

# SPONSORSHIPS



*Support YOUR Community Theatre*



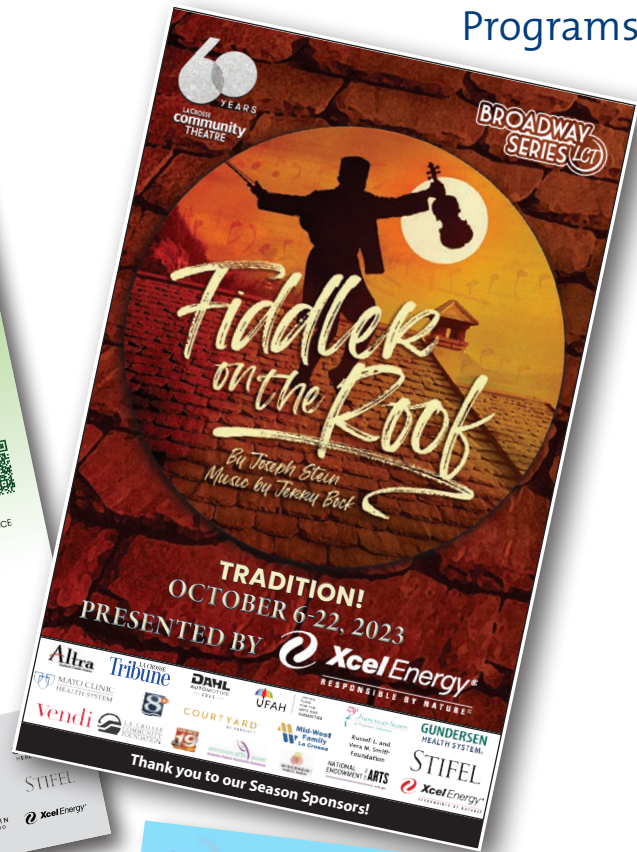
Clockwise from top left: Disney's Frozen: The Broadway Musical (2025) | Fiddler on the Roof (2023) | Oliver! (2024)  
Bright Star (2024) | Silent Sky (2026) | Disney's Frozen: The Broadway Musical (2025)  
Photos by Theresa M. Smerud

## LCT's Mission

At La Crosse Community Theatre, our mission is to honor and celebrate our rich theatrical heritage while establishing a sustainable foundation for the years to come. With collaboration as a cornerstone, we are a dynamic, educational, and visionary force shaping the destiny of our community by adapting to the ever-changing arts landscape and showcasing excellence in local community entertainment.

# How does sponsoring LCT help you?

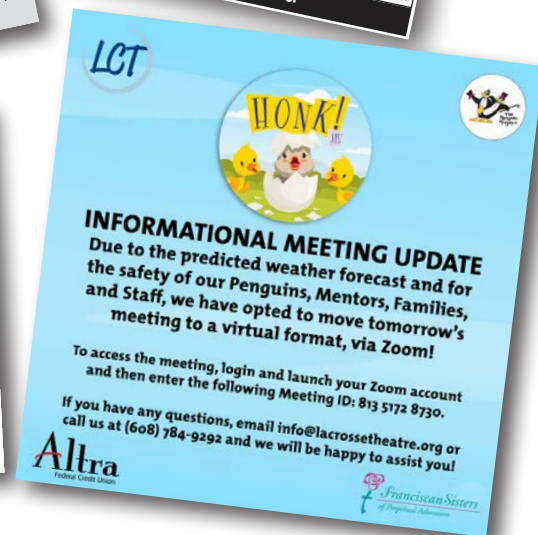
## Programs



## Posters



## Digital Signage



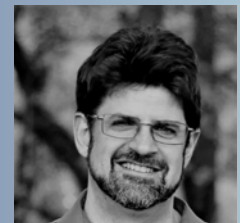
## Social Media Posts

## And More...

For more information on Sponsorships, please contact:

