



Expect Exceptional



Reno Little Theater

SPONSORSHIP

PACKAGE

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Development Officer

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WHO WE ARE

Our Mission

The mission of Reno Little Theater (RLT) is to create exceptional theatrical experiences that inspire, entertain, and strengthen our community through artistic engagement and collaboration.

Our Vision

To grow to be a regionally recognized leader in the theater community by inspiring and entertaining our community of artists and audience members alike. RLT aspires to ensure that every production is one that we can be proud to invite an audience to see. We aspire to create seasons that are as engaging as they are innovative by offering educational and interactive enrichment opportunities for our audience.

Our Values

We are welcoming: Reno Little Theater wants to be known for its welcoming environment for artists and patrons alike. We will create an environment where artists feel “at home” enough to do their best work. We want our patrons to feel as though they’re being greeted by old friends when they walk in the door.

We are supportive: We will nurture the artists who work with us by providing the resources and support that they need in order to be successful.

We are unexpected: We will exceed the expectations of everyone who walks through our doors by providing exceptional and memorable experiences. We will produce higher-quality art than people expect us to be capable of producing.

We are engaging: We will provide opportunities for dialogue amongst our artists and patrons. We will create shared experiences and memories. We will challenge. We will inspire. We will provoke.



90 YEARS OF HISTORY



Reno Little Theater was founded by Edwin Semenza in 1935 during the “Little Theater Movement,” in which small theaters across the United States focused on bringing creative artistry and experimental theater to their local communities. RLT is Nevada’s longest-running community theater, as well as the longest-running artistic organization in the state, and one of the longest continually producing theaters in the nation.

In 1941, RLT purchased the Dania Hall building on 7th and Sierra Street, and occupied that space for over fifty years. After 55 years producing theater at Dania Hall, the land at 7th and Sierra was purchased by the Circus Circus. RLT then found residency for several years at Hug High School’s original location.

In 2012, an entirely volunteer-run board built and opened a 99-seat black box

theater at 147 E. Pueblo Street, and in 2013, hired Melissa Taylor as the theater’s first professional staff member in over 30 years.

These milestones helped RLT become a more professional community theater. In 2016, RLT launched a multi-phase Education Program both onsite and within the community. A seating structure was purchased in 2019, increasing the theater’s capacity to 128. In 2020, RLT was forced to close its doors to public audiences for 18 months due to Covid-19, but survived to reopen and rebuild its audiences in 2021.

Today, RLT employs a staff of 8 with a combined total of 175 years working as actors, directors, technicians and designers, offering high-level artistic leadership to the organization and the community.



WHAT WE DO

Through our varied, high-quality productions, RLT serves our current subscribers and regular attendees, which consist of a diverse cross-section of the Reno/Sparks area and surrounding communities, as well as tourists visiting Reno. RLT's audiences span a range of ages (youngest audience members are 2, oldest are over 100), ethnicities, and socioeconomic backgrounds. RLT serves our community and our mission in the following ways:



Performance



RLT produces 5-6 mainstage productions per season running more than 85 performances each year. Shows are selected from a range of classics, new works, comedies, dramas, and musicals by a committee comprised of staff and community members alike. RLT has produced over 575 productions in its 90-year history!



Education Program



RLT's Education Program offers year-round programming for students ages 5-18 through classes, camps, workshops, and student productions. We also provide education guides and free tickets for select productions to Washoe County School District students.



Community Partnerships



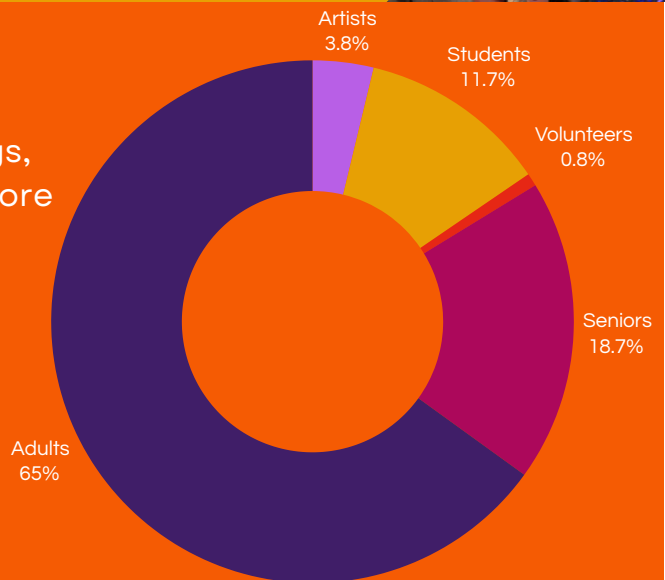
Because community representation is part of RLT's mission, we are proud to partner with local arts organizations. Our current (and longtime partners) include Latino Arte, For the Love of Jazz, Ageless Repertory Theater, Sierra Nevada Ballet, and many more!



