Gesa
POWER HOUSE THEATRE

$10,000 Season Sponsor Benefits

Our generous season sponsors provide foundational support, making it possible for us to present diverse artists, performances, and experiences on stage for our community.

Sponsorship helps keep our shows affordable and accessible, and is a visible way for you to support the performing arts in our community and reach thousands of potential customers.

Benefits vary based on availability and level of support and may include the following:

- **Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)**
- **Full-page color ad in 2023 season program/inserts**
- **Name/logo/links included on website, multiple screens (9,000 pageviews/month)**
- **Name/logo included in weekly targeted e-mails (4,000+ subscribers), press releases, posters and rack cards**
- **Name mentioned in frequent regional print advertising when space is available**
- **Logo displayed in lobby**
- **Verbal pre-show sponsor acknowledgment at all Power House presented live performances**
- **Logo included in pre-show slideshow displayed before all Power House presented performances**
- **Mentions on social media (7,500 followers across our channels)**
- **Discount (25%) on theater rental**
- **One complimentary half-day use of the Electric Lounge for private event**
- **Complimentary tickets periodically offered to sponsors**
- **Invitations to special events**
- **Behind the scenes VIP tour of the theater for your group with sparkling wine (up to 10 people)**
- **Publish one "Sponsor Spotlight" blog post on website (content provided by sponsor)**

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$5,000 Season Sponsor Benefits

Our generous season sponsors provide foundational support, making it possible for us to present diverse artists, performances, and experiences on stage for our community.

Sponsorship helps keep our shows affordable and accessible, and is a visible way for you to support the performing arts in our community and reach thousands of potential customers.

Benefits vary based on availability and level of support and may include the following:

- **Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)**
- **Half-page color ad in 2023 season program/inserts**
- **Name/logo/links included on website, multiple screens (9,000 pageviews/month)**
- **Name/logo included in weekly targeted e-mails (4,000+ subscribers), press releases, posters and rack cards**
- **Name mentioned in frequent regional print advertising when space is available**
- **Logo displayed in lobby**
- **Verbal pre-show sponsor acknowledgment at all Power House presented live performances**
- **Logo included in pre-show slideshow displayed before all Power House presented performances**
- **Mentions on social media (7,500 followers across our channels)**
- **Discount (20%) on theater rental**
- **One complimentary half-day use of the Electric Lounge for private event**
- **Complimentary tickets periodically offered to sponsors**

"I didn't realize how long it had been since I laughed out loud in a theater with other people. It's a wonderful feeling."

—2022 Power House Theatre patron

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Gesa Power House Theatre
111 North 6th Avenue
Walla Walla, WA 99362
(509) 529-6500

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$2,500 Season Sponsor Benefits

Our generous season sponsors provide foundational support, making it possible for us to present diverse artists, performances, and experiences on stage for our community.

Sponsorship helps keep our shows affordable and accessible, and is a visible way for you to support the performing arts in our community and reach thousands of potential customers.

Benefits vary based on availability and level of support and may include the following:

- **Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)**
- **Quarter-page color ad in 2023 season program/inserts**
- **Name/logo/links included on website, multiple screens (9,000 pageviews/month)**
- **Name included in weekly targeted e-mails (4,000+ subscribers), press releases, posters and rack cards**
- **Name included in pre-show slideshow displayed before all Power House presented performances**
- **Discount (10%) on theater rental**
- **Complimentary tickets periodically offered to sponsors**

> **"I didn't realize how long it had been since I laughed out loud in a theater with other people. It's a wonderful feeling."**
>
> ***—2022 Power House Theatre patron***

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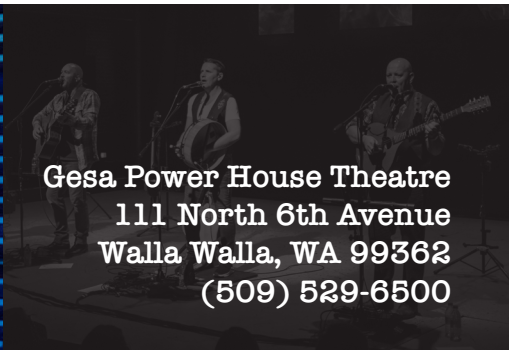
Little Watts Family Series
$5,000 Sponsor Benefits

Our generous Little Watts sponsors provide foundational support, making it possible for us to present diverse artists and performances on stage for our community. The Little Watts series provides fun, engaging and educational programming for young audiences that is entertaining for the whole family. Sponsorship helps keep these shows affordable and accessible, and is a visible way to show your support for introducing the arts to young people in our community.

