



a Season *worth*
Celebrating
53 years of theatre
250 years of stories

2026-2027 SEASON
PATRON PACKAGE

Dear Friends and Patrons of The Whole Backstage Community Theatre,

As we enter our 53rd season as a premier arts organization, we are honored to be one of the oldest continuously operating community theatres in Alabama. For more than five decades, The Whole Backstage has been a cornerstone of the cultural life of Marshall County and the surrounding region.

Each season, we produce multiple shows, engage hundreds of volunteers, and welcome thousands of patrons through our doors.

Communities and civic leaders across Marshall County, along with local chambers of commerce, consistently recognize The Whole Backstage as a vital cultural asset that enhances quality of life and helps attract new residents and investments.

Looking ahead, we are excited to share that, through grant funding from the Alabama State Council on the Arts, we will soon be installing new and improved seating for our audience members and patrons, including a special opportunity for patrons to participate in individual seat dedications. Also, in September 2026, we will celebrate the 100th anniversary of our home, the Old Rock School.

Our Patron Membership Drive for the 2026-2027 season is now underway. We remain focused on you, our patrons, as we continue striving to serve you well and to be thoughtful stewards of your generous support.

The Whole Backstage Board of Directors is extremely excited to offer you a season of entertainment that reflects some new and popular choices for the 2026-2027 Season and we invite you to continue supporting the theatre by becoming or renewing your Patron Membership.

Simply put, without our patrons, we would not exist.

Your support keeps our doors open, maintains the comfort of our facility, and preserves our beautiful historic home. The upkeep and restoration of our building is an ongoing and significant investment, and your generosity makes it possible for us to continue providing quality live theatre for our community.

Patron Membership also offers valuable benefits, including discounted tickets, early reservation opportunities, preferred seating, recognition in show programs, and invitations to special events such as opening night Patron receptions and our ever-popular preshow Patron Lounge.

If you are already a Patron, we encourage you to consider upgrading your membership. Additional tickets provide a wonderful opportunity to bring friends and introduce them to the magic of live theatre. After all, the experience is always richer when shared.

The longevity of this organization is truly remarkable. Our Founding Mother, Dot Moore, would no doubt be both amazed and deeply proud as we enter our 53rd season as The Whole Backstage Theatre. At the same time, we celebrate 55 years since those early days as the Teen Club, a testament to her vision, her spirit, and the enduring legacy she set in motion.

Thank you for your continued generosity and support of The Whole Backstage Theatre.

Sincerely,

Johnny Brewer

President of the Board, 2026-2027
The Whole Backstage Theatre

Jeff McLaughlin as George Bailey



It's a Wonderful Life
Directed by Johnny Brewer
December 2025



Thomas Breland as Clarence Oddbody

Theatre

in numbers

350+

Patrons each year

400

Dedicated yearly
volunteers

15,000

Dedicated yearly
volunteers

100

Age of our
historic home
now kept alive
through theatre

6+

full productions
each season,
including musicals,
dramas, comedies,
and youth shows

10,000

Annual audience members

350

Performers per
season, ages 5-75

450

Hours on annual
rehearsal

\$0

No cost to
participate for cast
and crew making
arts accessible and
equitable



Josie Duquette as Olive Ostrovsky
The 25th Annual Putnam County Spelling Bee
Directed by Kory Q. Duquette & AJ Pollard
October 2025

economic Impact at a glance

Audiences spend

an average of \$31
per person per event
beyond the ticket -
on dining, shopping,
and more.

600% ROI

A \$1 investment in the arts
returns up to \$7 in local
economic activity.

20%

Youth involved in
theatre are 20%
more likely to
pursue leadership
roles later in life.

20 states

represented in ticket
buyer data from 2025

\$500,000

The Whole Backstage's
estimated annual total
economic impact to
our region

89%

of Americans believe
arts are important to
quality of life and
community well-being.

4x

Students involved in the
arts are 4 times more
likely to be recognized for
academic achievement.

