



# A SEASON OF CHANGE 2023-2024

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## 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 Best of Enemies," 2023. Photo by Porfirio Solórzano.*

# 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 Solórzano.*



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



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



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



## 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

### 2023-2024 Potential Capacity

- 364 per performance average
- 24 performances across 3 venues
- 3,870 per mainstage production
- 19,350 per season (21 performances total during 2023-2024)

### 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%

Project Broadway 2023. Photo by Porfirio Solórzano.



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

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

# 2023-24 Sponsorship Levels & Benefits

## Theatre Tuscaloosa 2023-2024 Corporate Sponsorship Opportunities

LEVEL	Co-Producer	Presenter	Performer	Partner	Promoter	Play It Forward
INVESTMENT	\$12,000	\$9,000	\$6,000	\$3,000	\$1,500	\$1,500
TAX-DEDUCTIBLE AMOUNT	\$9,960	\$7,470	\$4,980	\$2,422	\$1,330	\$1,296
LIMIT	1/Season	2/Season	2/Play	2/Play	1/Play	1/Play
<b>MARKETING BENEFITS</b>						
Logo on Lobby Board of production	ALL	ALL	ALL	ALL	ALL	ALL
Linked Logo on website till 8/2024, listed by sponsorship level (~2,400 visits/month)	YES	YES	YES	YES	Yes	YES
Logo on sponsor page of playbill (~8,000)	ALL	ALL	ALL	ALL	ALL	ALL
Announced in play curtain speeches (~5 per play)	ALL	ALL	1	1	1	1
Logo included in play e-mail blasts (~7,300 subscribers)	ALL	ALL	1	1	1	1
Logo on sponsor thank you page in 2024-25 season brochure (~15,000)	Yes	Yes	Yes	Yes	Yes	Yes
Logo on play poster & postcard (~250 posters & ~9,000 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	1 in Sponsor Area
Color advertisement in playbill	ALL, Full pg	ALL, ½ pg	1, Full pg	1, ½ pg	ALL, 1/4 pg	
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	YES
VIP season subscriptions (5 tickets each)	24	16	10	6	2	2
Additional single tickets to sponsored production	-	10	10	4	2	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 average price of \$17 per ticket.)	<b>120 \$2,040</b>	<b>90 \$1,530</b>	<b>60 \$1,020</b>	<b>34 \$578</b>	<b>10 \$170</b>	<b>12 \$204</b>
<b>SPECIAL BENEFITS</b>						
Marquee Room access	ALL	ALL	1	1	1	1
Backstage Tour of Set (group of 10)	ALL	1	1			
Sponsor Night Reception in Wilson-Carr Rehearsal Hall	1					

**NOTE:** One (1) Production means that the sponsor may choose one of the five productions in the 2023-2024 season to sponsor and be associated with. "ALL" means all five 2023-2024 shows (*Erma Bombeck: At Wits End, Some Enchanted Evening, Ragtime, The Diviners, Anything Goes*).

Erma  
Bombeck:  
At Wits End



**Some Enchanted  
Evening**  
The Songs of Rodgers & Hammerstein



SHELTON STATE  
COMMUNITY COLLEGE



# Staff

## Executive Producer

Tina Turley

## Managing Director

Adam Miller

## Technical Director

Wheeler Kincaid

## Resident Costumer

Jeanette Waterman

## Scene Shop Foreman

Patrick O'Sullivan

## Ticket Office Staff

Layla Khan-Hickman, Charles Prosser,  
Sophie Webber

## Photographer

Porfirio Solórzano

## 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. During her tenure, Theatre Tuscaloosa has world-premiere two productions and garnered multiple state, regional, and national awards in the American Association of Community Theatre Festivals.



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

"The Great Christmas Cookie Bake-Off" 2022. Photo by Porfirio Solórzano.



# Board of Directors

President: Cooper Shattuck  
Immediate Past President: Dianna Brown Shaw  
President Elect: Kim Palm, CPA  
Secretary: April Lane, PhD  
Treasurer: Kathy Grissom

Nate Blakley  
Kazarious Brown  
Kenyatta "YaYa" Browne  
Patricia Cade  
Peggy Collins, PhD  
Chris Cox, PhD\*  
Vickie Davis  
Claire Friday  
Micheal Green, PhD\*  
Carter Lachney  
Crystal Lassiter  
Paul Looney\*\*

Terry Olivet, MD  
Crystal Lassiter  
Paul K. Looney\*\*  
Judi Rabel  
Royce Ruby  
Kelsey Rush  
Sontonia Stephens  
Ray Taylor  
Allison Upshaw, PhD  
Steven Yates, PhD  
\* Ex Officio  
\*\* Emeritus

LeNá Powe McDonald, PhD

*"Launch Day (Love Stories from the Year 2108)," 2022. Featuring two state and regional acting award winners, Kazarious Brown and Mileidy Crespo-Jones. Photo by Porfirio Solórzano.*



