



Actors Theatre of Louisville
316 West Main Street
Louisville, KY 40202

August 21, 2024

Dear Friends and Potential Sponsors:

Thank you for your commitment to Actors Theatre of Louisville in this momentous season as we honor 50 years as the State Theatre of Kentucky. We invite you to join us on October 18 for “The Dracula Ball: Van Helsing Bites Back,” a fundraising event to celebrate 50 years and sustain 50 more. This event is not only a celebration, but also a testament to our enduring legacy and commitment to the arts. Here is a preview of this exciting inaugural event that we hope you will be part of:

Doors open at 6 p.m., an hour prior to a thrilling performance of *Dracula: A Feminist Revenge Fantasy* by Kate Hamill at 7 p.m. This adaptation brings the iconic vampire story to life with a fresh, exhilarating perspective. Following the performance, the After(life) Party will bring guests an immersive celebration, featuring:

- **Vibes:** Live DJs so guests can dance the night away
- **Potions and Bites:** Selection of crafted cocktails and culinary delights
- **Magic:** Curated surprises and haunting hexes
- **Play:** Costume contest based on the theme of “Undead Utopia.” Join us dressed in your most imaginative costumes inspired by vampires, witches, trolls, goblins, Halloween fun, and more. Details to be announced about our costume contest and prizes.
- **(Fun)draising:** Sustain our mission-driven, innovative programming for another 50 years through matching gifts and donations at the event.

Supporting Actors Theatre of Louisville is at the heart of The Dracula Ball. Your contributions will help us continue to bring groundbreaking, world-class theatre, original work, community-centered programs and arts education to our (g)local community. We have included a sponsorship package and would love to discuss how your support for The Dracula Ball on October 18 will sustain Actors Theatre of Louisville for our 2024-2025 anniversary year and beyond.

Sincerely,

A handwritten signature in black ink that reads "Lee Ann Weinberg".

Lee Ann Weinberg, MBA, MSHA
Strategy and Development



www.actorstheatre.org
Actors Theatre of Louisville is a 501(c)(3)

2024-2025 SPONSORSHIPS AND SUPPORT*

*MULTI-YEAR COMMITMENTS AVAILABLE

Supporting “The Dracula Ball: Van Helsing Bites Back” on October 18, 2024 activates comprehensive annual support of Actors Theatre of Louisville through a model of trust-based philanthropy.

A VIP Sponsorship in partnership with Actors Theatre of Louisville, most importantly, sustains our mission.

AND support is also mutually beneficial, enabling brand alignment and reach to:

- 30,000 people + individuals through in-person events with Actors Theatre of Louisville
- 47,000 followers on Facebook (and growing)
- 15,000 followers on Instagram (and growing)
- 78,000 people monthly on Facebook (and growing)

BENEFITS FOR
The Dracula Ball
OCTOBER 18, 2024

SUPPORT LEVEL

ANNUAL COMMITMENT

ANNUAL BENEFITS

ENGAGE

\$1,000

- Name listed as ENGAGER recognizing donors at the \$1,000 level

- 6 tickets to the performance of *Dracula* on 10/18/24
- Table seating for 6 at The Dracula Ball
- Name recognition as sponsor of event

TRUST

\$2,500

- Name listed as TRUSTER recognizing donors at the \$2,500 level
- 2 Purple Memberships for the 2024-2025 season.

- 6 tickets to the performance of *Dracula* on 10/18/24
- VIP COVEN seating for 6 tickets at The Dracula Ball, open bar
- Name recognition as sponsor of event in print, social and earned media

BELIEVE

\$5,000

- Name listed as BELIEVER recognizing donors at the \$5,000 level
- Name/brand listed in biannual social media recognition
- 2 Purple Memberships for the 2024-2025 season.

- 6 tickets to the performance of *Dracula* on 10/18/24
- VIP COVEN seating for 6 tickets at The Dracula Ball, open bar
- Name recognition as sponsor of event in print, social and earned media

DREAM

\$10,000

- Name listed as DREAMER recognizing donors at the \$10,000 level
- Name brand listed in quarterly social media recognition AND name recognition as season sponsor prior to each performance in the 2024-2025 season
- 2 Purple Memberships for the 2024-2025 season

- 6 tickets to the performance of *Dracula* on 10/18/24
- VIP COVEN seating for 6 tickets at The Dracula Ball, open bar
- Name recognition as sponsor of event in print, social and earned media

TRANSFORM

\$15,000 to \$50,000

- Name listed as TRANSFORMER recognizing donors at the \$15,000 level and up with naming opportunities available at ATL
- Name brand listed in quarterly social media recognition AND name recognition as season sponsor prior to each performance in the 2024-2025 season
- 2 Purple Memberships for the 2024-2025 season

- 12 tickets to the performance of *Dracula* on 10/18/24
- VIP COVEN seating for 12 at The Dracula Ball, open bar
- Name recognition as sponsor of event in print, social and earned media

Actors Theatre of Louisville unlocks human potential, builds community, and enriches quality of life by engaging people in theatre that reflects the wonder and complexity of our time.

ACTORS
THEATRE OF LOUISVILLE