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Photo by Sally Horowitz



Lexington Children's Theatre Sponsorship Opportunities 2022- 2023

Who are we at LCT?

Founded in 1938, Lexington Children's Theatre is a fully professional, non-profit organization dedicated to the intellectual and cultural enrichment of young people. We are a values-based company guided by our mission statement and beliefs.

Our MISSION:

LCT creates imaginative and compelling theatre experiences for young people and families.

Our VISION:

We share a collective aspiration to impart, explore, foster, and develop artistry at all levels and ages in every theatrical discipline and educational opportunity. We are one of the oldest continuously operating theatres for young people in the country and are proud to be the State Children's Theatre of Kentucky, a distinction granted to LCT by the Kentucky Legislature in 1986.

We BELIEVE...

- In the transformational power of theatre arts.
- Works of high artistic quality awaken new ideas, stimulate change, and encourage creative thinking.
- That community can be strengthened through the exploration of the human condition.
- In integrity and respect at all levels of engagement.
- In reflecting the diversity and aesthetic interests of our community.
- That early theatre experiences foster a lifelong appreciation for the arts and its role in society.
- In the advocacy for and advancement of Theatre for Young Audiences.
- In an environment of trust, generosity, and shared vision.

"LCT does fabulous work with our young people, and I'm so grateful we have this jewel in our community!"

-LCT Audience Member

Why support LCT?



Your organization values young people and education.

Supporting LCT is a fantastic way to let the world know that your organization supports the growth and creativity of young people in Lexington and beyond. Our field trip and touring performances reach nearly 100,000 young people throughout the Commonwealth every year, many of whom have never seen a play before. Our education programming reaches over 7,000 young people with classes at LCT and at local schools. Join us in encouraging empathy, curiosity, and imagination in the young people of Kentucky.



Your organization values art and community.

Art brings people together and LCT has been bringing people together for 83 years. We strive to make our programming welcoming and accessible for all audiences by maintaining low ticket prices and providing opportunities like Pay What You Will Nights, Toyota school ticket subsidy, Sensory Friendly performances, and Discover More events - where we join community partners to provide typically free events for young people to enjoy! As a partner of LCT, your support will help more young people experience the joy of theatre and the community it creates.



Your organization is looking for a unique marketing opportunity.

At LCT we put our creativity to work to imagine new and exciting ways to promote your organization that are unique to a theatre setting. From costumes and props featuring logos to quirky branded curtain speeches, we work with our strongest supporters to get you in front of our audience in a unique way. Check out this picture from *Diary of a Worm*, *a Spider*, and *a Fly* that included set pieces and props designed to represent Raising Cane's items!*

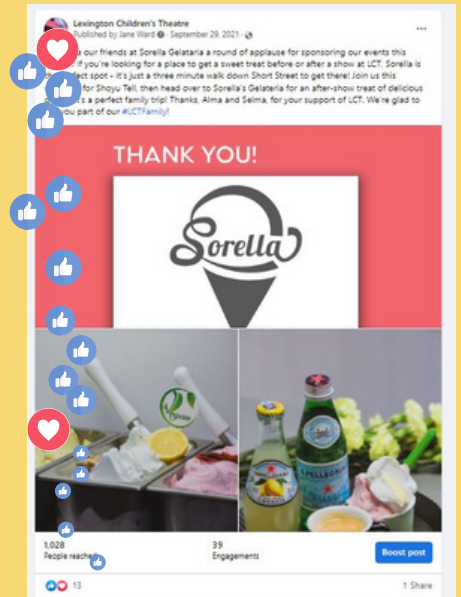
*Show branding opportunities available only with single show sponsorship.

Sponsorship Packages

Exclusive Sponsorship: \$3000

Approximately 110,000+ impressions

- Your company is the exclusive sponsor of your chosen show.
- 10 tickets for your chosen show.
- Your company's logo on all digital marketing materials, including e-news and social media images.
- Full page color ad on the back page of printed playbill for chosen show.
- Clickable color ad in digital playbill for chosen show.
- Your company's logo on the cover of the printed playbill of chosen show.
- Your company's sponsorship included in all radio advertisements for chosen show.
- Your company's logo with active link on LCT's Supporters webpage.
- Mentioned in the pre-show curtain speech.
- One dedicated e-news feature for your company.
- One social media feature for your company on all LCT platforms.



Shared Sponsorship: \$1500

Approximately 75,000+ impressions

- 5 tickets for your chosen show.
- Your company's logo on all digital marketing materials, including e-news and social media images.
- Clickable color ad in digital playbill for chosen show.
- Your company's logo on the inside cover of the printed playbill of chosen show.
- Your company's sponsorship included in all radio advertisements for chosen show.
- Your company's logo with active link on LCT's Supporters webpage.
- Mentioned in the pre-show curtain speech.
- One social media feature for your company on all LCT platforms.



YOUR Logo on all printed and digital materials!



Printed Ad!

Partial Sponsorship: \$500

Approx. 22,000+ impressions

- 2 tickets for your chosen show.
- Clickable color ad in digital playbill for chosen show.
- Your company's logo on the inside cover of the printed playbill of chosen show.
- Mentioned in the pre-show curtain speech.

Secure your sponsorship or advertising package two months in advance of the opening performance to take advantage of ALL your benefits!

Advertising Packages

Premium Package

Approximately 18,000 impressions.

Full Season: \$750 Semester: \$500 Single Show: \$300

- Premium placement for a clickable digital ad in ALL digital programs in season.
- Logo with active link on LCT's Supporters webpage.
- Logo with active link on LCT's Plan Your Visit webpage (if applicable).
- Three dedicated Thank You posts on LCT's Facebook page across the entire season.
- Inclusion in three of LCT's weekly e-news across the entire season.