*"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, Former President & CEO of the Tuscaloosa Chamber of Commerce*

# Join Our Family of Corporate Sponsors!

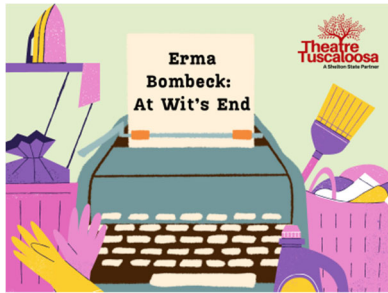


TuscaloosaRadio.com



REGIONS





By Margaret Engel & Allison Engel

**October 4-8, 2023 – Alabama Power Recital Hall at Shelton State**

Erma Bombeck captured the frustrations of her generation by asking, “If life is a bowl of cherries, what am I doing in the pits?” In this SecondStage production, discover the story behind this beloved humorist who championed women’s lives with wit that sprang from the most unexpected place – the truth.

Music by Richard Rodgers,  
Lyrics by Oscar Hammerstein II

**October 18-22, 2023 – Bama Theatre**

Some of the greatest musical numbers of all time were penned by Rodgers & Hammerstein. As timeless songs like “Shall We Dance?,” “Sixteen Going on Seventeen,” and “Oklahoma!” are performed with fresh styles and sensibilities, *Some Enchanted Evening* will sweep you off your feet.



Book by Terrence McNally,

Music by Stephen Flaherty, Lyrics by Lynn Ahrens

Based on the novel, *Ragtime*, by E.L. Doctorow

**January 27, 2024 (2 p.m. and 7:30 p.m.) – Bama Theatre**

Enjoy this concert-style, reunion performance featuring many of the cast members from our 2017 production! Set in the volatile melting pot of turn-of-the-century New York, three distinctly American tales are woven together – a stifled upper-class wife, a determined Jewish immigrant, and a daring, young Harlem musician. United by their courage, compassion, and belief in the promise of the future, they confront history's timeless contradictions of wealth and poverty, freedom and prejudice, hope and despair... and what it means to live in America.

By Jim Leonard, Jr.

**April 17-21, 2024 (Venue TBD)**

Set in a small, mythical Indiana town in the 1930s, this modern-day parable is the story of a mentally challenged boy whose early childhood trauma leaves him with an extreme fear of water. He appears to have the gift of “witchin’” - predicting weather and finding water in a drought. He befriends a disillusioned preacher passing through town, whose well-meant guidance leads to calamity. This show is a humorous, beautiful, and tragic tale that speaks to present-day concerns with gentle wisdom.



Music and Lyrics by Cole Porter, Original Book by P.G. Wodehouse & Guy Bolton and Howard Lindsay & Russel Crouse, New Book by Timothy Crouse & John Weidman  
**July 12-21, 2024 – Bean-Brown Theatre**

Aboard the ocean liner S. S. American, nightclub singer/evangelist Reno Sweeney travels from New York to England. Her pal Billy Crocker has stowed away to be near his love, Hope Harcourt, but Hope is engaged to the wealthy Lord Evelyn Oakleigh. Public Enemy #13, Moonface Martin and his sidekick-in-crime Erma, have their own plans. With the help of some elaborate disguises, tap-dancing sailors, and good old-fashioned blackmail, Reno and Martin join forces to help Billy in his quest to win Hope’s heart.



## Corporate Sponsorship Agreement

Corporation: \_\_\_\_\_

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

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

Authorizing Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Administrative Contact (For Payment, Ticketing, Logos, Ads, Etc.): \_\_\_\_\_

Phone: \_\_\_\_\_ Email: \_\_\_\_\_

### Our corporation would like to become sponsors of Theatre Tuscaloosa at the following level:

\_\_\_\_\_ Co-Producer (\$12,000) – Season Sponsorship

\_\_\_\_\_ Presenter (\$9,000) – Play to Be Sponsored: \_\_\_\_\_

\_\_\_\_\_ Performer (\$6,000) – Play to Be Sponsored: \_\_\_\_\_

\_\_\_\_\_ Partner (\$3,000) – Play to Be Sponsored: \_\_\_\_\_

\_\_\_\_\_ Play It Forward (\$1,500) – Play to Be Sponsored: \_\_\_\_\_

### Sponsorship Payment Options:

\_\_\_\_\_ Please send an invoice for the amount indicated.

\_\_\_\_\_ Payment is enclosed (payable to Theatre Tuscaloosa).

\_\_\_\_\_ Please charge our credit card:

Visa, MC or AMEX Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

\_\_\_\_\_  
Signature of Authorizing Contact

\_\_\_\_\_  
Date

**Please return this form to Theatre Tuscaloosa by...**

Fax: (205) 391-2329

Mail: 9500 Old Greensboro Rd #135, Tuscaloosa, AL 35405

E-mail: [amiller@sheltonstate.edu](mailto:amiller@sheltonstate.edu)

**Questions?** Call Adam Miller at 205.391.2925