By the Numbers

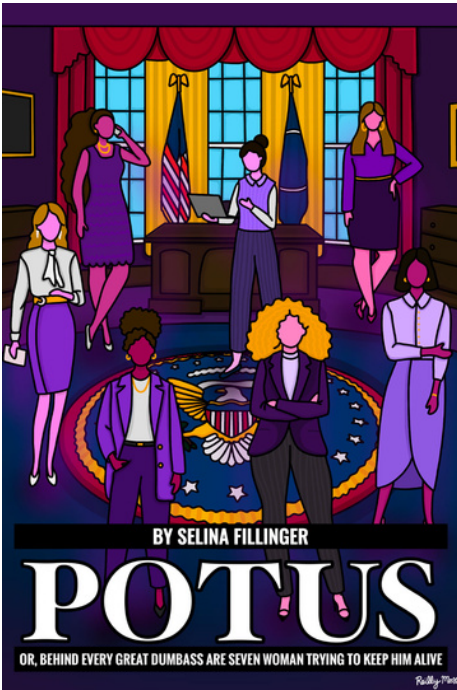
Our building is active **360 days a year** with performances, classes, rehearsals, camps, meetings, and events, and live audiences in attendance on more than **270 days** each year.

- **15,657** Community Members served FY24
 - **10,183** Adults
 - **2,929** Seniors
 - **1,832** Students
 - **590** Artists
 - **123** Volunteers



90TH SEASON

Our 90th Season presents a varied selection of productions aimed at telling diverse stories that are relevant to the lives of Northern Nevadans. Each show speaks to our audience's tastes for comedy, thrills, and spectacle, and leaves audiences with an overall message of hope and joy in an uncertain world.



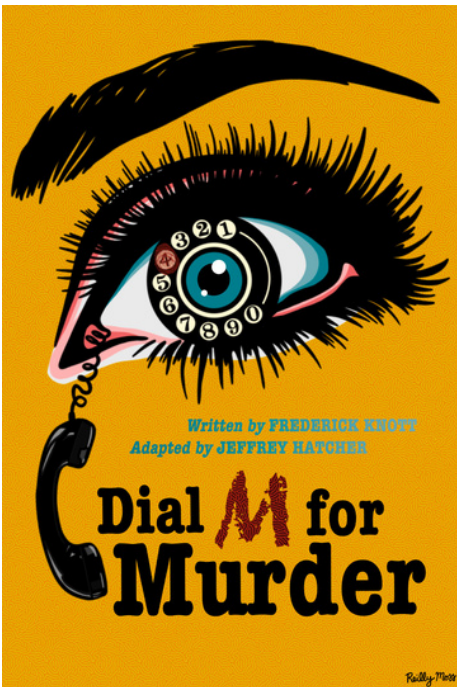
3 alternating weeks:
Sept 13th - Oct 13th, 2024



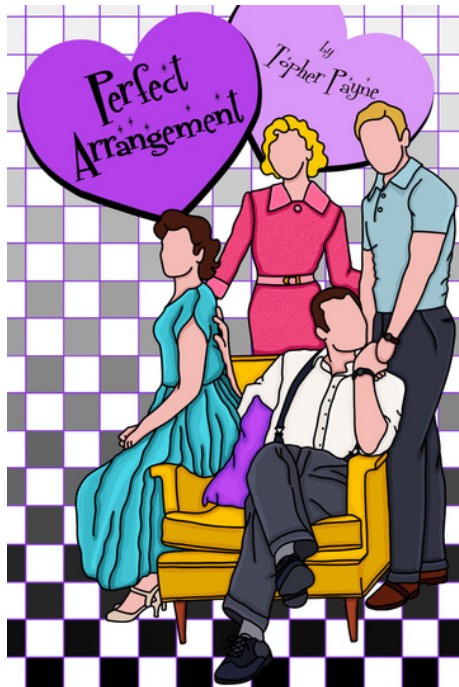
3 alternating weeks:
Sept 20th - Oct 20th, 2024



5 weeks:
Nov 15th - Dec 15th, 2024



4 weeks:
Jan 17th - Feb 9th, 2025



4 weeks:
April 11 - May 4, 2025



5 weeks:
July 11th - Aug 10th, 2025

SPONSORSHIP OPTIONS

All packages are customizable to suit your business needs!

