

# PM&L THEATRE SPONSORSHIP PACKET

Summer 2025



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## Who We Are

1. PM&L Theatre operates as a community theatre that encourages and welcomes new talent in all roles—onstage, backstage, and in production teams.
2. Like a teaching hospital, our priority is to embrace a learning environment for everyone involved, while providing quality entertainment.
  - From the Code of Conduct agreement given to every cast or crew member.

### PM&L Volunteer Mission & Vision Statement

#### MISSION STATEMENT:

##### Who We Are

Palette, Masque and Lyre, Inc. (PM&L) is a 501(c)(3) nonprofit owned and operated by a dedicated group of volunteers who perform all functions that support local art (palette), theatre (masque), and music (lyre). We work together as a collaboration of performers, musicians, directors, artisans, and production staff. We are proud to be members of The American Association of Community Theatre and The Antioch Chamber of Commerce.

#### OUR VISION:

##### What We Believe:

PM&L believes that the arts are an integral part of everyday life that should promote curiosity, spark imagination, and encourage discovery of new and different experiences, diverse cultures, and artistic genres. We believe our community benefits from exposure to and experience with the arts as a vital source of inspiration and education.

##### Our Responsibility:

PM&L feels it is our responsibility to bring people of all cultures and backgrounds together to share a common experience and similar feelings simultaneously and to learn about experiences that are different from their own. In order to inspire and foster knowledge and appreciation of the arts, we work with pride, humility, passion, and empathy.

##### Our Commitment:

PM&L is committed to doing the work of connecting and unifying our community and broadening exposure to different beliefs through inclusion, diversity, equity, and access. Community means everyone - people from all walks of life, ages, backgrounds, races, ethnicities, national origins, genders, sexual orientation or identities, and those with and without disabilities - everyone.

## Our Impact

- **10,701 Tickets Sold in 2024** – Engaging audiences across the region.
- **~150 Subscriptions or Season Passes** for the current season - while this number is not huge, we are not seeing the steep decline in subscriptions year over year that has been reported to be standard across the industry.
- **Youth Theatre Education** – Over 100 students participate annually in StageStruck.
- **Local Business Growth** – Our patrons support restaurants, shops, and services in Antioch.
- **100+ Performance Dates in Season 63** – Expanding our reach with seven mainstage productions, a holiday show, and five youth productions.

## The Transformative Power of Theatre

PM&L Theatre is more than a stage—it's a community cornerstone that fosters creativity, education, and personal growth.

- **Inspiring the Next Generation** – Our StageStruck Youth Theatre Program provides children with the confidence, teamwork, and discipline that will serve them for a lifetime, whether they continue in theatre or take those skills into other pursuits. Many of our young performers have gone on to study theatre in college, work in the arts, or simply develop a lifelong love of storytelling.
- **Building Empathy Through Performance** – Theatre teaches people to step into someone else's shoes, fostering a deeper understanding of different perspectives and human experiences. Whether acting in a production, watching a play, or working behind the scenes, theatre encourages empathy by immersing participants in stories that challenge, inspire, and connect us to one another.
- **Bringing People Together** – Theatre is a shared experience, bringing together people from all walks of life. Whether it's a family attending a show, students learning from our educational programming, or volunteers working behind the scenes, PM&L fosters meaningful connections and strengthens the community.
- **Theatre as a Catalyst for Change** – Our productions give a voice to important stories, sparking conversations about history, diversity, mental health, and resilience. By offering sensory-friendly performances, we ensure accessibility for audience members of all needs, allowing theatre to be an inclusive and welcoming experience for everyone.
- **Supporting Economic Growth** – With every ticket sold, local businesses see a boost in patronage. Restaurants, shops, and service providers benefit from the influx of theatergoers, reinforcing PM&L's role in the economic vitality of downtown Antioch.

## Behind the Curtain: What It Takes to Bring a Show to Life

At PM&L Theatre, every production is the culmination of **months of planning, coordination, and dedication** from volunteers, staff, and artists. From securing performance rights to final curtain call and beyond, each show requires careful management of over **60 individual tasks** to ensure a professional, high-quality experience for audiences.

This is just the **business** side of mounting a production. The **creative** side—including the director’s vision, auditions, casting, blocking, memorization of lines, and character development—is more widely recognized. However, without the behind-the-scenes work, none of it would reach the stage.

### Pre-Production: Laying the Groundwork

- **Season Planning & Approval** – Titles are selected, production budgets drafted, and directors assigned.
- **Rights & Royalties** – Licensing agreements are requested and secured to ensure legal production. This occasionally leads to new titles needing to be chosen if rights for first choices are not available.
- **Artwork & Marketing Prep** – Promotional materials, show posters, and digital marketing begin months in advance in order to meet print, marketing, and on-sale date deadlines.
- **Production Team Recruitment** – Producers, Directors, designers, stage managers, and crew members are secured.
- **Audition Preparation** – Dates are chosen, submission portals go live, and casting calls are announced.

