



Once Upon a Stage

PIVEN THEATRE WORKSHOP GALA 2017

LEGENDARY SPONSOR - \$100,000

Limited Availability

VIP Experience with Jeremy Piven

- Private dinner for 20 clients hosted by Jeremy Piven

Private Backstage Tour

- Exclusive opportunity for a backstage tour for four of Cinespace, including a set visit.

Corporate Branding Opportunities

Print/Media

- Pre-event scheduled Tweet by Jeremy Piven (2.66M followers)
- Recognized as Legendary Sponsor in all print and visual media: including press releases, event media coverage (1,000,000+ reach)
- Piven Website (52,000+)
- Eblasts (6,000+ weekly)
- Featured as Legendary Sponsor on all *Once Upon a Stage* invitations (4,000 mailed)

Event

- Photo Tweet with Jeremy Piven (2.66M followers)
- Recognized as Legendary Sponsor with *Once Upon a Stage* guests: including Celebrity Alumni, Featured VIP Guests, Corporate and Philanthropic leaders (400+)
- Featured logo (12") on Step and Repeat for photographs
- Corporate branding projected on walls in Lobby, VIP Reception, Main Event Space at Revel Fulton Market
- Featured as Legendary Sponsor in Live Auction Brochure
- Acknowledged as Legendary Sponsor during live remarks

Event Engagements

- Invitation for you and guests (20) to private Piven Alumni Pre-Event VIP Reception
- 2 Premier Tables of 10 with opportunity to host 2 VIP Piven Alumni Guest Artists
- Premium Wines during dinner
- 6 VIP Parking Spaces at Revel Fulton Market





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LUMINARY SPONSOR - \$50,000

Limited Availability



Private Backstage Tour

- Exclusive opportunity for a backstage tour of Cinespace with a visit to one of the following sets: *Chicago Fire*, *Chicago Hope*, *Chicago P.D.* or *Empire*

Corporate Branding Opportunities

Print/Media

- Pre-event scheduled Tweet by Jeremy Piven (2.66M followers)
- Recognized as a Luminary Sponsor in all print and visual media: including press releases, event media coverage (1,000,000+ reach)
- Piven Website (52,000+)
- Eblasts (6,000+ weekly)
- Featured as a Luminary Sponsor on all *Once Upon a Stage* invitations (4,000 mailed)



Event

- Recognized as a Platinum Sponsor with *Once Upon a Stage* guests: including Celebrity Alumni, Featured VIP Guests, Corporate and Philanthropic leaders (400+)
- Featured logo (10") on Step and Repeat for photographs
- Corporate branding options available at Revel Fulton Market
- Featured as a Luminary Sponsor in Live Auction Brochure
- Acknowledged as a Luminary Sponsor during live remarks



Event Engagements

- Invitation for you and guests (10) to private Piven Alumni Pre-Event VIP Reception
- 1 Premium Table of 10 with opportunity to host 1 VIP Piven Alumni Artist
- Premium Wines during dinner
- 2 VIP Parking Spaces at Revel Fulton Market





Once Upon a *Stage*

PIVEN THEATRE WORKSHOP GALA 2017

LEADING SPONSOR - \$25,000

Corporate Sponsorship Opportunities

Print/Media

- Recognized as a Leading Sponsor in all print and visual media: including press releases, event media coverage (1,000,000+ reach)
- Piven Website (52,000+)
- Recognized as a supporter of Piven scholarship and outreach programs throughout the year
- Eblasts (6,000+ weekly)
- Featured as a Leading Sponsor on all *Once Upon a Stage* invitations (4,000 mailed)

Event

- Recognized as a Leading Sponsor with *Once Upon a Stage* guests: including Celebrity Alumni, Featured VIP Guests, Corporate and Philanthropic leaders (400+)
- Featured logo (8") on Step and Repeat for photographs
- Featured as a Leading Sponsor in Live Auction Brochure
- Acknowledged as a Leading Sponsor during live remarks

Event Engagements

- Invitation for you and guests (10) to private Piven Alumni Pre-Event VIP Reception
- 1 Prime Table of 10 with opportunity to host 1 VIP Piven Season Artist or Alum
- Premium Wines during dinner
- 1 VIP Parking Space at Revel Fulton Market