Denton Gillen as Franklin Hart, Jr.
9 to 5: The Musical
Directed by Diane DuBoise & Will Casey
February 2026



Dot Moore, Founding Mother
of The Whole Backstage
1933-2013

Celebrating

250 YEARS OF STORIES AND SPIRIT - 53 YEARS OF THE STAGE THAT BRINGS US TOGETHER

For more than five decades, The Whole Backstage has been a cherished part of our community's cultural landscape. What began in 1968 as a teen club founded by the visionary Dot Moore has grown into something much more - an opportunity to shape character, inspire creativity, and bring people together through the shared experience of live theatre.

Fueled by Dot's passion, determination, and unwavering enthusiasm, The Whole Backstage expanded to welcome performers of all ages. In 1985, it became an official 501(c)(3) nonprofit organization, dedicated to enriching our region through the performing arts.

Today, The Whole Backstage remains an all-volunteer theatre, sustained by the generosity of our patrons and supporters. Our mission is to provide a welcoming stage for performers, crew members, and audiences alike - a place where people are entertained, inspired, and connected through a collaborative and creative environment.

As we step into our 53rd season, celebrating 250 years of the American story, we are proud to continue a tradition rooted in community, creativity, and the enduring spirit of storytelling. The curtain rises on a season that honors where we've been, celebrates who we are, and looks ahead to the stories still to come.



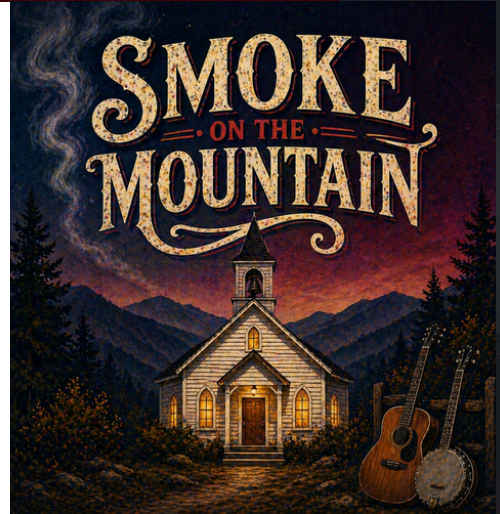
2026-2027 Season

Celebrating 250 years of America's stories & 53 years of the stage that brings us together

STEEL MAGNOLIAS
SEPTEMBER 25 - OCTOBER 4, 2026
DIRECTED BY JOHN DAVIS ROLLINGS



SMOKE ON THE MOUNTAIN
FEBRUARY 12 - 21, 2027
DIRECTED BY WESLEY H. ROREX



HARVEY
APRIL 16 - 25, 2027
DIRECTED BY JOHNNY BREWER



HAIRSPRAY
JUNE 11 - 20, 2027
DIRECTED BY DIANE DUBOISE & WILL CASEY



BLACK TIE AMERICA
NOVEMBER 11 - 15, 2026
DIRECTED BY JOHNNY BREWER



A BIG BAND SWINGIN'
CHRISTMAS
DECEMBER 17 - 20, 2026
DIRECTED BY DENTON GILLEN



Benefits of Support

Your support makes it possible to bring meaningful, high-quality theatre to our stage while creating experiences that connect and inspire our community. As we launch our 53rd season, your patronage is an investment in the arts, our community and the stories that bring us together.

As a Patron of The Whole Backstage, you'll enjoy:

- Complimentary tickets to regular season productions with early access and priority seating options
- Invitations to exclusive events, including Opening Night Patron Receptions and the Patron Lounge
- Special recognition as a supporter of the arts who plays a direct role in strengthening our community's cultural vitality
- Opportunities to connect and engage with fellow community leaders
- And much more!



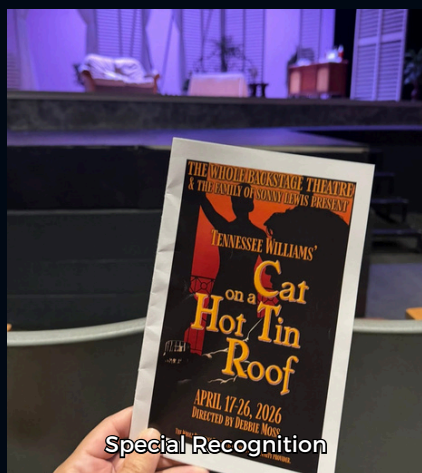
Fiddler on the Roof
Directed by Diane DuBoise & Will Casey
June 2025



