

Reno Little Theater SPONSORSHIP PACKAGE

info@renolittletheater.org (775) 813-8900

WHO WE ARE

Our Mission

The mission of Reno Little Theater (RLT) is to create exceptional theatrical experiences that inspire, entertain, and strengthen our community through artistic engagement and collaboration.

Our Vision

To grow to be a regionally recognized leader in the theater community by inspiring and entertaining our community of artists and audience members alike. RLT aspires to ensure that every production is one that we can be proud to invite an audience to see. We aspire to create seasons that are as engaging as they are innovative by offering educational and interactive enrichment opportunities for our audience.

Our Values

We are **welcoming**: Reno Little Theater wants to be known for its welcoming environment for artists and patrons alike. We will create an environment where artists feel "at home" enough to do their best work. We want our patrons to feel as though they're being greeted by old friends when they walk in the door.

We are **supportive**: We will nurture the artists who work with us by providing the resources and support that they need in order to be successful.

We are **unexpected**: We will exceed the expectations of everyone who walks through our doors by providing exceptional and memorable experiences. We will produce higher-quality art than people expect us to be capable of producing.

We are **engaging**: We will provide opportunities for dialogue amongst our artists and patrons. We will create shared experiences and memories. We will challenge. We will inspire. We will provoke.









91 YEARS OF HISTORY



Reno Little Theater was founded by Edwin Semenza in 1935 during the "Little Theater Movement," in which small theaters across the United States focused on bringing creative artistry and experimental theater to their local communities. RLT is Nevada's longest-running community theater, as well as the longest-running artistic organization in the state, and one of the longest continually producing theaters in the nation.

In 1941, RLT purchased the Dania Hall building on 7th and Sierra Street, and occupied that space for over fifty years. After 55 years producing theater at Dania Hall, the land at 7th and Sierra was purchased by the Circus Circus. RLT then found residency for several years at Hug High School's original location.

In 2012, an entirely volunteer-run board built and opened a 99-seat black box

theater at 147 E. Pueblo Street, and in 2013, hired the theater's first professional staff member in over 30 years.

These milestones helped RLT become a more professional community theater. In 2016, RLT launched a multi-phase Education Program both onsite and within the community. A seating structure was purchased in 2019, increasing the theater's capacity to 128. In 2020, RLT was forced to close its doors to public audiences for 18 months due to Covid-19, but survived to reopen and rebuild its audiences in 2021.

Today, RLT employs a staff of 8 with a combined total of 175 years working as actors, directors, technicians and designers, offering high-level artistic leadership to the organization and the community.



WHAT WE DO

Through our varied, high-quality productions, RLT serves our current subscribers and regular attendees, which consist of a diverse cross-section of the Reno/Sparks area and surrounding communities, as well as tourists visiting Reno. RLT's audiences span a range of ages (youngest audience members are 2, oldest are over 100), ethnicities, and socioeconomic backgrounds. RLT serves our community and our mission in the following ways:



Performance Performance



RLT produces 6 mainstage productions per season running more than 80 performances each year. Shows are selected from a range of classics, new works, comedies, dramas, and musicals by a committee comprised of staff and community members alike. RLT has produced over 585 productions in its 91-year history!



Education Program



RLT's Education Program offers year-round programming for students ages 5-18 through classes, camps, workshops, and student productions. We also provide education guides and free tickets for select productions to Washoe **County School District students.**



Community Partnerships



Because community representation is part of RLT's mission, we are proud to partner with local arts organizations. Our current (and longtime partners) include Latino Arté and Culture, For the Love of Jazz, Ageless Repertory Theater, Crocodile Nixon Improv, and many more!

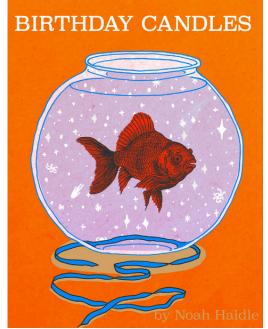
By the Numbers

Our building is active 360 days a year with performances, classes, rehearsals, camps, meetings, and events, and live audiences in attendance at our more than 200 performance based events each year.

