

UB THEATRE AND DANCE

2025-2026 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 2025-2026 season consists of 14 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, 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 45+ performances, reaching approximately 6,500 patrons.)*
- Sponsor will be recognized with a full-page promotion in all 14 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 logo with website link to department emailing list of 5,000+ arts patrons. Minimum of 10 email blasts per season.
- Sponsor mention in THD news releases posted on the UB News website. *(Extra reach beyond emails for added value.)*
- Sponsor logo on season poster.
- 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.

CONTACT: ROB FALGIANO
RJF3@BUFFALO.EDU

716-645-6921

DEADLINE: AUGUST 1, 2025

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 25+ performances, reaching approximately 3,250 patrons.)*
- Sponsor will be recognized with a half-page promotion in all 14 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 poster.

PRODUCTION SPONSOR: \$1,000

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



University at Buffalo

Department of Theatre and Dance

College of Arts and Sciences

THANK YOU FOR YOUR SUPPORT

Thank you for supporting UB Theatre and Dance in our continued effort to enrich, entertain, and educate the community through exceptional performing arts.

SPONSOR INFORMATION

SPONSOR NAME (as preferred in advertising): _____

SPONSOR ADDRESS: _____ CITY: _____

STATE: _____ ZIP CODE: _____

SPONSORSHIP COMMITMENT:

SEASON SPONSORSHIP (\$5,000) ☐

SERIES SPONSORSHIP (\$3,500) ☐

PRODUCTION SPONSOR (\$1,000) ☐

To Pay By Check,
please make check
payable to:

UB Foundation, Inc., Department of Theatre and Dance
Resource Fund UBF 0-00829

Attention: Averick Parker, c/o Rachel Hassett
Corporate and Foundation Relations
University at Buffalo
PO Box 900
Buffalo, NY 14226-0900

CONTACT INFORMATION

NAME: _____ PHONE NUMBER: _____

EMAIL: _____



YOU MAY ALSO PAY BY CREDIT CARD. Scan the QR Code to the right and follow the instructions below. Or use the website link below:

1. Go to: https://ubfoundation.buffalo.edu/giving/index.php?gift_allocation=01-3-0-00829
2. There is an option to add a comment here. Please note that it is a sponsorship and the level of sponsorship you are contributing. Then enter your credit card information.