



AMERICAN
STAGE



hairspray



The Broadway Musical



2017 *Gala Under the Stars*

Friday, April 21, 2017 at 6:00 pm
in Demens Landing Park

Celebrate the magic of American Stage in the Park & join us for opening night's
Gala Under the Stars – our largest fundraising party of the year!

Gala Under the Stars

American Stage's Gala Under the Stars is held annually on the opening night of our American Stage in the Park production in Demens Landing on the St. Petersburg waterfront. **This extraordinary evening supports the artistic and educational programming at American Stage.** As the sun sets, over 500 guests enjoy libations while perusing the silent auction and opportunity drawing items. A seated gourmet dinner is served under the stars by one of St. Petersburg's finest restaurants, Parkshore Grill, and then the live auction takes center stage. After the excitement of the live auction and dessert, our guests settle back into their seats and experience the thrilling performance.



American Stage in the Park

Each spring, American Stage transforms St. Petersburg's historic Demens Landing Park for a full scale musical production. **American Stage in the Park, formerly known as Shakespeare in the Park, is Tampa Bay area's largest outdoor theatrical production.** The tradition of bringing picnics to share under the stars before the performance creates a festive atmosphere for all ages. This area tradition continues in 2017 with the production of *Hairspray!*, which won a Tony Award for "Best Musical". American Stage in the Park attendance has averaged between 10,000 and 15,000 over the past few years with its month-long run spanning April and May.



Be a Part of this Magical Night... Here's How!

- 1 Donate Auction Items!** We are seeking products, services, or certificates. Donations are tax deductible and will be acknowledged at auction table, event program and on the annual donor honor roll in relation to gift value.
- 2 Join the Party!** Individual tickets and table sponsorships are available. Call or order online at americanstage.org and click "Gala Under the Stars" under the "Support Us" button.
- 3 Showcase your Brand!** Connect with your community while building your business at American Stage in the Park with our sponsorship and event marketing packages.



2017 American Stage *Gala Under the Stars* attendees will enjoy:

Silent Auction, Gourmet Dinner by Parkshore Grill Catering, Open Bar, Live Auction & the Opening Night Performance of *Hairspray*

Be Seen!

Help Make This Year's Gala a Great Success Sponsor a Gala Table

Each Park Gala Table Sponsorship includes:

- One Table for ten persons at the American Stage in the Park Gala Under the Stars, including gourmet dinner by Parkshore Grill Catering & open bar
- Your Name or Company Listing Recognition on the Gala Table Signage and in the Gala Program
- Gala Curtain Speech Recognition
- Donor Honor Roll listing in Mainstage Play Programs for One Calendar Year

Gala Table Sponsorship (10 Tickets) – \$1,900 • **Single Tickets** – \$200 ea.

American Stage Theatre operates as a 501(C)(3) organization. The benefit value of the evening is \$75 per person or \$750 per table. The remainder of your ticket or table purchase is tax deductible as a charitable contribution.

Expand your marketing reach beyond opening night's Gala Be a 2017 American Stage in the Park Sponsor

American Stage in the Park Sponsor Levels:

\$3,500 Associate Sponsor

Includes Gala Table for 10 and benefits below

\$5,000 Partner Sponsor

Includes Gala Table for 10 and ½ page ad in the American Stage in the Park program and benefits below

\$10,000 Park Co-Sponsor

Includes Gala Table for 10 and full page ad in the American Stage in the Park program and benefits below

Sponsor Benefits Package: (for ALL sponsor levels)



Sponsorship Benefits Include:

- Complimentary table for ten at the American Stage in the Park Gala Under the Stars on Friday, April 21, 2017
- Receive logo inclusion as a sponsor of the event on applicable external advertising print and digital collateral including postcards, rack cards and onsite show signage as well as eblasts that reach nearly 22,000 opt-in recipients, and the play program for the American Stage in the Park production (15,000 impressions)
- Receive logo inclusion as a sponsor of the event on external advertising through:
 - Inclusion on Sponsor Frame of **Bright House Cable** spots – 300 spots over 4 weeks
 - Utility bill insert that will be mailed to 95,000 Pinellas homes with their water bills advertising
Cut-off date for sponsor inclusion for utility insert is February 1, 2017.
- Receive logo inclusion as a sponsor of the event on event landing page on the American Stage web site. (15,000 unique visitors.)
- Receive organization listing as a table sponsor included for event programs for Gala attendees
- Listing in Donor Honor Roll on the web site and in play programs for 12 months
- Complimentary general admission ticket vouchers for Park performances (# based on sponsorship level)
- Volunteer opportunity for your company's employees

Please contact the Development Team at **(727) 823-1600 x 207** or
development@americanstage.org for inquiries.

Support the arts while giving your guests *a night they'll never forget.*

American Stage Business Development Nights give businesses a unique opportunity to engage **clients, employees and contemporaries**, while supporting one of Tampa Bay's most celebrated and beloved arts organizations.

Join us for a live performance under the stars at **American Stage in the Park** and be part of a generation old tradition of picnicking in the park while watching great entertainment. Your guests will enjoy mingling with hors d'oeuvres and wine before seeing one of the most exciting theatrical events in the area.

We make it easy to create your unforgettable evening and enjoy a professional, engaging theatrical performance and reception:

- **VIP seating** arranged for 25, 50 or 100 person events to enjoy performances at American Stage in the Park.
- **Arrange a reception before the show** complete with **bar options** for beer and wine and catering options so you may customize your food offering to your budget. American Stage volunteers can tend bar, eliminating the need for paid bartenders.
- **Marketing exposure for your brand** with curtain speech recognition for the evening as a sponsor, opportunity to place a banner and a branded registration table onsite at Park. Listing in play programs for twelve months as supporter of American Stage.

"Our clients had a fantastic evening! It was a wonderful way for advisors and clients to spend time together and enjoy an evening of wine, food, and theatre. We look forward to making this an annual event." – **Evan E. Whittle, Raymond James & Associates**



Corporate Night Levels:

\$3,500 – Special reserved seating section for 100 chairs for the performance

\$1,750 – Special reserved seating section for 50 chairs for the performance

\$875 – Special reserved seating section for 25 chairs for the performance

All levels include:

Reserved seating and performance tickets

Opportunity to host pre-show reception

Marketing recognition onsite

Listed in play programs as an American Stage supporter

"The Ultimate Feel Good Show" -*Guardian*

APRIL 19 - MAY 14, 2017

hairspray



The Broadway Musical



MUSIC: MARC SHAIMAN

LYRICS: SCOTT WITTMAN & MARC SHAIMAN

BOOK: MARK O'DONNELL & THOMAS MEEHAN

Based on the New Line Cinema film
written and directed by John Waters



WINNER!
BEST MUSICAL
TONY AWARD



Presented by
Bank of America

American Stage Company, Inc. is a 501(c)(3) not-for-profit organization that operates in downtown St. Petersburg with the mission of providing high quality professional theatre to all members of the community.