

UB THEATRE AND DANCE

2026-2027 Sponsorship Packages

Each year, our season of musicals, plays, and dance concerts brings nationally recognized artists together with emerging student talent to create bold, innovative productions that entertain and explore the human experience. With majors in Music Theatre, Theatre Performance, Dance, and Design/Technology, our program launches dozens of graduates into professional careers annually. The 2026–2027 season features 18 live productions at UB's Center for the Arts and Katharine Cornell Theatre, and sponsorships directly support production resources, guest artists, school-time programming, 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 season digital and print playbills.
- Minimum 50 Social Media sponsor acknowledgement posts (*Facebook, Threads, Instagram*) for all season productions, reaching between 2,000 - 35,000 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, 2026

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 2026-2027 season. (*Total of 25+ performances, reaching approximately 3,250 patrons.*)
- Sponsor will be recognized with a half-page promotion in all 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 3000 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, Instagram, Threads, TikTok*) 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



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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: Geoff Bartlett, c/o Cindy Johannes
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.