



GEORGE STREET PLAYHOUSE

50th Anniversary Gala

Thomas H. Kean Arts Advocacy Award Honorees

Merissa Buczny, NBPAC Executive Director, DEVCO Vice President

The City of New Brunswick represented by Mayor Jim Cahill

Celebrate George Street Playhouse's 50th Anniversary on Sunday, May 19, 2024, with cocktails, dinner, the presentation of the 2024 Thomas H. Kean Arts Advocacy Award, and a cabaret performance from Broadway and George Street Playhouse Artists.

VISIONARY \$100,000

- Logo and/or sponsor recognition on all printed materials, social media, event marketing, and publicity materials
- Full digital Ad Journal package including a 30-second ad on all screens the day of the event including the NBPAC building exterior
- NBPAC Naming Opportunity—EXCLUSIVE to the 50th Anniversary of GSP
- Ad in GSP playbills throughout the 2024/2025 season
- Corporate Showcasing opportunity for your product/services
- Opportunity for Company Night at GSP including display with your company's materials in NBPAC lobby, complimentary tickets and Donor Lounge access for up to 20 employees and clients, and welcoming/thank you remarks from the stage during the 2024/25 season
- Pre-show cocktail hour at NBPAC and premier seating for 50th Anniversary performance in the Elizabeth Ross Johnson Theater for up to 30 guests
- VIP Tables at the 50th Anniversary dinner at The Heldrich for up to 30 guests
- Sponsor thank you from the stage in the Elizabeth Ross Johnson Theater
- Recognition throughout the 2024/25 season at the \$100,000 level in playbills, donor screens, and select advertising materials

PRESENTER \$50,000

- Logo and/or sponsor recognition on all printed materials, social media, event marketing, and publicity materials
- Full digital Ad Journal package including a 20-second ad on all screens the day of the event including the NBPAC building exterior
- Ad in GSP playbills throughout the 2024/2025 season
- Corporate Showcasing opportunity for your product/services

- Opportunity for Company Night at GSP including display with your company's materials in NBPAC lobby, complimentary tickets and Donor Lounge access for up to 20 employees and clients, and welcoming/thank you remarks from the stage during the 2024/25 season
- Pre-show cocktail hour at NBPAC and premier seating for 50th Anniversary performance in the Elizabeth Ross Johnson Theater for up to 20 guests
- VIP Tables at the 50th Anniversary dinner at The Heldrich for up to 20 guests
- Sponsor thank you from the stage in the Elizabeth Ross Johnson Theater
- Recognition throughout the 2024/25 season at the \$50,000 level in playbills, donor screens, and select advertising materials

PRODUCER \$25,000

- Logo and/or sponsor recognition on all printed materials, social media, event marketing, and publicity materials
- Digital Ad Journal package including a 15-second ad on all interior screens on the day of the event
- Ad in production playbills throughout the 2024/2025 season
- Opportunity for Company Night at GSP including display with your company's materials in NBPAC lobby, complimentary tickets and Donor Lounge access for up to 20 employees and clients, and welcoming/thank you remarks from the stage during the 2024/25 season
- Pre-show cocktail hour at NBPAC and premier seating for 50th Anniversary performance in the Elizabeth Ross Johnson Theater for up to 12 guests
- VIP table at the 50th Anniversary dinner at The Heldrich for up to 12 guests
- Sponsor thank you from the stage in the Elizabeth Ross Johnson Theater
- Recognition throughout the 2024/25 season at the \$25,000 level in playbills, donor screens, and select advertising materials

PLAYWRIGHT \$15,000

- Logo and/or sponsor recognition on select printed materials, social media, event marketing, and publicity materials
- Digital Ad Journal package including a 10-second ad on all interior screens on the day of the event
- Ad in one GSP playbill during the 2024/2025 season
- Pre-show cocktail hour at NBPAC and premier seating for 50th Anniversary performance in the Elizabeth Ross Johnson Theater for up to 10 guests
- VIP table at the 50th Anniversary dinner at The Heldrich for up to 10 guests
- Sponsor thank you at dinner at The Heldrich
- Recognition throughout the 2024/25 season at the \$15,000 level in playbills, donor screens, and select advertising materials

DIRECTOR \$10,000

- Logo and/or sponsor recognition on select printed materials, social media, event marketing, and publicity materials
- Digital Ad Journal package including a 5-second ad on all interior screens on the day of the event
- Pre-show cocktail hour at NBPAC and premier seating for 50th Anniversary performance in the Elizabeth Ross Johnson Theater for up to 10 guests
- VIP table at the 50th Anniversary dinner at The Heldrich for up to 10 guests
- Sponsor thank you at dinner at The Heldrich
- Recognition throughout the 2024/25 season at the \$10,000 level in playbills, donor screens, and select advertising materials

GOLD TABLE \$5,000

- Pre-show cocktail hour at NBPAC and premier seating for 50th Anniversary performance in the Elizabeth Ross Johnson Theater for up to 10 guests
- Table at the 50th Anniversary dinner at The Heldrich for up to 10 guests
- Listing in the Digital Ad Journal
- Recognition throughout the 2024/25 season at the \$5,000 level in playbills and donor screens

FRIEND \$2,500

- Digital Ad Journal package including a 5-second ad on all interior screens on the day of the event
- Pre-show cocktail hour at NBPAC and premier seating for 50th Anniversary performance in the Elizabeth Ross Johnson Theater for 2 guests
- Seating at the 50th Anniversary dinner at The Heldrich for 2 guests
- Recognition throughout the 2024/25 season at the \$2,500 level in playbills, donor screens, and select advertising materials

SINGLE TICKET \$500 (limited availability)

UNDERWRITING OPPORTUNITIES

- Performance \$15,000
- Cocktail Reception \$10,000
- Live Band \$5,000
- Centerpiece \$2,500
- Valet \$2,500
- 50th Anniversary Archive Display \$2,500 (per display)
- Photo Booth \$1,000
- Red Carpet \$1,000

Please note underwriting contributions are fully tax-deductible as no goods or services are received in exchange for this gift.

Join Us in Celebrating 50 Years!

CHOOSE YOUR SPONSORSHIP LEVEL

- Gala Visionary.....\$100,000
- Gala Presenter..... \$50,000
- Gala Producer..... \$25,000
- Gala Playwright..... \$15,000
- Gala Director.....\$10,000
- Gold Table..... \$5,000
- Gala Friend.....\$2,500
- Single Ticket \$500
- Underwriting.....

Total Sponsorship Value: \$ _____

I am unable to participate in George Street Playhouse's 50th Anniversary Gala, but I would like to support it with a tax-deductible gift of \$ _____.

My company has a Matching-Gift Program

Check payable: George Street Playhouse, Inc. Visa MC Amex Discover

PAYMENT

Credit Card #

Expiration Date Security Code

Signature Name as it appears on card

Name of Company or Individual as it should be listed in Digital Ad Journal

Company Name Contact Name

Street Address

City State Zip Code

Phone Number Email

DONOR INFO

Please return form by April 19, 2024:

Gala@GeorgeStPlayhouse.org

or by mail to: George Street Playhouse, 9 Livingston Ave, #410
New Brunswick, NJ 08901

For more information call: 732-258-7556