SpotLight - \$15,000

Shine a spotlight and illuminate our whole season!

- Program Ad: full page, color, back page or front inside cover for the entire season
- Preshow announcement: "Sponsored by..."
- Brand Awareness: logo on the website, posters, programs, eblast, tickets
- 5 social media posts per each show's production run
- 10 tickets to every show during each production's first weekend
- Option to have table or informational materials in lobby during each show's production run
- Two exclusive "Company Night" pre-show receptions in lobby for 25 per season - house wine, soft drinks and show tickets provided
- Lobby Display recognition
- **Tell us how we can support your company's goals and mission!**

GhostLight - \$5,000

This light stays on the whole show, and so will you!

- Program Ad: full page, color, back inside cover
- Preshow announcement: "Sponsored by..."
- Brand Awareness: logo on website, programs, eblast, tickets
- 5 social media posts per production run
- 10 tickets redeemable for first weekend of the show
- Option to have table or informational materials in lobby during production run
- Exclusive "Company Night" pre-show reception in lobby for 25 - house wine, soft drinks and show tickets provided

HouseLight - \$2,500

Let everyone see you're sitting with them in the audience!

- Program Ad: half page, color
- Brand Awareness: website acknowledgement, programs, eblast
- 8 tickets redeemable for first weekend of the show
- Option to have a table or informational materials in the lobby during the production run

FootLight - \$1,000

From the front edge of the stage, you make our actors glimmer!

- Program Ad: half page, black and white
- Brand Awareness: website acknowledgement, programs
- 1 Facebook post per production run
- 4 tickets, redeemable the first weekend of the show

PROGRAM ADVERTISING

Mainstage Season

Advertise your business with us! Your ad will be featured in any of our mainstage production programs that are handed out to each guest before every performance, reaching thousands of Northern Nevada patrons.

90th Season & Dates			Publication Details:
Production	Deadline	Run Dates	Trim Size: 5.5 x 8.5" Live image area: 5 x 8"
POTUS*	September 3	September 13 - October 13	Submission Information: File type: .pdf, .jpg, .tif Resolution: 300dpi @ 100% Size: fill size, do not scale
Support Group for Men*	September 10	September 20 - October 20	
Ken Ludwig's The Three Musketeers	November 5	November 15 - December 15	Questions? Jessica Johnson, Development Officer jessica@renolittletheater.org
Dial M for Murder	January 7	January 17 - February 9	
Perfect Arrangement	April 1	April 11 - May 4	
Xanadu	July 1	July 11 - August 10	

*POTUS and Support Group for Men are shows running in repertory, and therefore have a run half as long as the other Mainstage Productions. Therefore, ad purchases that include POTUS and Support Group for Men will be honored at half price.

Ad Specifications

	Dimensions	1 Show	2 Shows	3 Shows	4 Shows	5 Shows*	6 Shows*
Black & White							
Quarter Page	2.5 x 3.75"	\$100	\$195	\$285	\$370	\$405	\$438
Half Page	5 x 4"	\$150	\$290	\$420	\$540	\$585	\$625
Full Page*	5.25 x 8.25"	\$200	\$390	\$570	\$750	\$828	\$900
Color							
Half Page**	5 x 4"	\$200	\$390	\$570	\$750	\$828	\$900
Full Page**	5.25 x 8.25"	\$400	\$780	\$1,140	\$1,480	\$1,620	\$1,750

*POTUS and Support Group for Men are shows running in repertory, and therefore have a run half as long as the other Mainstage Productions. Therefore, 5 and 6 show package rates have been adjusted at half price to reflect these smaller runs.

**The purchase of these ads include (2) complimentary tickets to the production your ad runs in. Tickets are valued at \$28 a piece. Run your ad for a full season and receive a total of 12 complimentary tickets - a total value of \$336



PROGRAM ADVERTISING

Broadway Our Way Youth Season

If you want your brand messaging to reach a youth and family demographic, then *Broadway Our Way* is the choice for you! Alongside our mainstage shows, our education program produces a 12-week intensive program for student actors aged 5-18 that culminates in a full-scale production of a play or musical.