### Auditions & Casting: Building the Show’s Foundation

- **Auditions Held & Callbacks Scheduled** – Actors showcase their talents, and final selections are made.
- **Rehearsal Schedule Finalized** – A multi-week plan is created, balancing actor and crew availability.
- **Cast Introduced to Marketing** – Headshots are taken, biography blurbs collected, and promotional material creation begins.

### Rehearsals & Technical Preparation: The Heart of the Process

- **Set & Prop Construction Begins** – Volunteers bring the director’s vision to life.
- **Costume Design & Fittings** – Every character’s wardrobe is carefully designed and tailored.
- **Lighting & Sound Design Finalized** – Cues, effects, and microphone needs are programmed.
- **Social Media & Marketing Push** – “Meet the Cast” posts and behind-the-scenes features engage audiences.

### **Final Weeks Before Opening: Bringing Everything Together**

- **Final Set Touch-Ups & Safety Checks** – Ensuring all elements function safely and smoothly.
- **Dress Rehearsals & Tech Runs** – Full production runs prepare the team for a live audience.
- **Program Sent to Print & Box Office Finalized** – Ensuring promotional materials and ticketing systems are ready.

### **Performance Run: Showtime!**

- **House, Box Office, and Concessions Staff Scheduled** – Trained volunteers welcome patrons and ensure smooth check-in.
- Concession inventory managed.
- **Pre-Show Promotions & Email Blasts** – Engaging audiences throughout the run.
- **Opening Weekend Celebrations** – The cast and crew's hard work comes to life on stage.

### **Post-Show: Wrapping Up & Looking Forward**

- **Strike (Set Breakdown)** – The set is dismantled, costumes are cleaned, and props are stored.
- **Financial Reconciliation** – Final budget numbers are assessed, and any honorariums are paid.
- **Audience Feedback Collected & discussed** – Surveys provide insight for future improvements.
- **Season Reflection & Planning Begins Again** – The cycle repeats as PM&L prepares for the next production!

## Sponsorship Levels

- **Audition (\$500)** - Sponsor Lights and Sound for a play or Musical.
- **Break a Leg (\$750)** – Sponsor set design/construction for a play or musical.
- **Limelight (\$1,000)** – Sponsor PM&L special events (comedy, improv, Off Main shows).
- **Bravo (\$2,000)** – Sponsor music accompaniment for a musical.
- **Take a Bow (\$3,000)** – Sponsor costumes for a play or musical.
- **Curtain Call (\$5,000)** – Sponsor the StageStruck Youth Theatre Program (Fall/Winter).
- **Applause (\$6,000)** – Sponsor an entire run of an individual play.
- **Standing Ovation (\$8,000)** – Sponsor the StageStruck Youth Theatre Program (Summer).
- **Encore (10,000)** - Sponsor an entire run of an individual musical.
- **Corporate Naming Opportunities** – Available upon request.

## Expanded Sponsorship Options

- **\$35,000 – Full Mainstage Season Sponsor** – Be the exclusive sponsor for all seven mainstage productions in Season 63 (excludes our Christmas Show *Annie* & StageStruck youth productions). Individual show sponsorships will still be available.
- **\$50,000 – Full Season Sponsor (Mainstage + StageStruck)** – Sponsor all productions in Season 63, including *Annie* and all StageStruck youth productions for the season. Individual show sponsorships will still be available.
- **\$75,000 – Exclusive Mainstage Sponsor** – Be the **sole** sponsor of all seven Mainstage productions, Plus *Annie* and *Mean Girls High School Edition*, with no other sponsors allowed for these shows.
- **\$1,500,000 - Match Dolly Spiering** - the auditorium is named for Dolly who donated in her will. These funds were used to greatly improve the interior of the main house. Thus the Dolly Spiering Memorial Auditorium.

## Notes:

- Sponsorship rates are valid until **June 1, 2026**. After this date, prices will be adjusted to reflect increasing costs for royalties and production materials.
- Ad sales do not count as sponsorship. Even in the event of a full show or full Season sponsor we will still have ads in the program.

## Current Sponsorship Needs

We are currently seeking sponsors for:

- **Hairspray** – Our large-scale musical production closing out Season 62.
- **StageStruck Youth Programs** – *Wizard of Oz Youth Edition*, *The Addams Family Young@Part*, and *Rapunzel* this summer.
- **Next Season Sponsorships** – Secure your sponsorship before June 1 to lock in current rates.