Erik Vose | Executive Director | 608-615-1556 | erik@lacrossetheatre.org

428 Front Street South • La Crosse, WI 54601 • www.lacrossetheatre.org





|  <b>2026-2027<br/>Sponsor Benefits</b> | Sponsor<br>\$3,000 | Season<br>Sponsor<br>\$5,000 | Presenting<br>Sponsor<br>\$8,000 |
|-------------------------------------------------------------------------------------------------------------------------|--------------------|------------------------------|----------------------------------|
| Exposure to 30,000+ patrons annually                                                                                    | ✓                  | ✓                            | ✓                                |
| Logo listed on LCT's webpage                                                                                            | ✓                  | ✓                            | ✓                                |
| Logo on interior digital displays during 2026-2027 season                                                               | ✓                  | ✓                            | ✓                                |
| Listed as a sponsor in all 2026-2027 Mainstage programs                                                                 | ✓                  | ✓                            | ✓                                |
| Link to your business' website from LCT's webpage                                                                       | ✓                  | ✓                            | ✓                                |
| Quarter page ad in show program of sponsored event                                                                      | ✓                  |                              |                                  |
| A seat on the LCT Advisory Board                                                                                        |                    | ✓                            | ✓                                |
| Logo listed at bottom of all programs, and posters for all 2026-2027 season productions                                 |                    | ✓                            | ✓                                |
| Half page ad in all 2026-2027 Mainstage programs                                                                        |                    | ✓                            | ✓                                |
| Listed as a season sponsor in all 2026-2027 Mainstage programs                                                          |                    | ✓                            | ✓                                |
| Announced as "Season Sponsor" before every performance of all 2026-2027 season productions                              |                    | ✓                            | ✓                                |
| Recognized as the exclusive "Presenting Sponsor" of a 2026-2027 season production                                       |                    |                              | ✓                                |
| Full page ad in show program of sponsored production                                                                    |                    |                              | ✓                                |
| Logo on the webpage for the sponsored production                                                                        |                    |                              | ✓                                |
| Business/Organization name or logo on all social media posts for the sponsored production                               |                    |                              | ✓                                |
| Logo on all printed marketing materials for sponsored production                                                        |                    |                              | ✓                                |
| Announced as the "Presenting Sponsor" before every performance of the sponsored production                              |                    |                              | ✓                                |
| Recognized as a "Presenting Sponsor" during all TV, radio, and podcast interviews regarding the sponsored production    |                    |                              | ✓                                |
| Single tickets to to be used in any way for 2026-2027 Shows                                                             | <b>10</b>          | <b>20</b>                    | <b>40</b>                        |

**Share Your Brand With Our Audience!**

# Exclusiving Presenting Sponsor Opportunities!

Choose a Broadway Series Production and be the sole sponsor!



PERFORMS SEPTEMBER 11-20, 2026

Audition dates ..... July 20-22  
Season ticket sale date ..... July 4  
Public ticket sale date ..... July 11

Your Logo  
Here

PERFORMS DECEMBER 4-20, 2026

Audition dates ..... September 14-16  
Season ticket sale date ..... September 28  
Public ticket sale date ..... October 5



PERFORMS MARCH 5-21, 2027

Audition dates ..... December 7-9  
Season ticket sale date ..... January 4  
Public ticket sale date ..... January 11

Your Logo  
Here

PERFORMS MAY 7-23, 2026

Audition dates ..... March 1-2  
Season ticket sale date ..... March 1  
Public ticket sale date ..... March 7

Your Logo  
Here





# Special Exclusive Sponsorships:

## Black Box Series Presenting Sponsor.\$8,000

- Presenting Sponsor benefits for all three Black Box Productions



## Staged Reading Presenting Series Sponsor\$3,000

- Presenting Sponsor benefits for all Staged Reading Productions



## Backstage Sponsor ..... Variable

- Sponsor a production element of a show or a shop for a whole season! Production elements include costumes, sets, props, lights, and sound

