

MOUNTAIN PLAY

A GREAT OUTDOOR THEATRE ADVENTURE

SPONSORSHIP OPPORTUNITIES

BE A PART OF HISTORY

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2022 - 2023

MountainPlay.org



Award-Winning Theatre

And so much more...



The awe-inspiring view, spectacular special effects, and inter-generational community create the ultimate outdoor theatre adventure. Mountain Play is dedicated to increasing access to theatre and Mount Tamalpais for the entire Bay Area community. Our Community Engagement programs increase accessibility to participation in the arts for youth, senior, and historically marginalized community members. Mountain Play is thrilled to present our 110th year of high-quality theatre. The season kicks off with our Trailhead Program presentation of the "mother of all musicals" - *Gypsy: a Musical Fable* at the Barn Theatre in Ross. The season culminates on Mount Tamalpais with our pinnacle production of the Sondheim classic musical, *Into the Woods*!

James Lapine and Stephen Sondheim take everyone's favorite storybook characters and bring them together for a timeless, yet relevant, piece... and a rare modern classic. The Tony Award-winning book and score are both enchanting and touching.

Journey with Cinderella, the Baker, his wife, Little Red Riding Hood, Jack and more of everyone's favorite fairytale characters as they navigate the woods in search of wishes fulfilled. But, be careful what you wish for...

Mountain Play Mission

Rooted in more than a century of theatrical tradition, Mountain Play Association provides enriching live musical theatre that stimulates creativity, engages and unites our community, and fosters a lifelong enjoyment of the arts. Our signature outdoor production nurtures respect for the unique natural beauty of Mount Tamalpais and its historic Cushing Amphitheatre.





Your Sponsorship Makes a Difference

Why it Matters

Partnering with our business community is critically important to the Mountain Play. As public funding for the arts declines, theater companies struggle to bridge the growing gap between rising production expenses and income from ticket sales. Typically ticket revenue covers only half of the total cost of live productions.

At a time in our history when people are increasingly disconnected from each other and from nature, there is a need for a profound shared experience that unites and inspires the entire community.

Our audience

- A quintessential rite of spring for over 17,000 Bay Area residents
- Approximately 60% of audience has annual household income of more than \$100,000
- Mountain Play attracts playgoers of all ages; 1,600 children attend each year
- 69% of our audience is female
- 50% of patrons reside in Marin County; equal draw from SF, East Bay & Sonoma County
- 97% are homeowners

Examples of Your Sponsorship at Work

\$10,000: Expanded shade seating! New shade structures help patrons beat the heat during performances and now cover 1,000 seats including 600 in general seating. Partial sponsorship available.

\$5,000: Supports Arts Education Program! Mountain Play's Education Program presents a 10-week theatre class for under-resourced youth at San Rafael's Davidson Middle School. Participants experience the benefits of arts education and a live outdoor theatre performance.

\$2,500: Hosts a Day on the Mountain for one community organization! Five organizations each season get transportation, lunch and a reserved seat to see the show. Past participants include Canal Alliance, Performing Stars of Marin, Rafael House, Drawbridge, and Cedars of Marin.

\$1,000 Sponsors one musician in the live orchestra per season.

Mountain Play Association is a proud steward of Mount Tamalpais and with that responsibility comes challenges that other theatres don't have. We pay over \$125,000 for patron transportation, build our stage from the ground up, and risk canceled performances due to fire danger and inclement weather.

BENEFITS OF SPONSORSHIP

Sponsor Banner logo or listing - displayed at all performances

Company logo or listing with link on our website

Complimentary ticket packages

Discount on Season Program ads

Acknowledgement in Season Program distributed to 17,000 Marin Independent Journal subscribers and 17,000 playgoers

Company listing on Donor Fence (pledge by 3/15)

SEASON PRESENTING PARTNER -- \$20,000

- “Season Presenting Partner” acknowledged by Producer at the top of all performances (pledge by 5/1)
- Acknowledgement in 130,000 postcards & 1,000 posters (pledge by 1/31)
- Company logo with hyperlink on home page and eblasts; Logo in program and Sponsor Banner (pledge by 3/15)
- Company logo placement on Volunteer Tee-shirt (pledge by 3/15)
- 15 Director Circle (reserved) tickets & 10 General Seating tickets (subject to availability)
- 4 reserved parking spaces (subject to availability)
- 50% Program Advertising Discount