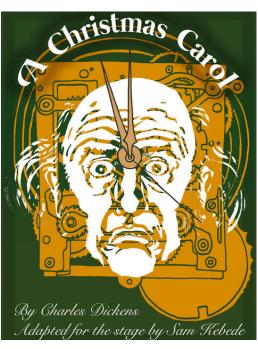
- 15,514 Community Members served in FY25
 - o 14,464 tickets sold
 - 489 Students engaged
 - 367 Artists engaged
 - 194 Volunteers engaged

918T SEASON

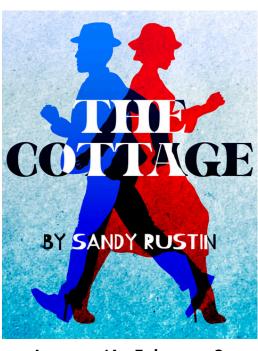
Our 91st Season presents a varied selection of productions aimed at telling diverse stories that are relevant to the lives of Northern Nevadans. Each show speaks to our audience's tastes for comedy, thrills, and spectacle, and leaves audiences with an overall message of hope and joy in an uncertain world.



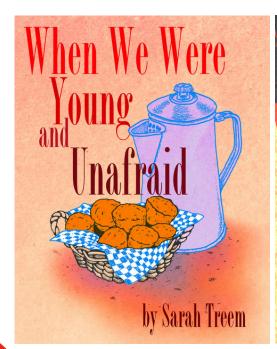
October 10 - October 26, 2025



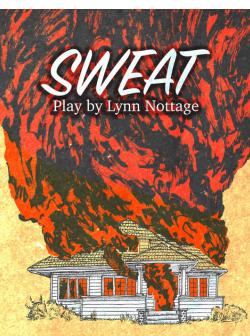
November 14 - December 14, 2025



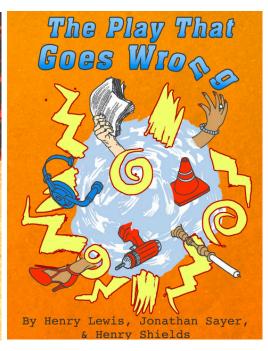
January 16 - February 8, 2026



March 27 - April 12, 2026



May 29 -June 14, 2026



July 10 - August 9, 2026

SPONSORSHIP OPTIONS

YOU CAN PURCHASE A PACKAGE FOR A SINGLE SHOW OR FOR MULTIPLE SHOWS!

SpotLight - \$15,000

Full Season Package

Shine a spotlight and illuminate our whole season!

- Program Ad: full page, color, back page or front inside cover for the entire season
- Preshow announcement: "Sponsored by..."
- Brand Awareness: logo on the website, posters, programs, eblast, tickets
- 5 social media posts per each show's production run
- 10 tickets to every show during each production's first weekend
- Option to have table or informational materials in lobby during each show's production run
- Two exclusive "Company Night" pre-show receptions in lobby for 25 per season - house wine, soft drinks and show tickets provided
- Lobby Display recognition
- Tell us how we can support your company's goals and mission!

GhostLight - \$5,000

Single Show Package

This light stays on the whole show, and so will you!

- Program Ad: full page, color, back inside cover
- Preshow announcement: "Sponsored by..."
- Brand Awareness: logo on website, programs, eblast, tickets
- 5 social media posts per production run
- 10 tickets redeemable for first weekend of the show
- Option to have table or informational materials in lobby during production run
- Exclusive "Company Night" pre-show reception in lobby for 25 - house wine, soft drinks and show tickets provided

HouseLight - \$2,500

Single Show Package

Let everyone see you're sitting with them in the audience!