Benefits vary based on availability and level of support and may include the following:

- **Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)**
- **Half-page color ad in 2023 season program/inserts**
- **Name/logo/links included on website, multiple screens (9,000 pageviews/month)**
- **Name/logo included in Little Watts specific e-mails (4,000+ subscribers), press releases, posters and rack cards**
- **Name mentioned in frequent regional print advertising when space is available**
- **Logo displayed in lobby**
- **Verbal pre-show sponsor acknowledgment at all Little Watts events**
- **Logo included in pre-show slideshow displayed before all Power House presented performances**
- **Mentions on social media (7,500 followers across our channels)**
- **Discount (20%) on theater rental**
- **One complimentary half-day use of the Electric Lounge for private event**
- **Complimentary tickets periodically offered to sponsors**
- **Opportunity for additional on-site promotion during Little Watts events**
- **Opportunity for your employees to volunteer at and watch Little Watts events**



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Little Watts Family Series
$2,500 Sponsor Benefits

Our generous Little Watts sponsors provide foundational support, making it possible for us to present diverse artists and performances on stage for our community. The Little Watts series provides fun, engaging and educational programming for young audiences that is entertaining for the whole family. Sponsorship helps keep these shows affordable and accessible, and is a visible way to show your support for introducing the arts to young people in our community.

Benefits vary based on availability and level of support and may include the following:

- **Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)**
- **Quarter-page color ad in 2023 season program/inserts**
- **Name/logo/links included on website, multiple screens (9,000 pageviews/month)**
- **Name included in Little Watts specific e-mails (4,000+ subscribers), press releases, posters and rack cards**
- **Name included in pre-show slideshow displayed before all Power House presented performances**
- **Discount (10%) on theater rental**
- **Complimentary tickets periodically offered to sponsors**
- **Opportunity for additional on-site promotion during Little Watts events**
- **Opportunity for your employees to volunteer at and watch Little Watts events**

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POWER HOUSE THEATRE

Power House Movie Series
$1,000 Sponsor Benefits

Our generous Power House Movies sponsors make it possible for us to present a diverse mix of artists and storytellers through independent film. Power House Movies are curated specifically for our audience and include short films, feature-length movies, premieres, documentaries and more.

Sponsorship makes it possible for us to enhance the movie-going experience by occasionally bringing in filmmakers, directors and actors for interviews, or hosting red carpet premieres right here in Walla Walla. Sponsorship helps keep these shows affordable and accessible, and is a visible way to show your support of bringing independent film to Walla Walla.

Benefits vary based on availability and level of support and may include the following:

- **Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)**
- **Name/logo included in program or insert**
- **Name/logo/links included on website for all Power House Movie pages**
- **Name/logo included in series specific e-mails (4,000+ subscribers), press releases, posters and rack cards**
- **Opportunity for your employees to volunteer and watch the movie**
- **10 complimentary tickets to Power House Movies to be used in the 2023 season**

> **"First and foremost, I look for quality, but I am also looking for something that makes it special: a conversation with a filmmaker or actor, a work-in-progress, a premiere screening, or something not readily available for the public to stream at home. I look for movies that will entertain, but also provoke us to think and feel."**
>
> *—Warren Etheredge, Director of Film Programming*

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Live Cinema Series
$1,000 Sponsor Benefits

Our generous Live Cinema sponsors make it possible for us to present productions from the world's greatest stages via live cinema broadcasts at the Power House Theatre. Through the Live Cinema series, our community enjoys opera from the Royal Opera in London, Shakespeare from the West End, musicals from the Lincoln Center, and more. Sponsorship makes it possible for audiences to experience the classics of the performing arts in a comfortable and approachable setting.

Sponsorship helps keep our shows affordable and accessible and is a visible way for you to support the performing arts in our community.