Celebrity Curtain Call Digital Playbill

Ma chère Mademoiselle, it is with deepest pride and greatest pleasure that we welcome you tonight. And now we invite you to relax and pull up a chair as LCT proudly presents your evening in the Enchanted Castle!

6:30 - Doors open

Please check in at the Registration table in the lobby.

6:30-8:00 - Cocktails, Food, & Games

After finding your seat, please stop by the second floor for some delicious treats, provided by Puccini's Pizza Pasta and Sorella Gelateria. There are bars on the first and third floors that will be serving beer from West Sixth Brewing, wine, water & soda.

You will find the Silent Auction and Bourbon Toss game in the Learning Stage.

We ask that no food be taken into the Learning Stage.

8:15 - Silent Auction Closes

If you win one our silent auction prizes, don't forget to pick them up in the lobby after the show.

8:30-10:00 - Show time!

Seating in the Larry & Vivian Snipes Main Stage will begin at 8:35. The performance of *Beauty and the Beast* will



Premium Placement!



Clickable Ads!

Basic Package

Approximately 11,000 impressions

Full Season: \$500 Semester: \$300 Single Show: \$150

- Clickable digital ad in digital programs.

You can provide your own artwork, or LCT can work with you to design your digital ad for no additional charge!

LCT's 2022-2023 Season



Aesop's Fables On Stage

June-July 2022

Student Touring Production



Shrek the Musical

July 2022

Summer Family Musical



The Hundred Dresses

September/October 2022

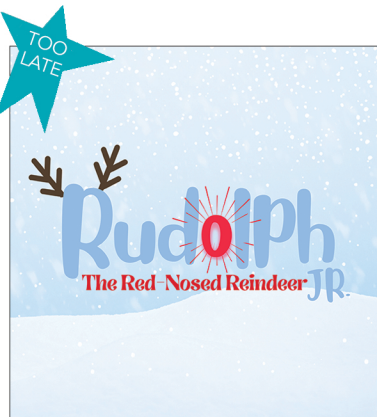
Learning Stage Series



Puss in Boots

October 2022

Fall Touring Production



Rudolph the Red-Nosed Reindeer, Jr.

November-December 2022

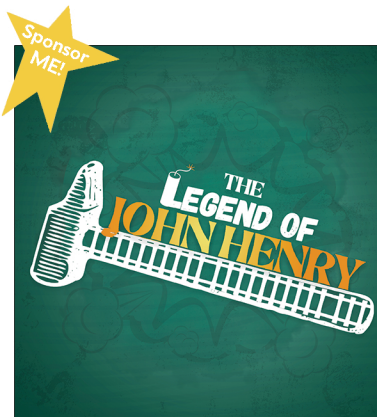
Discovery Production



Digging Up Dessa

December 2022

Fall Touring Production



The Legend of John Henry

January-February 2023

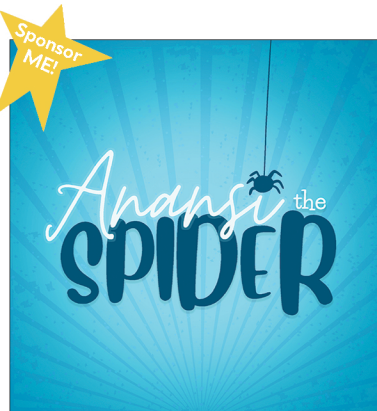
Spring Touring Production



Charlie and the Chocolate Factory

March/April 2023

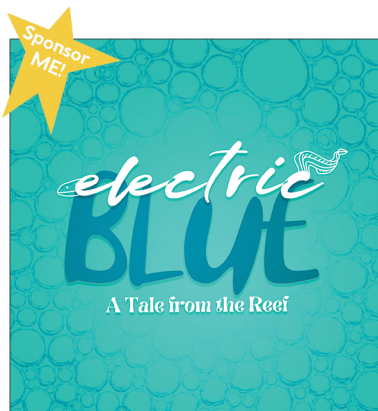
Discovery Production



Anansi the Spider

April 2023

Spring Touring Production



Electric Blue:

A Tale from the Reef

May 2023

Theatre for the Very Young

Summer Family Musical - a full-length musical performed by young people, grown-ups, and families!

Discovery Productions - a show performed by young people (with the occasional adult in the cast to play grown-up characters)!

Learning Stage Series Productions - a show performed solely by young people ages 9-18 on LCT's smaller Learning Stage, with the opportunity for young people to also be a part of the creative/design team!

Touring Productions - a show that doesn't just perform here in Lexington! Our high school/college student actors during the summer and adult, professional actors during the school year travel to schools, libraries, and theatres all over Kentucky and beyond!

Theatre for the Very Young - a show designed for ages 2-5. These productions are perfect for first-time theatre goers!



Other Opportunities

Theatre School

Lexington Children's Theatre offers Theatre School classes throughout the year, in Spring, Summer, Fall, and Winter sessions. Each course ends in a "sharing" that is attended by parents, grandparents, friends, and family. In a traditional year, over 1,600 children take a class at LCT, and over 4,200 family members attended sharings.

Youth Companies

LCT currently has two youth acting companies, Company B, comprised of high-school aged students, and Junior Company, comprised of middle school students. Last year, there were 65 participants in these programs. Each group has a year-end performance that is attended by friends and families.

Shooting Stars Youtheatre

LCT's Satellite Theatre, Shooting Stars Youtheatre, is based in Eastern Kentucky and offers theatre programming to youth in Rowan and Elliott counties at low- to no-cost.



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Photo by Sally Horowitz