



The Warehouse Theatre

SPONSOR OPPORTUNITIES

UPSTATE SHAKESPEARE FESTIVAL

May-August

Falls Park, Downtown Greenville, SC

Bringing the arts to our community- **all performances are free admission!**

Presenting Sponsor: \$10,000

Supporting Sponsor: \$5,000

Audience Metrics for Performances

- 8,000+ seated performance attendees
- Additional 5,000+ views from pedestrians during performances
- 150 unique zip codes represented (high concentration from zip codes with median household income over \$100k)
- Attendees spend \$400,000+ with downtown businesses annually
- 30% of audience 15-25 years of age
- 70% will attend both productions

Sponsor Exposure:

- Sponsor brand signage on production set - visible for 60+ days in the park.
- Banner and tent placement during 32 performances (weather permitting).
- Offer a pre-show announcement at each performance to the audience.
 - Company representatives may meet and greet audience members during performances.
- Full page ad in the USF playbill – 8,000 distributed annually.
- Full page black and white ad in the Warehouse Theatre Main Stage playbill.
 - Distributed to an additional 9,000 main stage patrons during 2019-2020 season.
- Company logo featured on USF promotional materials (posters, advertisements, t-shirts)
- Recognition on Warehouse website and in our e-blasts, list of over 7,000.
- Opportunity for sponsor logo on boulevard banners throughout downtown.
 - Multi-Year Commitment Required. Banners and hanging fees provided by sponsor.