Opening Night Patron Receptions



Patron Lounge



Special Recognition



Special Events



Jeff Gossage as Brick & Claire Richards as Maggie
Cat on a Hot Tin Roof directed by Debbie Moss
 April 2026

PATRON LEVELS 2026-2027

\$120 - \$1,000



Patrons at the \$120 - \$1,000 level enjoy the following benefits for our regular season shows in addition to the allotment of tickets listed below:

- AGAIN THIS SEASON! Flex Pack Ticketing lets you reserve your seats right away upon purchase of your annual patron package.
- Access to Patron Lounge open one hour prior to each regular season show
- Discounted ticket prices and early access to reservations
- Reserved seating for the entire season
- Recognition in each show's program
- Invitation to all Special Events and Opening Night Receptions
- 20% early bird discount if committed by September 1, 2026!

\$1,000

LEADING ROLE

10 TICKETS PER REGULAR SEASON SHOW

40 TICKETS TOTAL

UP TO AN \$880 TICKET VALUE + PERKS!

\$800

UNDERWRITER

8 TICKETS PER REGULAR SEASON SHOW

32 TICKETS TOTAL

UP TO A \$700 TICKET VALUE + PERKS!

\$425

BENEFACTOR

4 TICKETS PER REGULAR SEASON SHOW

16 TICKETS TOTAL

UP TO A \$350 TICKET VALUE + PERKS!

\$225

FEATURED PLAYER

2 TICKETS PER REGULAR SEASON SHOW

8 TICKETS TOTAL

UP TO A \$175 TICKET VALUE + PERKS!

\$120

STAR

1 TICKET PER REGULAR SEASON SHOW

4 TICKETS TOTAL

UP TO AN \$88 TICKET VALUE + PERKS!

In-Kind Donations: Each season, The Whole Backstage has a variety of needs from construction materials, to printed materials, to food and beverages - just to name a few. If you would like to make an in-kind donation to offset our costs on some of these items or others, we would be happy to work together to create a package that best fits your organization.

PATRON LEVELS 2026-2027

\$2,500 - \$25,000



In addition to the benefits for patrons listed previously, patrons at our highest levels enjoy the following expanded benefits:

BACKSTAGE
PARTNER
\$2,500

CURTAIN
PARTNER
\$5,000

SET
PARTNER
\$7,500

THEATRE
PARTNER
\$10,000

FULL SEASON
PARTNER
\$25,000
(only one available!)

BENEFITS AND RECOGNITION

Show Tickets (with discounted rates, early access, choice seating and flexible use for any show!)	48 tickets (12 tickets per regular season show)	64 tickets (16 tickets per regular season show)	80 tickets (20 tickets per regular season show)	96 tickets (24 tickets per regular season show)	112 tickets (28 tickets per regular season show)
Pre-Show Recognition in WBS Lobby and in Dot Moore Auditorium	1/2 screen ad displayed during all regular season shows	1/2 screen ad displayed during all regular season shows	Full screen ad displayed during all regular season shows	Full screen ad displayed during all main and fundraiser shows	Full screen ad displayed during all main and fundraiser shows
Recognition on WBS Website	Name	Logo with link	Logo with link	Logo with link	Logo with link
Recognition in WBS eNewsletter	Name	Logo	Logo	Logo	Logo
Promotion on WBS Social Media	★	★	★	★	★
Invitation to all Patron Events and Opening Night Receptions	★	★	★	★	★
Ad in all season show programs	1/4 page	1/2 page	Full page	Full page	Full page
Mention during curtain speech	1 regular season show of choice	2 regular season shows of choice	3 regular season shows of choice	All 4 regular season shows	All 4 regular season shows
Recognition on main season show posters			Name	Name or Logo	Name or Logo

ADVERTISING OPPORTUNITIES

OUR AUDIENCE IS YOUR AUDIENCE!



Reach up to 10,000 audience members annually by advertising with The Whole Backstage! With any program ad, you also get pre-show advertising on our new HD TVs located in the lobby and auditorium. This add-on is complimentary for our season again this year, so take advantage while it lasts!