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Corporate Table Sponsorship Opportunities



LAUDED SPONSOR **\$12,000**

Print/Media Benefits

- Featured as a Lauded Sponsor on all *Once Upon a Stage* Invitations*
- Listed on the Piven Website (52,000+) and Gala Eblasts (6,000+ weekly)

Event Benefits

- 1 Preferred Table of 10 (Or 9 plus an opportunity to host Piven Season Performer*)
- Featured as a Lauded Sponsor in Live Auction Brochure
- Acknowledged as a Lauded Sponsor during live remarks

LOYALIST SPONSOR **\$5,000**

Print/Media Benefits

- Featured as a Loyalist Sponsor on all *Once Upon a Stage* Invitations*
- Listed on the Piven Website (52,000+)

Event Benefits

- 1 Table of 10
- Featured as a Loyalist Sponsor in Live Auction Brochure



*Deadline to be included on *Once Upon a Stage* Invitations is March 1st, 2017





Once Upon a Stage

PIVEN THEATRE WORKSHOP GALA 2017



MEDIA REACH

The *Once Upon A Stage Gala* offers a unique opportunity to increase your visibility with our community of celebrity alumni, honored guests, philanthropists, cultural consumers and some of the most influential movers and shakers of the Chicago arts and charitable communities.

Our media coverage reaches across key regional and national broadcast, digital and print outlets including NBC5 Chicago, WGN-TV, ABC7 Chicago Windy City LIVE, Chicago Tribune, Chicago Sun-Times, Crain's Chicago Business, Chicago Magazine, Time Out Chicago, Modern Luxury, CS Magazine, Sheridan Road Magazine, Michigan Avenue Magazine and Make It Better.



Below is a breakdown of our marketing outlets and audiences.

Celebrity Tweets - including Jeremy Piven et al.	2.66 million plus
Press Releases	100,000
Media Event Coverage	100,000
Company logo on Website	52,000 plus
Company logo in Eblasts	6,000+ weekly
Piven Theatre Workshop Social Media Reach	5,000
Save the Date Postcards	4,000 mailed
Printed Invitations	4,000 mailed
Company Logo on Event Print Materials Including Step and Repeat & Company Mention during Live Remarks	400 plus





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CORPORATE SPONSORSHIP FORM

Please fill out the following form to confirm your chosen sponsorship package. Completed forms can be emailed to Carolyn Rex, Marketing and Development Coordinator, at carolynere@piventheatre.org



CONTACT INFORMATION:

COMPANY NAME: _____

CONTACT PERSON: _____

CONTACT EMAIL ADDRESS: _____

CONTACT PHONE NUMBER: _____

ADDRESS: _____

CITY/STATE/ZIP: _____



SPONSORSHIP PACKAGES:

___ \$100,000 Legendary Sponsor - **Limited Availability**

___ \$50,000 Luminary Sponsor - **Limited Availability**

___ \$25,000 Leading Sponsor

___ \$12,000 Lauded Sponsor

___ \$5,000 Loyalist Sponsor



PAYMENT INFORMATION:

___ Please send me an invoice

___ I have enclosed a check made payable to Piven Theatre Workshop

___ Please charge my credit card:

VISA

MASTERCARD

DISCOVER

AMEX

CARD NUMBER: _____

EXPIRATION DATE: _____ SECURITY CODE: _____



Thank you for supporting Piven Theatre Workshop! Staff will be in contact soon to discuss event arrangements, sponsorship benefits and recognition. Please send your high-resolution color and black-and-white logos to carolynere@piventheatre.org.



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TABLE ORDER FORM

Please fill out the following form to confirm your chosen sponsorship package. Completed forms can be emailed to Carolyn Rex, Marketing and Development Coordinator, at carolynere@piventheatre.org



CONTACT INFORMATION:

NAME: _____

EMAIL ADDRESS: _____

PHONE NUMBER: _____

ADDRESS: _____

CITY/STATE/ZIP: _____



SPONSORSHIP PACKAGES:

___ \$25,000 Gold Sponsor

___ \$12,000 Silver Sponsor

___ \$5,000 Bronze Sponsor



PAYMENT INFORMATION:

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___ Please charge my credit card:

VISA

MASTERCARD

DISCOVER

AMEX

CARD NUMBER: _____

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