|  2026-2027 Backstage Sponsor Benefits                                                | Element Sponsor -At Cost | Shop Sponsor \$10,000 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-----------------------|
| The ability to see the results of your sponsorship onstage!                                                                                                             | ✓                        | ✓                     |
| Name listed on LCT's sponsor webpage as a Backstage Sponsor                                                                                                             | ✓                        | ✓                     |
| Name on interior digital displays during 2026-2027 season as a Backstage Sponsor                                                                                        | ✓                        | ✓                     |
| Listed as a Backstage Sponsor in all 2026-2027 Mainstage programs                                                                                                       | ✓                        | ✓                     |
| Listed as the sponsor of your backstage element in the program of your chosen production. e.g. "Set for [Your Production] provided by [Your Name or Organization Name]" | ✓                        | ✓                     |
| Announced as the sponsor of your production element before every performance of your production.                                                                        | ✓                        | ✓                     |
| Two social media posts showing progress on your area of sponsorship with a thank you (sets, costumes, lights, props, etc.)                                              | ✓                        | ✓                     |
| Listed as a shop sponsor in all 2026-2027 Mainstage programs e.g. "Costume shop sponsored by [Your Name]"                                                               |                          | ✓                     |
| Announced by name before every 2026-2027 Mainstage performance.                                                                                                         |                          | ✓                     |
| Name mentioned on all social media posts for all "backstage" social media posts.                                                                                        |                          | ✓                     |
| Single tickets to events                                                                                                                                                | <b>10</b>                | <b>40</b>             |

# Sponsor the 2027 Annual Gala ft. a Performance of Pippin

## Magic to Do Presenting Sponsor(Exclusive) ..... \$5,000

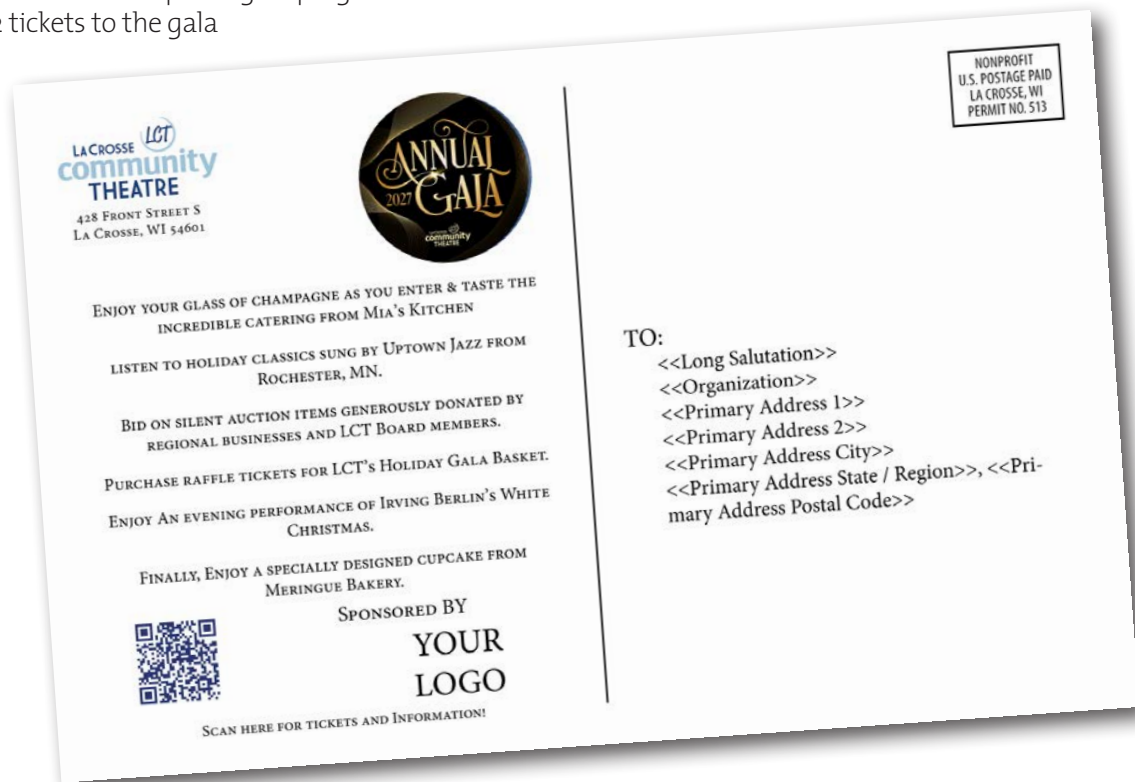
- Season sponsor with all the benefits thereof (attached),
- Inclusion on the save the date cards and invitations we mail to a curated mailing list VIPs.
- Inclusion in all Holiday Gala related social media posts
- 8 tickets to the gala
- All of the benefits of the Corner and Glow Levels

