



50TH ANNIVERSARY SEASON 2023-2024

# PARTNERSHIP PACKAGE

COMMEMORATE, CELEBRATE, AND CREATE



## CHERISHED FRIEND OF THE WHOLE BACKSTAGE,

Congratulations! You have the wonderful opportunity to be part of the supporting community of the oldest continuously serving community theatre in the state of Alabama, located in a nationally registered historical landmark. This is a unique moment to become a Patron of the Whole Backstage Theatre, and we work very hard to provide real value to you as a supporting member of our family. The Whole Backstage Board of Directors thanks you for your support and encourages you to explore the exciting membership options available during our 2023 - 2024 season.

The Whole Backstage Board of Directors is extremely excited to offer you a season of entertainment that we believe will further establish our presence as one of the premier theatres in the southeast. The 2023-2024 WBS Season has been thoughtfully chosen and can be found on page 4 of this package. The Board will also provide information about other events including concerts, parties, open mic opportunities, third-party productions, and comedy events we plan to host throughout the season.

Without our patron support, we simply would not exist. Top quality shows cost money to produce. Your support helps us with lights, materials for sets, purchasing the legal rights to perform shows, costumes, and building upgrades. We need your membership and cannot grow without it. Patron funds also keep the heat and A/C running, and the lights on in our beautiful 100-year-old building. The maintenance and continual restoration of our historical home are costly. If not for your generous support, we would be unable to provide the quality live theater that has led some to refer to the Whole Backstage as a "little Broadway of the South".

We are so enthusiastic to enter our 50th consecutive season as YOUR community theatre. Patron membership benefits include discounted ticket prices as well as access to early ticket reservations, choice seating for the entire season, recognition in each show's program, and exclusive patron events such as opening night Patron Receptions for each regular season show and the Halloween Spooktacular patron party. We hope you'll also save the date now for a Gala (August 19, 2023) hosted at the Whole Backstage to commemorate our 50th anniversary. It will be a spectacular immersive evening to celebrate our past and look forward to the future.


If you are not yet a patron of the Whole Backstage, now is the time. Join us in our mission and add to the value this established organization brings to the community. If you have already found a membership level that fits your needs and would still like to offer further support, please call our office and ask about monthly or quarterly recurring financial support, which is completely tax deductible. It can be a hands-free "no fuss" way to help ensure our ability to fulfill our mission of providing the community with a cultural outlet of live theatre and the performing arts which seeks to create a collaborative environment in which participants are entertained, engaged, and educated.

Thank you for your continuing generosity to The Whole Backstage - YOUR community theatre.



*Denton Gillen*

Denton Gillen, President, 2023-2024  
The Whole Backstage Board of Directors



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

# *Celebrating 50 Years* OF COMMUNITY THEATRE

The Whole Backstage has proudly been acknowledged as part of our community for five decades. Originally conceived as a teen club by Founding Mother Dot Moore in 1968, our first productions grew out of an effort to provide character-building activities for area youths.

Through Dot's love for theatre, tireless energy and boundless enthusiasm, our programs soon grew to include adults as well as young people, and The Whole Backstage was organized as a tax-exempt corporation in 1985.

2023 marks 50 "official" years of community theatre at The Whole Backstage, which is an all-volunteer, 501(c)3 nonprofit organization existing solely on the support of its patrons and supporters.

The mission of The Whole Backstage is to provide our community and the surrounding areas with a cultural outlet of live theatre and the performing arts as performers, laborers, crew, and audience members. An emphasis is placed on a creative environment in which people are entertained, engaged, and educated.

As The Whole Backstage celebrates its 50th year as the longest continuously serving community theatre in Alabama, our goal is to commemorate our legacy, celebrate our present, and create opportunities for the future.

**We invite you to join us as we work toward that goal and  
celebrate our Golden Anniversary.**





# YOUR THEATRE. YOUR COMMUNITY. YOUR IMPACT.

Our work is made possible by the generosity of our patrons to help create transformative theatre experiences that can be enjoyed by everyone in our community.