## Show List for Season 63

**Season runs September 2025 - August 2026**

- Mean Girls High School Edition (StageStruck Production)
- Rope (Main Stage)
- Annie (Holiday show)
- StageStruck Fall Jr. Production (Title TBD) (StageStruck Production)
- Private Lives (Main Stage)
- Harvey (Main Stage)
- Mamma Mia! (Main Stage)
- Barefoot in the Park (Main Stage)
- The Odd Couple (Main Stage)
- The Odd Couple: Female Version (Main Stage)
- StageStruck Summer Jr. (Title TBD) (StageStruck Production)
- StageStruck Summer Kids (Title TBD) (StageStruck Production)
- StageStruck Summer Play (Title TBD) (StageStruck Production)



## How to Become a Sponsor

### Step 1: Contact Us

If you're ready to sponsor at one of our defined levels or would like to discuss a custom sponsorship, reach out to us to check availability and set up payment.

- Adam Armstrong, Managing Director
  - Email: [aarmstrong@pmltheatre.org](mailto:aarmstrong@pmltheatre.org)
  - Phone: 847-347-2913
  - Schedule a meeting: [calendly.com/pmlmd](https://calendly.com/pmlmd)
- Jennifer Biel Franco, Sponsorships Lead
  - Email: [jfranco@pmltheatre.org](mailto:jfranco@pmltheatre.org)

### Step 2: Confirm Sponsorship & Set Up Payment

Once you confirm your desired sponsorship level, we will guide you through setting up payment and collecting the necessary details for recognition.

### Step 3: Sponsorship Recognition & Perks

The timeline for sponsorship recognition varies based on the level chosen:

- Website Recognition – Added within one week or upon relevant pages going public, whichever occurs first. A season sponsor will appear on the full season page and any related pages.
- Individual Show Sponsors – Listed on show-specific pages. If pages are already public, updates may take up to a week; if not, sponsors will be included when pages go live.
- Printed Programs – Season sponsor recognition follows the pre-print schedule. Individual show sponsors appear in the corresponding show programs, which are finalized two weeks before opening night.

If you have any additional requests or would like a more customized sponsorship package, let us know—we are happy to discuss options to make your sponsorship work best for you!

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## Sponsorship Benefits

- Recognition in programs distributed to thousands of patrons.
  - Logo placement on our website and social media, reaching our engaged audience.
  - Verbal acknowledgment before performances, highlighting your support.
  - Complimentary tickets for your employees or clients.
  - Be a vital part of sustaining local theatre, and funding youth education
  - On-site promotional opportunities to engage directly with our audience.
  - A digital banner you may use on your website and marketing with our logo identifying you as a Sponsor.
  - We are open to discussion of other benefits that would make your sponsorship work for you. Please feel free to let us know if you have items we should consider including.
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## Audience & Community Testimonials

- I have seen several plays here over the past 30 years and have never been disappointed. Love to take friends and family for their first time. Something a little different and always amazed at how well they perform so many different type of productions - From Trip Advisor Oct 2019
- I am so impressed with this theater! We've attended most of Season 58; their shows are quality and PM&L takes risks with show selections-offering a wide genre from musicals to lesser known dramas. I love that the actors are from many different communities. We drive from Crystal Lake to attend shows here-lots of good restaurants around the theater and a free parking lot in the back too. - From Trip Advisor March 2019
- My husband and I attend shows several times per year. The theatre offers a wide selection of shows over the course of the season and ticket prices are reasonable. After the renovation which was completed a few years ago, restrooms and a concessions area are more accessible for people with limited mobility. - From Trip Advisor February 2020
- Credit the PM&L Theatre in Antioch for having the courage to excavate the underrated opus in a fully-staged format...while the intimate environment couldn't accommodate all the excesses of the multi-million-dollar original, it made extremely creative use of its space and resources. - From Chicago Concert Reviews review of Chess November 2019 by Andy Argyrakis
- My ... daughter joined stagestruck ... at 7 and fell in love with the theater. At the time, my oldest daughter was 13, and having a hard time finding herself in the world. ... I ... told my daughter, "As much as you don't want to believe me, I think you're going to find your people at the theater." ... Since then, my daughters have continued to rise up to every challenge on stage and look forward to each new season. They have made so many friendships and have felt immensely welcomed by the community there. I have watched my oldest gain confidence in herself, both on stage and off and I definitely believe her experience with the stagestruck program has been a big part of that. Thank you so much for these wonderful opportunities in our community. And actually, we had been living here for a few years but it wasn't until my children began to get involved in the theater that I finally started to feel like Antioch was our home. -

## StageStruck Parent March 2025

The Following are pulled from our Youth Theatre (StageStruck) scholarship requests over the past several years. They are not direct quotes, as we will not share names and exact wording for the private requests, however the main points and feelings come through in spite of anonymization.