## Corner of the Sky Spotlight Sponsor. .... \$1,000

- Special Thanks live from the stage before the gala performance
- Included on the web page for the gala
- 4 tickets to the gala
- All of the benefits of the Glow level

## Morning Glow Supporting Sponsor.....\$500

- Included on the silent auction page, open for bids to anyone who has purchased a ticket
- Special thanks on the lobby TVs throughout the gala
- Inclusion in a special gala program
- 2 tickets to the gala



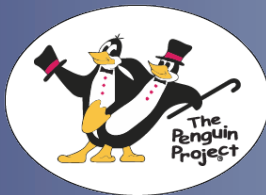
*For more information on the Annual Gala, please contact:*

Mary Cate Wesling | Artistic Director | 608-615-1558 | [marycate@lacrossetheatre.org](mailto:marycate@lacrossetheatre.org)

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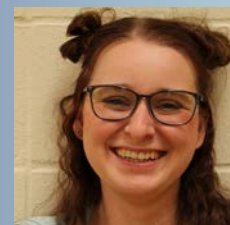
# Sponsor Theatre Education in La Crosse



|                     | 2026-2027<br>Education Sponsor Benefits | Summer<br>Sponsor<br>\$5,000 | Annual<br>Sponsor<br>\$10,000 |
|------------------------------------------------------------------------------------------------------|-----------------------------------------|------------------------------|-------------------------------|
| All the benefits of being an LCT Sponsor                                                             | ✓                                       | ✓                            |                               |
| Exposure to an additional 5,000+ participants in and patrons of the summer Altra Star Academy        | ✓                                       | ✓                            |                               |
| Listed as a “Sponsor” in all 2026-2027 LCT Altra Star Academy programs programs                      | ✓                                       | ✓                            |                               |
| Half page ad in all 2026-2027 Mainstage programs                                                     | ✓                                       | ✓                            |                               |
| Listed as a season sponsor in all 2026-2027 Mainstage programs                                       | ✓                                       | ✓                            |                               |
| Announced as “Summer Sponsor” before every performance of all Summer Youth Productions               | ✓                                       | ✓                            |                               |
| Logo on all webpages for Summer Youth Productions                                                    | ✓                                       | ✓                            |                               |
| Business/Organization name or logo on social media posts for Summer Youth Productions                | ✓                                       | ✓                            |                               |
| Logo on all printed marketing materials for Summer Education Productions                             | ✓                                       | ✓                            |                               |
| Exposure to 10,000+ students, families, patrons, and community partners throughout the year          |                                         | ✓                            |                               |
| Full page ad in all 2026-2027 Mainstage programs                                                     |                                         | ✓                            |                               |
| Logo on the webpages for ALL of LCT Theatre for Youth and SDLAX education productions                |                                         | ✓                            |                               |
| Business/Organization name or logo on paid and social media posts for ALL of LCT’s education         |                                         | ✓                            |                               |
| Recognized as a sponsor on the LCT touring production visiting schools in the greater La Crosse area |                                         | ✓                            |                               |
| Logo on all printed marketing materials for ALL LCT and SDLAX Education programs throughout the year |                                         | ✓                            |                               |
| Tickets to the LCT 2026-2027 Season Events                                                           | 20                                      | 40                           |                               |

*For more information on the LCT's Education Programs, please contact:*

Katelyn Klieve | Director of Education | 608-615-1553 | [katelyn@lacrossetheatre.org](mailto:katelyn@lacrossetheatre.org)  
 428 Front Street South • La Crosse, WI 54601 • [www.lacrossetheatre.org](http://www.lacrossetheatre.org)





