



GEORGE STREET PLAYHOUSE

# 50<sup>th</sup> Anniversary Gala

Thomas H. Kean Arts Advocacy Award Honorees

Merissa Buczny, Executive Director NBPAC, Vice President DEVCO

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 50<sup>th</sup> 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
- Champagne reception at NBPAC and premier seating for 50<sup>th</sup> Anniversary performance in the Elizabeth Ross Johnson Theater for up to 30 guests
- VIP Tables at the 50<sup>th</sup> 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
- Champagne reception at NBPAC and premier seating for 50<sup>th</sup> Anniversary performance in the Elizabeth Ross Johnson Theater for up to 20 guests
- VIP Tables at the 50<sup>th</sup> 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
- Champagne reception at NBPAC and premier seating for 50<sup>th</sup> Anniversary performance in the Elizabeth Ross Johnson Theater for up to 12 guests
- VIP table at the 50<sup>th</sup> 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
- Champagne reception at NBPAC and premier seating for 50<sup>th</sup> Anniversary performance in the Elizabeth Ross Johnson Theater for up to 10 guests
- VIP table at the 50<sup>th</sup> 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
- Champagne reception at NBPAC and premier seating for 50<sup>th</sup> Anniversary performance in the Elizabeth Ross Johnson Theater for up to 10 guests
- VIP table at the 50<sup>th</sup> 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

- Champagne reception at NBPAC and premier seating for 50<sup>th</sup> Anniversary performance in the Elizabeth Ross Johnson Theater for up to 10 guests
- Table at the 50<sup>th</sup> 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
- Champagne reception at NBPAC and premier seating for 50<sup>th</sup> Anniversary performance in the Elizabeth Ross Johnson Theater for 2 guests
- Seating at the 50<sup>th</sup> 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
- Champagne Reception \$10,000
- Live Band \$5,000
- Centerpiece \$2,500
- Valet \$2,500
- 50<sup>th</sup> 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 50<sup>th</sup> 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 May 3, 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