PRODUCER SPONSOR -- \$10,000

- “Sponsor of the Day” acknowledged by Producer at the top of three performances (pledge by 5/1)
- Acknowledgement in 130,000 postcards & 1,000 posters (pledge by 1/31)
- Company logo with hyperlink on home page and eblasts; Logo in program and Sponsor Banner (pledge by 3/15)
- Company logo placement on Volunteer Tee-shirt (pledge by 3/15)
- 10 Director Circle (reserved) tickets & 10 General Seating tickets (subject to availability)
- 3 reserved parking spaces (subject to availability)
- 40% Program Advertising Discount

ASSOCIATE PRODUCER SPONSOR -- \$5,000

- “Sponsor of the Day” acknowledged by Producer at the top of two performances (pledge by 5/1)
- Acknowledgement in 130,000 postcards & 1,000 posters (pledge by 1/31)
- Company logo with hyperlink on home page and eblasts; Logo in program and Sponsor Banner (pledge by 3/15)
- Company name listing on Volunteer Tee-shirt (pledge by 3/15)
- 8 Director Circle (reserved) tickets & 4 General Seating tickets (subject to availability)
- 2 reserved parking spaces (subject to availability)
- 30% Program Advertising Discount

ARTISTIC DIRECTOR SPONSOR -- \$3,000

- “Sponsor of the Day” acknowledged by Producer at the top of one performance (pledge by 5/1)
- Acknowledgement in 130,000 postcards & 1,000 posters (pledge by 1/31)
- Company logo in program and on Sponsor Banner (pledge by 3/15)
- 6 Director Circle (reserved) tickets & 2 General Seating tickets (subject to availability)
- 1 reserved parking space (subject to availability)
- 20% Program Advertising Discount

DESIGNER SPONSOR -- \$2,000

- Acknowledgement in 130,000 postcards & 1,000 posters (pledge by 1/31)
- Company logo in program and on Sponsor Banner (pledge by 3/15)
- 4 Director Circle (reserved) tickets & 2 General Seating tickets (subject to availability)
- 15% Program Advertising Discount

LEADING ROLE SPONSOR -- \$1,000

- Company listing in program and on Sponsor Banner (pledge by 3/15)
- 2 Director Circle (reserved) tickets & 2 General Seating tickets (subject to availability)
- 10% Program Advertising Discount



Mountain Play Outreach & Engagement Programs

Addressing barriers to participation, our outreach and engagement programs provide access to the arts, nature, and the Mountain Play experience.

- Free Opening Day general seating tickets for youth 25 and under to our 2023 production of *Into the Woods*
- *Day on the Mountain* hosts approximately 200 under-resourced and under-represented children and adults per season, providing free round-trip transportation in addition to tickets, reserved seating, box lunches, souvenir shirts, and a guided hike before the performance. Past partners have included Canal Alliance, Cedars of Marin, Drawbridge, Performing Stars of Marin, Rafael House, and West Marin Family Services.
- Senior Outreach provides a musical concert each spring, for homebound patrons at the Redwoods Retirement Community who can no longer travel to the top of the mountain.
- Arts Education program provides a free ten-week after school class for students at Davidson Middle School, culminating in a field trip to see the play. Round trip transportation, lunch, a guided hike, and tee shirts are included.
- *Play for Art's Sake* is a collaborative fundraising program that supports public school arts programs by partnering with students and local businesses to raise needed funds. Participating organizations are local schools, Kiddo!, Yes!, Can Do!, and Youth in Arts.
- Mountain Play supports the Bay Area non-profit and educational community by donating pairs of tickets to schools and non-profits for their fundraising efforts. For our 2018-2019 Season, MPA donated over 200 tickets -- a value of nearly \$10,000.
- ASL Interpretation at three performances each year accommodate our guests in the deaf and hard of hearing community.
- Shaded viewing platform for guests who use wheelchairs and a companion. We also offer a golf cart shuttle to the entrance of the amphitheatre seating area for patrons with limited mobility. These and other efforts earned recognition from the Marin Center for Independent Living.
- We share 20% of daily raffle sales income with other community nonprofits - providing them with amplification and financial support. Past partners have included Performing Stars of Marin, Integrated Community Services, and Friends of Mount Tamalpais.