- Program Ad: half page, color
- Brand Awareness: website acknowledgement, programs, eblast
- 8 tickets redeemable for first weekend of the show
- Option to have a table or informational materials in the lobby during the production run

FootLight - \$1,000

Single Show Package

From the front edge of the stage. you make our actors glimmer!

- Program Ad: half page, color
- Brand Awareness: website acknowledgement, programs
- 1 Facebook post per production run
- 4 tickets, redeemable the first weekend of the show

All packages are customizable to suit your business needs!

PROGRAM ADVERTISING

Mainstage Season

Advertise your business with us! Your ad will be featured in the mainstage production programs that are handed out to each guest before each performance of the show of your choosing, reaching thousands of Northern Nevada patrons. Would you like your ad featured in <u>more</u> than one show's programs? See below for more information!

91st Season & Dates			
Production	Deadline	Run Dates	
Birthday Candles	September 25	October 10 - October 26	
A Christmas Carol	October 30	November 14 - December 14	
The Cottage	December 28	January 16 - February 8	
When We Were Young & Unafraid	March 5	March 27 - April 12	
Sweat	May 5	May 29 - June 14	
The Play That Goes Wrong	June 25	July 10 - August 9	

Publication Details: Trim Size: 5.5 x 8.5," Live image area: 5 x 8"

Submission Information: File type: .pdf, .jpg, .tif. **Resolution:** 300dpi @ 100%Size: fill size, do not scale

Questions? Eric Boudreau, Community Engagement Manager, eric@renolittletheater.org

Ad Specifications							
	Dimensions	1 Show	2 Shows	3 Shows*	4 Shows	5 Shows	6 Shows*
Color							
Quarter Page	2.5 x 3.75"	\$75	\$150	\$203	\$264	\$319	\$360
Half Page	5 x 4"	\$150	\$300	\$405	\$530	\$640	\$720
Full Page	5.25 x 8.25"	\$250	\$500	\$675	\$880	\$1060	\$1200

*Buy ads in 3 shows and receive 10% off!!

**Buy ads in 6 shows and receive 20% off!!

*The purchase of these ads includes (2) complimentary tickets to the production(s) that your ad runs in. Tickets are valued at \$30 a piece. Run your ad for a full season and receive a total of 12 complimentary tickets - a total value of \$360.







A full-page ad across the full season = less than \$.10 per impression!

PROGRAM ADVERTISING

Broadway Our Way Youth Season

If you want your brand messaging to reach a youth and family demographic, then *Broadway Our Way* is the choice for you! Alongside our mainstage shows, our education program produces a 12-week intensive program for student actors aged 5-18 that culminates in a full-scale production of a play or musical.







BOW Season & Dates			
Production	Deadline	Run Dates	
Fall BOW - The Third Wave	Sept. 1	Sept. 12 - Sept. 14	
BOW Holiday Musical - The Grunch	November 25	December 6 - 14	
Winter BOW Play - The Mysterious Case of the Missing Ring	February 25	March 6 - 8	
Spring BOW Musical - Urinetown, The Musical	April 20	May 1 - May 10	

Publication Details:

Trim Size: 5.5 x 8.5" Live image area: 5 x 8"

Submission Information:

File type: .pdf, .jpg, .tif Resolution: 300dpi @ 100% Size: fill size, do not scale

Questions?

Eric Boudreau Community Engagement Manager eric@renolittletheater.org

	Dimensions	1 Show	2 Shows	3 Shows	4 Shows
Color					
Quarter Page	2.5x3.75	\$50	\$100	\$150	\$200
Half Page	5 x 4"	\$100	\$195	\$285	\$370
Full Page*	5.25 x 8.25"	\$200	\$390	\$570	745

^{*}The purchase of these ads include (2) complimentary tickets to the production your ad runs in. Tickets are valued at \$15 a piece.

Run your ad for a full season and receive a total of 8 complimentary tickets - a total value of \$120.

PROGRAM ADVERTISING

QUARTER PAGE 2.5 x 3.75"

FULL PAGE 5.25 x 8.25"

HALF PAGE 5 x 4"

WHY PARTNER WITH US?

