

UB THEATRE AND DANCE

2024-2025 Sponsorship Packages

In our annual season of musicals, dramas, and dance concerts, nationally recognized directors, choreographers, and faculty work with emerging student talent to create innovative productions that showcase bold artistry, entertain audiences, and explore the human condition. With majors in Music Theatre, Theatre Performance, Dance, and Design / Technology, dozens of our graduates enter professional performing arts careers each year. The 2024-2025 season consists of 20 live productions at the UB Center for the Arts and at the Katharine Cornell Theatre, both on UB North campus. Sponsorship dollars contribute to many areas including material resources, guest artist fees, on school time programming costs, and sign language interpretation.



SEASON SPONSORSHIP

\$5,000

- Sponsor Logo with link to your website prominently featured for full season of Department email blasts. (*Minimum of 10 emails, reaching 7,500—10,000 total recipients.*)
- Verbal and visual logo recognition at the start of EVERY performance during pre-show audience welcome. (*Total of 60+ performances, reaching approximately 6,500 patrons.*)
- Sponsor will be recognized with a full-page promotion in all 20 season digital and print playbills.
- Minimum 50 Social Media sponsor acknowledgement posts (*Facebook, Threads, Instagram*) for all season productions, reaching up to 4,000 followers PER post!
- Sponsor logo with website link on each event page of the UB Theatre and Dance website.
- Sponsor mention in THD news releases posted on the UB News website. (Extra reach beyond emails for added value.)
- Sponsor logo on season brochure.
- Backstage tours and/or talkbacks with creative faculty/staff can be provided upon request.
- Autographed posters and photographs with cast can be provided for most productions upon request.

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DEADLINE: AUGUST 1, 2024

SERIES SPONSORSHIP

\$3,500

- Sponsor Logo with link to your website prominently featured for half of the season of Department email blasts. (*Minimum of 5 emails, reaching 3,750—5,000 total recipients.*)
- Verbal and visual logo recognition at the start of half of the performances during the 2024-2025 season. (*Total of 30+ performances, reaching approximately 3,250 patrons.*)
- Sponsor will be recognized with a half-page promotion in all 20 season digital and print playbills.
- Minimum 25 Social Media sponsor acknowledgement posts (*Facebook, Threads, Instagram*) for half of season productions.
- Sponsor logo with website link on each event page of the UB Theatre and Dance website.
- Sponsor logo on season brochure.

PRODUCTION SPONSOR

\$1,000

- Sponsor Logo with link to your website prominently featured in one Department email blasts. (*Approximately 1000 recipients.*)
- Sponsor will be recognized with a half-page promotion in one season digital and print playbill.
- Minimum 3 Social Media sponsor acknowledgement posts (*Facebook, Threads, Instagram*) for one season production.
- Sponsor logo with website link for one event page on the UB Theatre and Dance website.