BOW Season & Dates		
Production	Deadline	Run Dates
Fall BOW Musical - We Are Monsters	October 15	October 25 - 26
BOW Holiday Revue	November 25	December 7 - 15
Winter BOW Play - The Enchanted Bookshop	February 25	March 7 - 16
Spring BOW Musical - TBD	May 13	May 23 - June 1

Publication Details:

Trim Size: 5.5 x 8.5"
Live image area: 5 x 8"

Submission Information:

File type: .pdf, .jpg, .tif
Resolution: 300dpi @ 100%
Size: fill size, do not scale

Questions?

Jessica Johnson, Development Officer
jessica@renolittletheater.org

Dimensions	1 Show	2 Shows	3 Shows	4 Shows
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Black & White

Quarter Page	2.5 x 3.75"	\$50	\$95	\$140	\$170
Half Page	5 x 4"	\$75	\$145	\$210	\$270
Full Page*	5.25 x 8.25"	\$100	\$195	\$285	\$370

Color

Half Page*	5 x 4"	\$100	\$195	\$285	\$370
Full Page*	5.25 x 8.25"	\$200	\$390	\$570	\$740

*The purchase of these ads include (2) complimentary tickets to the production your ad runs in. Tickets are valued at \$15 a piece. Run your ad for a full season and receive a total of 6 complimentary tickets - a total value of \$90

PROGRAM ADVERTISING

FULL PAGE
5.25 x 8.25"

QUARTER PAGE
2.5 x 3.75"

HALF PAGE
5 x 4"

WHY PARTNER WITH US?

Brand Visibility

- Our social media outlets boast over **17,000 active followers** (and growing!)
 - **6,000** Eblast subscribers
 - **6,000+** Facebook followers
 - **2,700+** Instagram followers
 - **2,600+** Twitter/X followers

Our audience is kept up-to-date through our regular appearances in Reno News & Review and This Is Reno, as well as KNPB, KUNR, KTVN, Kolo 8, and Alice 96.5.

Direct Communication with our Audiences

Communicate your key messages to our highly-engaged audience.



Exclusive access behind-the-scenes

Entertain and engage clients, staff, and stakeholders at exclusive events and performances.

Strengthen your reputation

RLT has had strong community support throughout its 90-year history! Our most recent accolades include:

- 2024 Recipient of the **Legacy Business Award** from the City of Reno Historic Resources Commission
- Voted Reno's **Best Local Theater** in Reno News & Review's Best of Northern Nevada 2023
- Won the Silver Award for **Best Place to Volunteer**, and Bronze for **Best Arts & Culture Event** in the Best of Sierra Nevada 2023 Awards
- Recognized as a **100% Giving Board** by the Community Foundation of Western Nevada for the 13th year in a row

Strengthen your company's reputation for good corporate citizenship through this powerful community connection!



Advertisement Order Form

Company Name:	
Contact Name:	
Contact Phone:	Email:
Billing Address:	

CHOOSE YOUR PRODUCTION(S):

MAINSTAGE:

- POTUS*
- Support Group for Men*
- Ken Ludwig's The Three Musketeers
- Dial M for Murder
- Perfect Arrangement
- Xanadu

BROADWAY OUR WAY YOUTH PRODUCTIONS:

- Fall BOW Musical
- BOW Holiday Musical Revue
- BOW Winter Play
- BOW Spring Musical

**Running in repertory- offered at a reduced rate*

CUSTOMIZE YOUR AD(S):

Advertiser is responsible for creation of the ad and all costs incurred in creating the ad. Ads should be submitted as a .jpg or .pdf. Need our graphic designer to create an ad for you? It can be done for an additional fee.

For more information, please call (775) 813-8900 or email info@renolittletheater.org.

Ad Size: Quarter Page Half Page Full Page
Ad Style: B/W Full Color

TOTAL COST: \$

PAY FOR YOUR AD(S):

Payment must be received before programs are printed.

Cash/Check Enclosed
(Please make checks payable to Reno Little Theater.)

Credit Card

Credit Card #	
Expiration Date	CCV
Billing Address (if different from above)	

Signature: _____

Please Print Name: _____ Date: _____



THANK YOU!

WEBSITE

www.renolittletheater.org

EMAIL

info@renolittletheater.org

ADDRESS

147 East Pueblo Street



**BE A PART OF
HISTORY!**