



**Theatre  
Tuscaloosa**  
A Shelton State Partner

MAKING  
THEATRE *Magic*  
2024-2025

**CORPORATE SPONSORSHIP**



# 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
- Advocate for expanded cultural, arts, entertainment, and recreational opportunities<sup>1</sup>

*Some Enchanted Evening*, 2023. Photo by Porfirio Solórzano.



*"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*

# 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.*



*Intermediate Improv, 2024. Photo by Porfirio Solórzano.*



*Erma Bombeck: At Wit's End, 2023. 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

### 2024-2025 Potential Capacity

- 364 per performance average
- 23 performances across 4 venues
- 10,370 people per season

### 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.

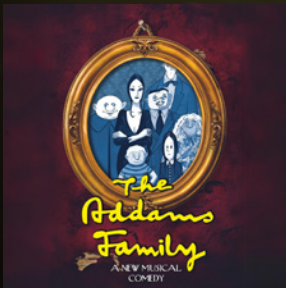
\*Based on a three-year, pre-COVID average.

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

# 2024-25 Sponsorship Levels & Benefits

| LEVEL  | Co-Producer SOLD!            | Presenter                        | Performer                   | Partner                   | Promoter                  | Play It Forward           |
|--|------------------------------|----------------------------------|-----------------------------|---------------------------|---------------------------|---------------------------|
| INVESTMENT   | \$12,000                     | \$9,000                          | \$6,000                     | \$3,000                   | \$1,500                   | \$1,500                   |
| TAX-DEDUCTIBLE AMOUNT  | \$9,840                      | \$7,380                          | \$4,920                     | \$2,388                   | \$1,320                   | \$1,284                   |
| 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 8/2025, listed by sponsorship level (~2,400 visits/month)  | YES                          | YES                              | YES                         | YES                       | Yes                       | YES                       |
| Logo on sponsor page of playbill for <i>The Addams Family</i> and <i>Anastasia</i>   | BOTH                         | BOTH                             | BOTH                        | BOTH                      | BOTH                      | BOTH                      |
| Announced in play curtain speeches   | ALL                          | ALL                              | 1                           | 1                         | 1                         | 1                         |
| Logo included in play e-mail blasts (~6,000 subscribers)   | ALL                          | ALL                              | 1                           | 1                         | 1                         | 1                         |
| Logo on sponsor thank you page in 2025-26 season brochure (~10,000)  | YES                          | YES                              | YES                         | YES                       | YES                       | YES                       |
| Logo on play poster (~250 posters)   | 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         |
| Logo on postcard for <i>The Addams Family</i> and <i>Anastasia</i> (~9,000 postcards/play)   | BOTH 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 for <i>The Addams Family</i> and <i>Anastasia</i>  | BOTH, Full pg                | BOTH, ½ pg                       | 1, Full pg                  | 1, ½ pg                   | BOTH, 1/4 pg              |                           |
| Logo on cover of playbill and co-producer billing on playbill title page for <i>The Addams Family</i> and <i>Anastasia</i> (~2,000/play) | BOTH                         |                                  |                             |                           |                           |                           |
| Logo on Electronic Billboards & Printed Banners for <i>The Addams Family</i> and <i>Anastasia</i>  | BOTH                         |                                  |                             |                           |                           |                           |
| <b>TICKET BENEFITS</b>   |                              |                                  |                             |                           |                           |                           |
| <b>Total Tickets Included/Value</b> (Note: Ticket value is not tax deductible and is based on the group price of \$18 per ticket.)       | <b>120</b><br><b>\$2,160</b> | <b>90</b><br><b>\$1,620</b>      | <b>60</b><br><b>\$1,080</b> | <b>34</b><br><b>\$612</b> | <b>10</b><br><b>\$180</b> | <b>12</b><br><b>\$216</b> |
| Direct access to Audience Services Manager and/or Managing Director  | YES                          | YES                              | YES                         | YES                       | YES                       | YES                       |
| Productions eligible for unlimited additional tickets at group rate  | ALL                          | ALL                              | 1                           | 1                         |                           |                           |
| <b>SPECIAL BENEFITS</b>  |                              |                                  |                             |                           |                           |                           |
| Marquee Room access for <i>Anastasia</i>   | YES                          | YES                              | YES                         | YES                       | YES                       | YES                       |
| 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 four productions in the 2024-2025 season to sponsor and be associated with (based on availability). "ALL" means all four 2024-2025 shows (*The Addams Family*, *Ghost Stories Over Dinner*, *Master Class*, *Anastasia*).



# 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-premiered four productions and garnered multiple state, regional, and national awards in the American Association of Community Theatre Festivals.



AACT National Awards winners Charles Prosser and Jeanette Waterman, 2023

Photo by Porfirio Solórzano.