AD SIZE	DIMENSIONS	ONE SHOW	TWO SHOWS	THREE SHOWS	FULL SEASON
FULL PAGE + FULL SCREEN	Program: 5.25(W) x 8.25(H) Screen: 1920 x 1080 px	\$300	\$550	\$800	\$1000
1/2 PAGE + 1/2 SCREEN	Program: 5.25(W) x 4.13(H) Screen: 960 x 1080 px	\$150	\$275	\$400	\$500
1/4 PAGE (screen not included)	Program: 2.63(W) x 4.13(H)	\$75	\$125	\$175	\$250

PROGRAM ADS

5" x 8"
(Full Page)

5" x 3.75"
(Half Page)

2.25" x 3.75"
(Quarter Page)

DIGITAL ADS



Photography Credits: Anna Clay Adams, Johnny Brewer, Munoz Photography, Robin Moore, Sydney Mae Photography and other friends of The Whole Backstage Theatre

THANK YOU FOR YOUR SUPPORT



SPONSOR INFORMATION

Thank you for supporting The Whole Backstage in our continued efforts to entertain, engage and educate the community through theatrical arts. It is with your support that we will continue to impact the lives of our performers, volunteers and patrons and make a lasting impact on North Alabama and beyond.

Patron Name (as preferred in advertising) _____
Organization (if applicable) _____
Address _____ City, State, Zip _____
Email _____
Telephone _____ Fax _____

SPONSORSHIP COMMITMENT

PATRON LEVELS:

- | | |
|---|---|
| ☐ Full Season Partner (\$25,000 or \$20,000 early bird!) | ☐ Leading Role (\$1,000 or \$800 early bird!) |
| ☐ Theatre Partner (\$10,000 or \$8,000 early bird!) | ☐ Underwriter (\$800 or \$640 early bird!) |
| ☐ Set Partner (\$7,500 or \$6,000 early bird!) | ☐ Benefactor (\$425 or \$340 early bird!) |
| ☐ Curtain Partner (\$5,000 or \$4,000 early bird!) | ☐ Featured Player (\$225 or \$180 early bird!) |
| ☐ Backstage Partner (\$2,500 or \$2,000 early bird!) | ☐ Star (\$120 or \$95 early bird!) |

PROGRAM + PRE-SHOW TV ADVERTISING ONLY:

Full Page + Full Screen

- | | | | |
|---------------------------------|----------------------------------|----------------------------------|--------------------------------------|
| ☐ 1 Show | ☐ 2 Shows | ☐ 3 Shows | ☐ Full Season |
| (\$300) | (\$550) | (\$800) | (\$1,000) |

Half Page + Half Screen

- | | | | |
|---------------------------------|----------------------------------|----------------------------------|--------------------------------------|
| ☐ 1 Show | ☐ 2 Shows | ☐ 3 Shows | ☐ Full Season |
| (\$150) | (\$275) | (\$400) | (\$500) |

1/4 Page (does not include screen)

- | | | | |
|---------------------------------|----------------------------------|----------------------------------|--------------------------------------|
| ☐ 1 Show | ☐ 2 Shows | ☐ 3 Shows | ☐ Full Season |
| (\$75) | (\$125) | (\$175) | (\$250) |

☐ I would like help designing my ad for a one-time fee of \$50

☐ I would like to waive all sponsorship benefits with an outright donation of: \$ _____

Method of Payment:

- ☐ Check enclosed made payable to "The Whole Backstage Theatre"
- ☐ Credit card: Discover Mastercard VISA
- Card Number _____ CVV Code _____ Expiration _____
- Name on card _____ Zip Code: _____

To complete this form
online, scan below:



SCAN HERE

Contact Name

Signature (required)

Date (required)

Please mail form and payment to: The Whole Backstage Theatre - PO BOX 895 - Guntersville, AL 35976

DOT MOORE AUDITORIUM RENOVATION



Take your seat for our future!

DONOR INFORMATION

Thank you for supporting the transformation of the Dot Moore Auditorium!

Please note: This campaign is separate from other annual sponsorships/patron commitments and offers an additional opportunity to leave a lasting legacy within our theatre.