Brand Visibility

- Our social media outlets boast over 17,000 active followers (and growing!)
 - 6,000 Eblast subscribers
 - 6,000+ Facebook followers
 - 2,700+ Instagram followers

Our audience is kept up-to-date through our regular appearances in Reno News & Review and This Is Reno, as well as KNPB, KUNR, KTVN, Kolo 8, and Alice 96.5.

Direct Communication with our Audiences

Communicate your key messages to our highly-engaged audience.



Exclusive access behind-the-scenes

Entertain and engage clients, staff, and stakeholders at exclusive events and performances.

Strengthen your reputation

RLT has had strong community support throughout its 91-year history! Our most recent accolades include:

- 2024 Recipient of the Legacy Business Award from the City of Reno Historic Resources Commission
- Voted Reno's Best Local Theater in Reno News & Review's Best of Northern Nevada 2024 & 2025
- Won the Silver Award for Best Place to Volunteer, and Bronze for Best Arts & Culture Event in the Best of Sierra Nevada 2023 Awards
- Recognized as a 100% Giving Board by the Community Foundation of Western Nevada for the 14th year in a row

Strengthen your company's reputation for good corporate citizenship through this powerful community connection!



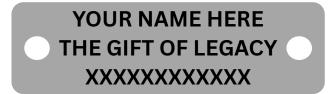
Advertisement Order Form

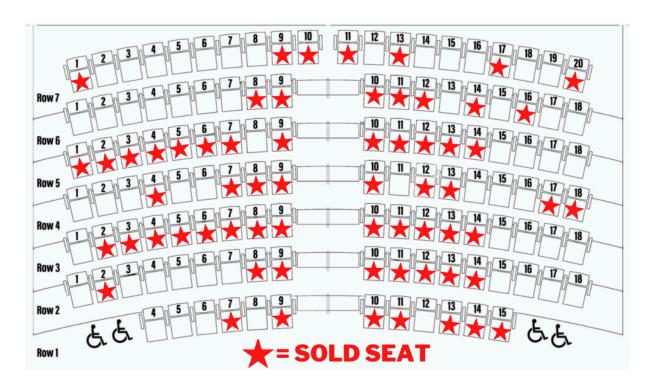
Company Name:		
Contact Name:		
Contact Phone:	Email:	
Billing Address:		
CHOOSE YOUR PRODUCTI	ON(S):	
MAINSTAGE: Birthday Candles A Christmas Carol The Cottage When We Were Young of Sweat The Play That Goes Wro		'in
Ads should be submitted a It can be done for an addit	or creation of the ad and all costs incurred in creating the ad. as a .jpg or .pdf. Need our graphic designer to create an ad for yo ional fee. ase call (775) 813-8900 or email info@renolittletheater.org.	u?
Ad Size:		
TOTAL COST: \$		
PAY FOR YOUR AD(S): Payment must be received bef	ore programs are printed.	
Cash/Check Enclosed (Please make checks paya	ble to Reno Little Theater.)	
	Card # on Date ddress (if different from above)	
Signature:		
Please Print Name:	Date:	

LEAVE A LEGACY: NAME A SEAT!

Inscribe a plate which will be permanently displayed on the arm of a seat in our theater.

YOUR BUSINESS NAME
YOUR NAME
A FAVORITE QUOTE
A LOVED ONE'S NAME
IN MEMORIAM





DONOR LEVELS

PATRON: \$500

PATRON- Front Two Rows: \$1000

BUSINESS: \$1500 (includes 2 tickets to each production)

BUSINESS - Front Two Rows: - \$2500 (includes 2 tickets to each production)

Contact info@renolittletheater.org or 775.813.8900 to place your order today!

THANK YOU!

WEBSITE

www.renolittletheater.org

EMAIL

info@renolittletheater.org

ADDRESS

147 East Pueblo Street

PHONE

775.813.8900



BEAPART OF HISTORY!