- *PM&L gave my child the chance to pursue a passion for theatre, an opportunity that simply wouldn't have been possible without a scholarship.*
- *As a parent facing financial hardship, this program offered more than just an activity. It gave my child confidence, joy, and a true sense of belonging.*
- *The sense of belonging and confidence our daughter gained from PM&L has been invaluable. The scholarship support lifted a burden during a time of transition for our family.*
- *My child dreams of being on stage. Thanks to the support they received, that dream is now a reality—and their talent continues to grow.*
- *This theatre has given my child not only a creative outlet, but lifelong friendships and memories.*
- *During a difficult financial time, this theatre became a beacon of hope and creativity for our family.*
- *Scholarships helped my children find community, build confidence, and form lasting friendships through theatre.*
- *I'm incredibly grateful for a place where young artists can thrive without being limited by financial constraints.*
- *The support we received allowed both of my children to step on stage for the first time—and it certainly won't be the last.*
- *This theatre isn't just a stage. For my child, it's a second home.*

# List of events from March 2024 - March 2025

## Performance Events (March 2024 – March 2025)

- **Mainstage Productions:**

1. *The Wizard of Oz* – 3 performances (7 more in February) | March 1-3, 2024
2. *The Curious Incident of the Dog in the Night-Time* – 10 performances (including sensory-friendly) | April 12-28, 2024
3. *Bill W. and Dr. Bob* – 11 performances | May 17 - June 2, 2024
4. *Camelot* – 12 performances | June 7-30, 2024
5. *Hello, Dolly!* – 9 performances | September 6-22, 2024
6. *Out of Sight, Out of Murder* – 9 performances | October 18 - November 3, 2024
7. *The Rocky Horror Show* – 4 performances | October 25 - November 2, 2024
8. *A Christmas Carol* – 12 performances (including sensory-friendly) | December 6-22, 2024
9. *She Loves Me* – 9 performances | February 7-23, 2025
10. *Marjorie Prime* – 3 performances (6 more in April) | March 28-30, 2025

- 11. **Youth Productions (StageStruck Program):**

12. *Beauty and the Beast Jr.* – 8 performances (including sensory-friendly) | Summer 2024
13. *Finding Nemo Jr.* – 8 performances (including sensory-friendly) | Summer 2024
14. *Rainbow Fish* – 5 performances (including sensory-friendly) | Summer 2024
15. *Shrek the Musical Jr.* – 10 performances (including sensory-friendly) | January 10-19, 2025

- **Comedy & Improv:**

- Stand-Up Comedy:

1. Headliner Anthony Fuentes – March 8-9, May 11, July 20, August 16, 2024
2. Headliner Calvin Evans – January 25, 2025
3. Headliner Alex Ortiz – February 28, 2025
4. The Lyres Improv Show – July 19, August 30, November 15, 2024
5. 21 additional improv nights (open training sessions from May 2024 - March 2025)

## Special Performances & One-Night Events:

1. *Love, Loss, and What I Wore* (Cancer benefit) – March 10, 2024
2. One-Day Play (*A Midsummer Night's Dream*) – July 6, 2024 (High school-led production with 24-hour rehearsal)

## Community Events & Workshops (March 2024 – March 2025)

1. April 18, 2024 – *Ears to You* Chamber of Commerce event (host & performers)
2. May 5, 2024 – *Cinco de Shakespeare* (Shakespeare performance workshop)

3. June 15, 2024 – *Antioch Wizard Weekend* (games & prizes as a stop on the Chamber event)
4. June 22, 2024 – *Community Theatre Meetup* (hosted & co-sponsored)
5. July 4, 2024 – *Fourth of July Parade & Member Watch Party*
6. July 21, 2024 – *PM&L Annual Picnic* (social event)
7. August 10, 2024 – *Shakespeare in Modern Language* workshop
8. August 17, 2024 – *PM&L Annual Banquet*
9. September 21, 2024 – *Wine Walk* (Village event, PM&L hosted a stop)
10. September 28, 2024 – *Board Game Night*
11. September 29, 2024 – *New Member Orientation*
12. November 9, 2024 – *Board Game Night*
13. November 29, 2024 – *Thanksgiving Parade Viewing Party*
14. December 28, 2024 – *Board Game Night*
15. December 31, 2024 – *New Year's Eve Party*
16. February 22, 2025 – *Hot Chocolate Walk* (Village event, PM&L stop)
17. Monthly Fireside Chats with the Board President (open to all)

### **Other**

We also held over 25 audition nights, 400 rehearsals, 40 set build days, 30 committee meetings, 12 board meetings, and a few membership meetings and gatherings. In total, we can confidently estimate over 9500 volunteer hours in the last year.

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Thank you for taking the time to consider sponsoring PM&L Theatre!