UNIVERSITY THEATRE

2017-2018 SEASON

THE INSIDERS’ GUIDE TO PROGRAM SPONSORSHIP

SUPPORT A RISING STAR!

theatre.ou.edu
THE NUMBERS TELL OUR STORY

UNIVERSITY THEATRE FACTS:

EACH SEASON IS COMPRISSED OF 9 PRODUCTIONS

featuring the work of up to 750 student performers, musicians, designers and technicians, at an annual cost of $270,000. OU University Theatre operates on a zero-load basis. We raise the funding for our productions through ticket sales and generous patronage sponsorship. Frankly, we couldn’t do it without YOU.

* 3 DANCE
* 2 DRAMA
* 2 MUSICALS
* 2 OPERAS

AVERAGE ATTENDANCE

* 4,500 General Public
* 5,500 Discount (University Faculty/Staff, Military, Senior Adults)
* 7,500 Students
* 17,500 Total Attendance

SEASON BROCHURE DISTRIBUTION

* Mailed to over 8,000 households
* 2,000 available around campus and throughout Norman
* Published on the Weitzenhoffer Family College of Fine Arts website

SOCIAL MEDIA

* Targeted marketing to the Greater OKC area for each production

EMAIL BLASTS

* 3,500 receive biweekly OU Fine Arts Events email blasts
* Analytics show that 38% view, the industry average is 18%

SUPPORT A RISING STAR

UNIVERSITY THEATRE SPONSORSHIP OPPORTUNITIES

SEASON SPONSOR ($10,000 LIMITED TO ONE SPONSOR)

* Full-page Color Ad featured on the inside cover of every production’s program
* Name as the Season Sponsor featured on posters and in advertisements
* Logo and name featured in the Season Brochure (if received by May 26, 2017)
* Special thanks included in every performance’s pre-show announcement
* Recognition in all press releases and on social media
* 8 complimentary Season Tickets

SEASON SUPPORTER ($5,000)

* Internal Full-Page Color Ad featured in every production’s program
* Special thanks included in every performance’s pre-show announcement
* Recognition on social media
* 6 complimentary Season Tickets

PRODUCTION PARTNER ($2,500)

* Half-Page Color Ad featured in every production’s program
* 4 complimentary Season Tickets

PRODUCTION PATRON ($1,000)

* Quarter-Page Color Ad featured in every production’s program
* 2 complimentary Season Tickets

GET IN ON THE INSIDERS’ LEVEL, CONTACT

KASEY ALLEE-FOREMAN, Associate Producer OU University Theatre klallee@ou.edu
KOBY HARRINGTON, Director of OU Fine Arts Development koby@ou.edu (405) 325-7376
OR GO ONLINE for safe and secure gift giving theatre.ou.edu
2017-2018
BE A PART OF THIS WINNING SEASON

MUSICAL THEATRE  CITY OF ANGELS  SEPT. 22-OCT. 1, 2017

DRAMA  NOISES OFF  OCT. 20-29, 2017

DANCE  OKLAHOMA FESTIVAL BALLET  SWAN LAKE  NOV. 3-12, 2017

OPERA  HANSEL AND GRETEL  NOV. 30-DEC. 3, 2017

DANCE  YOUNG CHOREOGRAPHERS’ SHOWCASE  JAN. 25-28, 2018

MUSICAL THEATRE  NICE WORK IF YOU CAN GET IT  FEB. 9-18, 2018

DANCE  CONTEMPORARY DANCE OKLAHOMA  MAR. 2-11, 2018

OPERA  LUCIA DI LAMMERMOOR  APR. 5-8, 2018

DRAMA  ALICE IN WONDERLAND  APR. 20-29, 2018

OU UNIVERSITY THEATRE
Mary Margaret Holt, Producer OU University Theatre
Kasey Allee-Foreman, Associate Producer OU University Theatre
Koby Harrington, Director of OU Fine Arts Development

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