# ADVERTISING

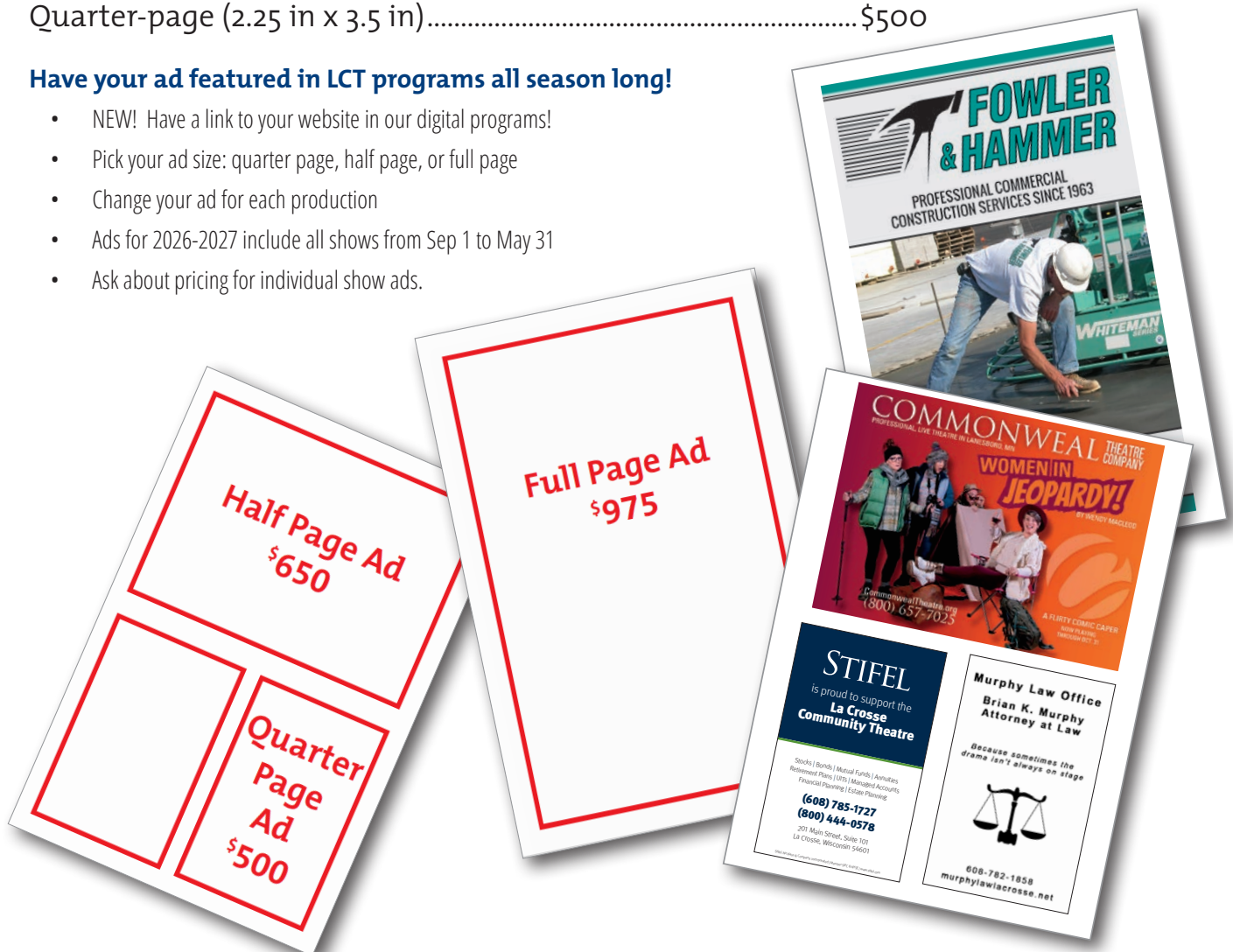


## Advertise for the whole season!

|                                       |       |
|---------------------------------------|-------|
| Full-page (4.75 in x 7.75 in) .....   | \$975 |
| Half-page (4.75 in x 3.5 in) .....    | \$650 |
| Quarter-page (2.25 in x 3.5 in) ..... | \$500 |

### Have your ad featured in LCT programs all season long!

- NEW! Have a link to your website in our digital programs!
- Pick your ad size: quarter page, half page, or full page
- Change your ad for each production
- Ads for 2026-2027 include all shows from Sep 1 to May 31
- Ask about pricing for individual show ads.



*For more Advertising information, please contact:*

Jess Rigdon | Marketing Manager | 608-615-1559 | [jess@lacrossetheatre.org](mailto:jess@lacrossetheatre.org)  
428 Front Street South, La Crosse, WI 54601