Your support of The Whole Backstage has many benefits including:

- Opportunities to engage and expand your network
- Recognition throughout the region as a supporter of the arts
- Enhancement of our local quality of life and cultural development
- Complimentary tickets to shows and special events
- And much more!

**We invite you to read on to learn about the many ways to get involved - to champion live theatre, ensure access to the arts, prepare children for a creative future and safeguard the theatre's positive impact on our community.**







# OUR REACH AT A GLANCE

Theatre can have a lasting impact on the lives of those who experience stories of struggle, family, love and laughter. With your support, you'll touch the lives of not only a diverse group of performers, but also the entire community.



**350+**

patrons each year



**7,200**

audience  
members last  
season



AN AVERAGE OF

**350**

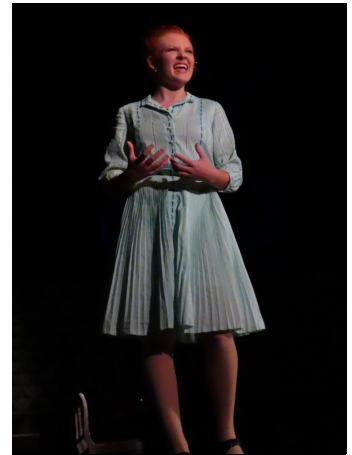
performers each year  
ranging in age from

**5-75**



**400**

dedicated  
yearly  
volunteers



**15,000+**

social media  
followers and  
eBlast recipients



**450**

annual hours  
of rehearsal



Proudly introducing shows never before  
seen on our stage, carefully selected for our



# 2023-2024 SEASON



**DIRECTED BY WESLEY H. ROREX**  
FALL 2023 (REGULAR SEASON)



**DIRECTED BY JOHNNY BREWER**  
WINTER 2024 (REGULAR SEASON)



**DIRECTED BY DEBBIE MOSS**  
SPRING 2024 (REGULAR SEASON)



**DIRECTED BY DIANE DUBOISE**  
SUMMER 2024 (REGULAR SEASON)



**DIRECTED BY**  
**JOHN EVERETT BREWER**  
(WINTER FUNDRAISER)



**DIRECTED BY**  
**KRISTEN GILLEN &**  
**JOHN DAVIS ROLLINGS**  
(WINTER FUNDRAISER)





# PATRON LEVELS 2023-2024



**\$100 - \$1,000**

**Patrons at the \$100 - \$1,000 level enjoy the following benefits for our regular season shows in addition to the allotment of tickets listed below:**

- 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
- Fantastic value for live theatre in our region
- 20% early bird discount if committed by September 1, 2023!

**\$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!**

**\$450**

**BENEFACTOR**

**4 TICKETS PER REGULAR SEASON SHOW**

**16 TICKETS TOTAL**

**UP TO A \$350 TICKET VALUE + PERKS!**

**\$250**

**FEATURED PLAYER**

**2 TICKETS PER REGULAR SEASON SHOW**

**8 TICKETS TOTAL**

**UP TO A \$175 TICKET VALUE + PERKS!**

**\$100**

**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 2023-2024

\$2,500 - \$25,000



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	★	★	★	★	★
Entry and recognition for the 50th Anniversary Gala on August 19, 2023	2 Tickets + Bronze Level Recognition	4 Tickets + Silver Level Recognition	6 Tickets + Gold Level Recognition	1 Table (10 Tickets) + Platinum Level Recognition	2 Tables (20 Tickets) + Full Season Partner Recognition
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

# 50TH SEASON GALA AND ADVERTISING OPPORTUNITIES



We are excited to announce our 50th Season Golden Gala, a spectacular immersive evening at the theatre celebrating our past and looking forward to the future, planned for August 19, 2023. Sponsorships on page 6 of this packet include ticketed entry and recognition for this meaningful evening, but if you prefer to pledge your support to this event only, you may do so at the levels below:

BENEFITS	INDIVIDUAL TICKET \$100	BRONZE \$500	SILVER \$1,000	GOLD \$2,500	PLATINUM \$5,000
Tickets to the event + 2 drink tickets per guest	1	2	4	6	10
Listing in event program	-	Name	Logo	Logo	Logo
Recognition in Lobby and in Dot Moore Auditorium during event	-	Shared bronze screen	1/4 screen	1/2 screen	Full screen
Recognition in all event promotions and press releases	-	-	Name	Logo	Logo