Benefits vary based on availability and level of support and may include the following:

- **Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)**
- **Name/logo included in program or insert**
- **Name/logo/links included on website for all Live Cinema pages**
- **Name/logo included in series specific e-mails (4,000+ subscribers), press releases, posters and rack cards**
- **Opportunity for your employees to volunteer and watch the broadcast**
- **10 complimentary tickets to Live Cinema to be used in the 2023 season**

> **"Please keep offering the Live Cinema events. It is such a cool way to experience that sort of theatre without paying several hundred dollars to go to London!"**
>
> *—Royal Ballet screening of Swan Lake audience member*

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Individual Show Sponsor Benefits

Our generous sponsors of individual shows make it possible for us to present diverse artists, performances, and experiences on stage for our community. Are you passionate about live theater? Excited to see that your favorite Northwest band is performing at the Power House? This is your opportunity to visibly show your support for a performance that piques your interest.

Choose a show from our published calendar of events, or let us know if you'd like to learn more about performances that have not yet been announced and be involved from the beginning (A signed non-disclosure agreement is required).

Sponsorship helps keep our shows affordable and accessible, and is a visible way for you to support the performing arts in our community.

Benefits vary based on availability and level of support and may include the following:

- **Name/logo included in program or insert**
- **Verbal pre-show sponsor acknowledgment**
- **Mention on social media posts re: chosen performance**
- **Name included in show-specific e-mails (4,000+ subscribers), press releases, and posters**
- **Name included in pre-show slideshow displayed before all Power House presented performances**
- **Opportunity for additional on-site promotion during Little Watts events**
- **Opportunity for your employees to volunteer during the show**
- **Complimentary tickets to the performance**

2023 Gesa Power House Theatre Sponsor Benefits

Benefit	Season Sponsor			Series Sponsor			
				Little Watts		Power House Movies	Live Cinema
	$10,000	$5,000	$2,500	$5,000	$2,500	$1,000	$1,000
Multiple exposures to an estimated 15,000 patrons (based on previous years' attendance)	×	×	×	×	×	×	×
Full-page color ad in 2023 season program/ inserts	×						
Half-page color ad in 2023 season program/ inserts		×		×			
Quarter-page color ad in 2023 season program/inserts			×		×		
Name/logo included in program or insert						×	×
Name/logo/links included on website, multiple screens (9,000 pageviews/month)	×	×	×	×	×		
Name/logo/links included on website for all Power House Movie pages						×	
Name/logo/links included on website for all Live Cinema pages							×
Name/logo included in weekly targeted e-mails (4,000+ subscribers), press releases, posters and rack cards	×	×					
Name included in weekly targeted e-mails (4,000+ subscribers), press releases, posters and rack cards			×				
Name/logo included in Little Watts specific e-mails (4,000+ subscribers), press releases, posters and rack cards				×			
Name included in Little Watts specific e-mails (4,000+ subscribers), press releases, posters and rack cards					×		
Name/logo included in series specific e-mails (4,000+ subscribers), press releases, posters and rack cards						×	×
Name mentioned in frequent regional print advertising when space is available	×	×		×			
Logo displayed in lobby	×	×		×			
Verbal pre-show sponsor acknowledgment at all Power House presented live performances	×	×					
Verbal pre-show sponsor acknowledgment at all Little Watts Events				×			
Logo included in pre-show slideshow displayed before all Power House presented performances	×	×		×			
Name included in pre-show slideshow displayed before all Power House presented performances			×		×		

Benefit	Season Sponsor			Series Sponsor			
				Little Watts		Power House Movies	Live Cinema
	$10,000	$5,000	$2,500	$5,000	$2,500	$1,000	$1,000
Mentions on social media (7,500 followers across our channels)	×	×		×			
Discount (25%) on theater rental	×						
Discount (20%) on theater rental		×		×			
Discount (10%) on theater rental			×		×		
One complimentary half-day use of the Electric Lounge for private event	×	×		×			
Complimentary tickets periodically offered to sponsors	×	×	×	×	×		
Invitations to special events	×						
Behind the scenes VIP tour of the theater for your group with sparkling wine (up to 10 people)	×						
Publish one "Sponsor Spotlight" page on website (content provided by sponsor)	×						
Opportunity for additional on-site promotion during Little Watts events				×	×		
Opportunity for your employees to volunteer at and watch Little Watts events				×	×		
Opportunity for your employees to volunteer and watch the movie						×	×
10 complimentary tickets to Power House Movies to be used in the 2023 season						×	
10 complimentary tickets to Live Cinema to be used in the 2023 season							×

— Gesa —
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