White; 39% African-American; 3% Other
- 43% Report Income >\$75,000
- 57% Have a Bachelor's or Higher



Our People

Board of Directors

President – Steven Yates, PhD

President-Elect – Ray Taylor

Secretary – Sontonia Stephens

Treasurer – William “Bill” Teague

Immediate Past President – Kim Palm, CPA

Averie Bonneville

Peggy Collins, PhD

Rush Crawford

David Cruz-Uribe, PhD

Vickie Davis

Nicole DuBose*

Amanda Ingram, PhD

Kathy Grissom

Jim Jolly

Harley Sabbagh Kelley

Amna Khan Handley

Jonathan Koh, PhD*

Bradley Logan

Paul Looney

Keisha Lowther, MD

Louise Manos

Terry Olivet, MD

Rev. Paul Pradat

Judi Rabel

Kelsey Rush

Cooper Shattuck

Dianna Brown Shaw

*Ex-officio

Staff

Executive Producer

Michael Walker

Managing Director

Adam M. Miller

Technical Director

Wheeler Kincaid

Resident Costumer

Jeanette Waterman

Scene Shop Foreman

Patrick O’ Sullivan

Audience Services Manager

Sophie Webber

Management Associate

Charles Prosser

Photographer

Porfirio Solórzano

Sponsorship & Advertising Manager

Mary Beth Webber



*Arsenic and
Old Lace, 2026*

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

Our Corporate Sponsor Family



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