

**SPONSORSHIP  
OPPORTUNITIES  
2016/17**







PHOTOS BY CRAIG SCHWARTZ.

# ABOUT A NOISE WITHIN

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## **“The West Coast’s Premier Classical Theatre Company”**

— *Los Angeles Magazine*

We are thrilled to celebrate our 25<sup>th</sup> Anniversary during the 2016/17 season. Our award-winning company presents classical theatre, and each season we attract over **40,000 audience members** from across Southern California.

We produce over 150 performances of seven classic plays each season to critical and popular acclaim. We also offer an education program that reaches over **15,000 local students**, a series of staged readings free to the community, acting classes, and a summer camp.

Under the direction of Founders and Producing Artistic Directors Geoff Elliott and Julia Rodriguez-Elliott, A Noise Within truly delivers **classic theatre, modern magic.**

*For additional information, contact the Development Department: 626.356.3103 // [development@anoisewithin.org](mailto:development@anoisewithin.org)*





# PARTNERING WITH A NOISE WITHIN

## RECEIVE:



Invitations to performances and exclusive behind-the-scenes events



Corporate visibility in traditional and online media



Media coverage and advertising



Onsite exposure



Custom social media campaigns

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You have the opportunity to sponsor the entire season, the fall or spring productions, a single play, or an opening night event and engage with our loyal, diverse audiences.

Sponsorship at A Noise Within is designed to help you reach your brand goals—whether it's increasing your company visibility, reaching new audiences of art patrons, or treating your most valued customers and employees like true theatre VIPs.

By partnering with A Noise Within, you will support the artistic excellence presented on stage during our 2016/17 season, while also providing access for over 15,000 students to experience live theatre through our Classics Live! education program.

## OUR AUDIENCE



Discerning and engaged, our audiences are affluent patrons of art and culture with a strong sense of loyalty to A Noise Within.

Centrally located in Pasadena, ANW is just steps away from a Metro Gold Line station. Our 283-seat theatre is on the site of a historical landmark with beautiful mid-century design.



## ANNUAL STATISTICS

**40,000+**  
annual attendance



**85%** subscriber renewal  
rate from 14/15 to 15/16  
(12% higher than national average)



**15,780** of youth  
served through  
educational programs



**10M+**  
ad impressions



**21,000+**  
active email contacts



**515,403**  
online pageviews

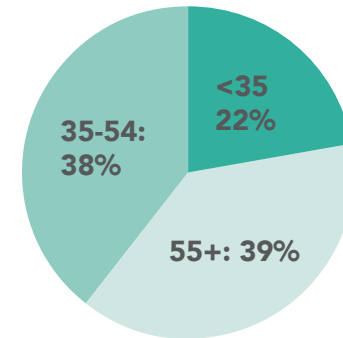


**30,000+**  
playbills distributed

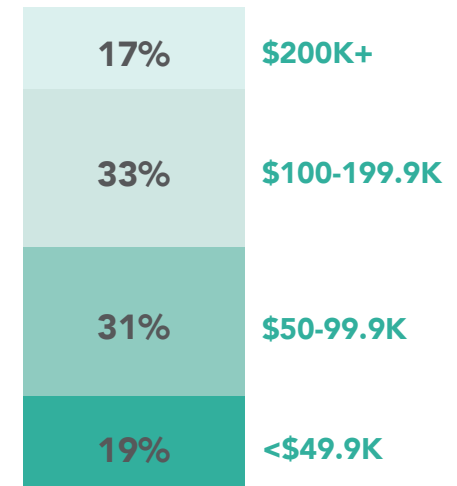


**41%**  
of our patrons re-read  
the playbill at home

### PATRON AGE



### ANNUAL HOUSEHOLD INCOME



Data self-reported by patrons from 2013-present



# 25TH ANNIVERSARY AND THE 2016/17 REPERTORY SEASON



For this milestone season, we are producing seven quintessentially A Noise Within plays, including Shakespeare, American classics, a rarely-produced gem, and a soaring musical.

In celebration of our 25<sup>th</sup> Anniversary, we are hosting a series of events which celebrate our commitment to education, community, artists, costume design, and classic theatre.





## A NOISE WITHIN CELEBRATES 25 YEARS

/// 2016-2017 REPERTORY THEATRE SEASON ///

## BEYOND OUR *WILDEST DREAMS*

FALL  
2016

TOM STOPPARD'S  
**ARCADIA**

JEAN GENET'S  
**THE MAIDS**  
TRANSLATED BY BERNARD FRECHTMAN

MOLIÈRE'S  
**THE IMAGINARY INVALID**  
ADAPTED BY CONSTANCE CONGDON  
BASED ON A NEW TRANSLATION BY DAN SMITH

CHARLES DICKENS'  
**A CHRISTMAS CAROL**  
ADAPTED FOR THE STAGE BY GEOFF ELLIOTT

SPRING  
2017

WILLIAM SHAKESPEARE'S  
**KING LEAR**

EUGENE O'NEILL'S  
**AH, WILDERNESS!**

**MAN OF LA MANCHA**  
WRITTEN BY DALE WASSERMAN  
MUSIC BY MITCH LEIGH • LYRICS BY JOE DARION

### YOU'RE INVITED 25<sup>TH</sup> SPECIAL EVENTS

**JULY 22-24, 2016**  
THE AMERICAN DREAM:  
A RESIDENT ARTIST READING FESTIVAL

**SEPTEMBER 17, 2016**  
A NOISE WITHIN OPEN HOUSE

**JANUARY 21, 2017**  
ANW COSTUMES: A FASHION SHOW

**APRIL 29, 2017**  
25TH ANNIVERSARY GALA



## SPONSORSHIP LEVELS

### TITLE SPONSORSHIPS

**\$50,000** • **Company Sponsor**  
(150 performances)

**\$25,000** • **Season Sponsor**  
(75 performances)

Ideal for brands looking for long-term visibility, this top tier is a unique, high-profile opportunity to align your brand with our institution and core audience across our season.

### SHOW SPONSORSHIPS

**\$15,000** • **Production Sponsor**  
(17-20 performances)

**\$10,000** • **Opening Night Sponsor**  
(1 performance)

Ideal for brands who want to reach specific audiences drawn to a particular genre, playwright, or issue, these sponsorships are directly linked with our high-quality, critically acclaimed performances.

### PROGRAM SPONSORSHIPS

**Starting at \$5,000**

*(Programs include our Classics Live! education program, Summer with Shakespeare camp, and our Resident Artist Reading Series)*

Ideal for brands who want to support specific education programs or 25th Anniversary initiatives, these sponsorship opportunities are customizable to your needs.





# BENEFITS

Sponsors at all levels receive discounted tickets and special offers, access to the Founder’s Balcony pre-show and during intermission, invitations to rehearsals and other donor events, and email and social media marketing.

		Title Sponsorships		Show Sponsorships	
		\$50k Company	\$25k Season	\$15k Production	\$10k Opening Night
Tickets & Events	Complimentary production tickets	70	30	10	10
	One private pre- or post-show reception with Producing Artistic Directors	•	•	•	•
	10 Complimentary tickets to Fashion show event	•	•		
	Table for 10 at 25 <sup>th</sup> Anniversary Gala	•			
Recognition	Pre-show announcements	129	50-70	15-20	1
	Lobby monitors & banners	•	•	•	•
	Ad size in season playbill	full	half	quarter	
	Press releases/media alerts	•	•	•	
	2016-2017 advertising	•	•	•	
	ANW print collateral for performances	•	•	•	
	On-air underwriting spots	•	•		
	ANW print collateral for education materials	•			

## CONTACT

Development Department

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