Over the last 50 years, Theatre Tuscaloosa has produced more than 300 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*



Ragtime, 2024. Photo by Porfirio Solórzano.

## Board of Directors

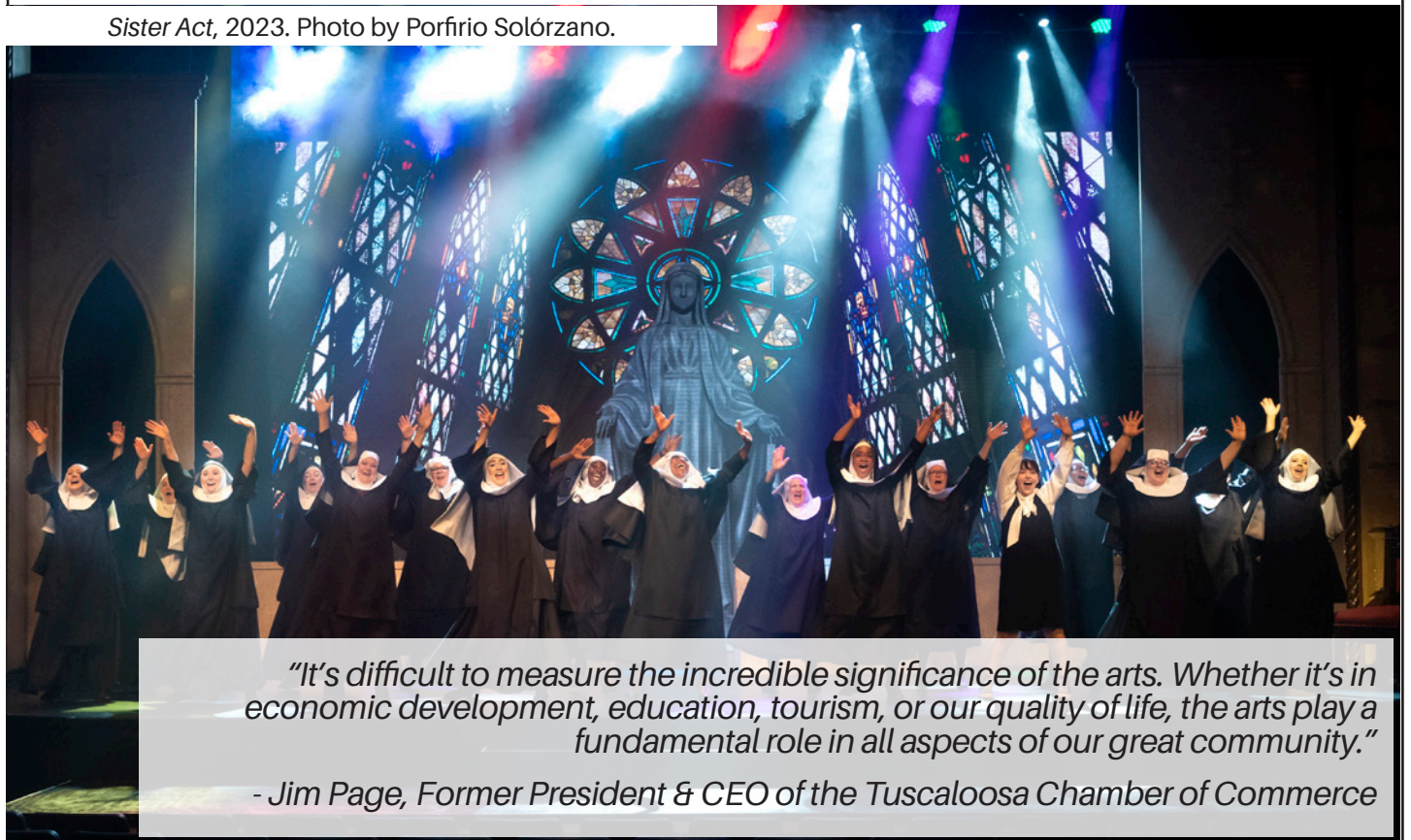
President: **Kim Palm, CPA**  
Immediate Past President: **Cooper Shattuck**  
President Elect: **Steven Yates, PhD**  
Secretary: **Kenyatta "YaYa" Browne**  
Treasurer: **Kathy Grissom**

Nate Blakley  
Averie Bonneville  
Kazarious Brown  
Peggy Collins, PhD  
David Cruz-Uribe, PhD  
Vickie Davis  
Nicole Dubose\*  
Amna Khan Handley  
Jim Jolly  
Jonathan Koh, PhD\*

Carter Lachney  
Paul K. Looney  
LeNá Powe McDonald, PhD  
Ronald Olivet, MD  
Kelsey Rush  
Ray Taylor  
William Teague  
Allison Upshaw, PhD

\* Ex Officio

*Sister Act, 2023. 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!



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