



2018 SPONSORSHIP TIERS

The 24 Hour Musicals on Broadway

18th Annual celebrity gala at the American Airlines Theater in New York — October 29, 2018

\$100,000 Title Sponsorship

- One hundred complimentary prime orchestra seats for The 24 Hour Musicals on Broadway + Naming (“BRAND presents The 24 Hour Musicals on Broadway”)
- Access to post-show party with talent and other VIPs
- Full-page program advertisement
- Access to private cast orientation for VIPs
- Onsite signage
- Mention in onstage introduction speech
- Company name and/or logo listed as title sponsor in all press releases, on The 24 Hour Plays social media, and on www.24hourplays.com
- Ability to capture content for social media
- Opportunity to gift participants via luxury talent gift bag

\$50,000 Presenting Sponsorship

- Fifty complimentary prime orchestra seats for The 24 Hour Musicals on Broadway + Exclusive sponsor of the post-show party with talent and VIPs
- Full-page program advertisement
- Access to private cast orientation for VIPs
- Onsite signage
- Mention in onstage introduction speech
- Company name and/or logo listed as presenting sponsor in all press releases, on The 24 Hour Plays social media, and on www.24hourplays.com
- Ability to capture content for social media
- Opportunity to gift participants via luxury talent gift bag

\$35,000 Presenting Sponsorship

- Thirty-five complimentary prime orchestra seats for The 24 Hour Musicals on Broadway + Exclusive sponsor of the post-show party with talent and other VIPs
- Full-page program advertisement
- Access to private cast orientation for VIPs

- Onsite signage
- Mention in onstage introduction speech
- Company name and/or logo listed as presenting sponsor in all press releases, on The 24 Hour Plays social media, and on www.24hourplays.com
- Ability to capture content for social media
- Opportunity to gift participants via luxury talent gift bag

\$25,000 Presenting Sponsorship

- Twenty-five complimentary prime orchestra seats for The 24 Hour Musicals on Broadway + Exclusive sponsor of the pre-show champagne toast with talent and other VIPs
- Access to post-show party with talent and other VIPs
- Full page program advertisement
- Access to private cast orientation for VIPs
- Onsite signage
- Mention in onstage introduction speech
- Company name and/or logo listed as premium sponsor in all press releases, on The 24 Hour Plays social media, and on www.24hourplays.com
- Ability to capture content for social media
- Opportunity to gift participants via luxury talent gift bag

\$15,000 Supporting Sponsorship

- Fifteen complimentary prime orchestra seats for The 24 Hour Musicals on Broadway
- Access to post-show party with talent and other VIPs
- Onsite signage
- Full page program advertisement
- Access to private cast orientation for VIPs
- Mention in onstage introduction speech
- Company name and/or logo listed as supporting sponsor in all press releases, on The 24 Hour Plays social media, and on www.24hourplays.com
- Opportunity to gift participants via luxury talent gift bag

\$10,000 Supporting Sponsorship

- Ten prime orchestra seat tickets for The 24 Hour Musicals on Broadway
- Access to post-show party with talent and other VIPs
- Full page program advertisement
- Onsite signage
- Mention in onstage introduction speech
- Company name and/or logo listed in all press releases, on The 24 Hour Plays social media, and on www.24hourplays.com
- Opportunity to gift participants via luxury talent gift bag

\$5,000 Supporting Sponsorship

- Five complimentary prime orchestra seats for The 24 Hour Musicals on Broadway
- Access to post-show party with talent and other VIPs
- 1/2 page program advertisement
- Mention in onstage introduction speech

\$2,500 Friend

- Two complimentary prime orchestra seat tickets for The 24 Hour Musicals on Broadway
- Access to post-show party with talent and other VIPs
- 1/2 page program advertisement



Program Ad Specs

due via email by October 15

FULL-PAGE AD

5" width x 8" height

Delivered as a black-and-white file

HALF-PAGE AD

5" width x 4" height

Delivered as a black-and-white file