## Only want to advertise in our show programs? You can do that, too!

Also introducing pre-show advertising on our new HD TVs located in the lobby and auditorium with the purchase of any program ad. This add-on is complimentary at certain levels for our 50th season, 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

# 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~~ (only one available - already secured by Sonny Lewis)
- ☐ Theatre Partner (\$10,000 or \$8,000 early bird!)
- ☐ Set Partner (\$7,500 or \$6,000 early bird!)
- ☐ Curtain Partner (\$5,000 or \$4,000 early bird!)
- ☐ Backstage Partner (\$2,500 or \$2,000 early bird!)
- ☐ Leading Role (\$1,000 or \$800 early bird!)
- ☐ Underwriter (\$800 or \$640 early bird!)
- ☐ Benefactor (\$450 or \$360 early bird!)
- ☐ Featured Player (\$250 or \$200 early bird!)
- ☐ Star (\$100 or \$80 early bird!)

### PROGRAM + PRE-SHOW TV ADVERTISING ONLY:

#### Full Page + Full Screen

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

#### Half Page + Half Screen

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

#### 1/4 Page (does not include screen)

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

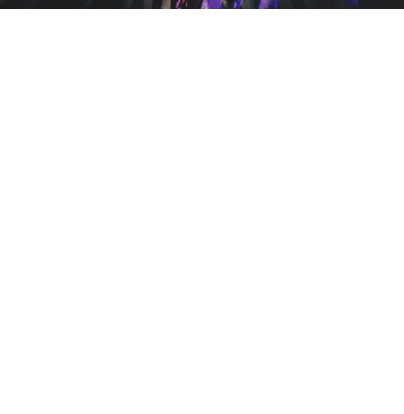
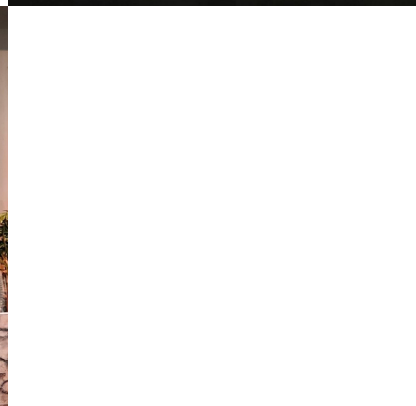
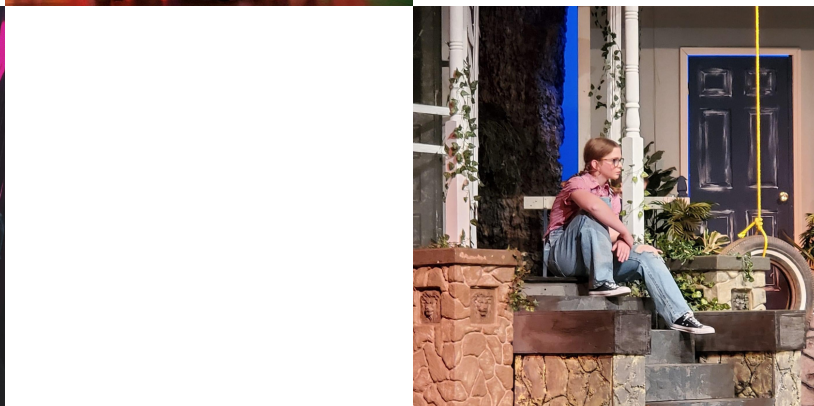
Contact Name

Signature (required)

Date (required)

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







ENJOY A 20% EARLY BIRD  
DISCOUNT ON ALL PATRON  
PACKAGES IF RETURNED BY  
SEPTEMBER 1, 2023!





# THANK YOU

## CONTACT **US**

 256-582-7469

 [office@wholebackstage.com](mailto:office@wholebackstage.com)

 [wholebackstage.com](http://wholebackstage.com)

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Guntersville, AL 35976