Donor Name (as preferred for recognition) _____

Organization (if applicable) _____

Address _____ City, State, Zip _____

Email _____

Telephone _____ Fax _____

COMMITMENT LEVELS

DONOR WALL DONATION LEVELS:

Any gift of \$1,000 or more will be recognized with a naming opportunity on one or more individual seats, as well as prominently in our 2026-27 Season Show playbills and permanently in the vestibule of the Dot Moore Auditorium.*

- Front Row Sponsor: \$25,000 | Premier recognition + name on all seats in Row A (~24 seats) - 1 available
- Center Stage Sponsor: \$15,000 | Premier recognition + name on all seats in Row B (~22 seats) - 1 available
- Spotlight Sponsor: \$12,000 | Prominent recognition + name on all seats in Row C (~23 seats) - 1 available
- Stagecraft Sponsor: \$10,000 | Prominent recognition + name on all seats in Row D (~23 seats) - 1 available
- Bravo Sponsor: \$5,000 | Prominent recognition + name on 10 seats* (Rows E-II)
- Stagecraft Sponsor: \$3,000 | Recognition + name on 6 seats* (Rows E-II)
- Encore Sponsor: \$2,000 | Recognition + name on 4 seats* (Rows E-II)
- Standing Ovation Sponsor: \$1,000 | Recognition + name on 2 seats* (Rows E-II)

TAKE A SEAT DONATIONS:

Donors to this campaign have the unique opportunity to name a seat in the Dot Moore Auditorium - a lasting tribute that will be part of every performance for years to come.*

Please note: Individual seat purchases will not appear in the program or on donor recognition wall.

- One Named Seat: \$350 | Your name (or the name of your choice) will be placed on a seat* in the auditorium.

**Seat locations will be assigned in order of commitment. Donors will be contacted following their pledge to coordinate seat placement and personalized recognition. Seat naming is subject to The Whole Backstage's naming guidelines.*

MY DONATION

- ☐ I would like to make donation of \$ _____ to the Dot Moore Auditorium Upgrade
- ☐ I have opportunities to secure a matching donation from my employer for this gift (please contact me)
- ☐ I would like to discuss planned giving options for this gift (please contact me)

Method of Payment:

- ☐ Check enclosed made payable to "The Whole Backstage Theatre"

- ☐ Credit card: ☐ Discover ☐ Mastercard ☐ VISA

Card Number _____ CVV Code _____ Expiration _____

Name on card _____ Zip Code: _____

To find this form
online, scan below:



SCAN HERE

Contact Name

Signature (required)

Date (required)

Please mail form and payment to: The Whole Backstage Theatre - PO BOX 895 - Guntersville, AL 35976

INVESTING IN THE DOT MOORE AUDITORIUM

For decades, the Dot Moore Auditorium has welcomed thousands of guests into the heart of The Whole Backstage each year. It has been the setting for first performances, standing ovations, and countless shared moments that define our community.

To continue serving our community well, we must invest in a space that is comfortable, safe, accessible, and worthy of the stories being told within it.

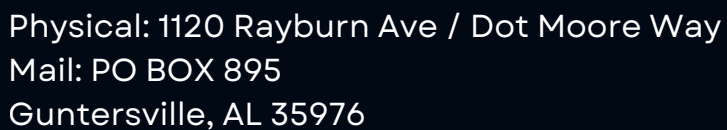
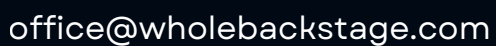
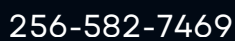
With your support, we plan to replace auditorium seating, refinish the flooring and enhance the overall comfort and accessibility of the space to create an experience that matches the quality of the performances on stage.

Thanks to a \$50,000 Creative Places Enhancement Grant from the Alabama State Council on the Arts, we've already taken an important first step toward our \$150,000 goal. Now, we invite you to help us complete the transformation and reopen the auditorium in time for our 53rd season.

**TAKE YOUR SEAT FOR OUR FUTURE! SEE THE OPPOSIT PAGE TO
EXPLORE GIVING LEVELS AND MAKE YOUR PLEDGE TODAY.**



Disclaimer: The "AFTER" image is computer generated and intended solely as a conceptual rendering. While it reflects the planned design direction, the finished auditorium may vary in appearance.



JOIN US

ENJOY A 20% EARLY BIRD
DISCOUNT ON ALL PATRON
PACKAGES IF PURCHASED BY
SEPTEMBER 1, 2026!

