



TONY AWARDS WATCH PARTY

A FUNDRAISER FOR ACTORS THEATRE OF LOUISVILLE
PARTNERSHIP PROPOSAL

JUNE 8, 2025

 **ACTORS**
THEATRE OF LOUISVILLE

MISSION STATEMENT

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.

ABOUT TONY AWARD WATCH PARTY, A FUNDRAISER FOR ACTORS THEATRE OF LOUISVILLE

As the Tony Award nominations are revealed, the stage is set for a night of celebration, and Actors Theatre of Louisville is ready to roll out the red carpet. On Sunday, June 8, the Pamela Brown Auditorium will transform into the ultimate theatre-lover's dream: ATL's First Annual Tony Awards Viewing Party. It's part watch party, part fundraiser, part fever dream of every theatre kid who's ever shouted the entirety of "La Vie Bohème" in their car. And you're on the guest list!

This isn't just about watching Broadway's best take the stage. It's a full-scale theatrical experience for Louisville's most passionate theatre lovers.

WHAT TO EXPECT:

A FRONT-ROW SEAT TO BROADWAY'S BIGGEST NIGHT –

Watch the 78th Annual Tony Awards live on the big screen, surrounded by fellow theatre lovers who appreciate a good show-stopping number as much as you do.

YOUR RED CARPET MOMENT –

This is not the night for subtlety. Sequins? Always a good choice. Dramatic sleeves? The bigger, the better. Dress like you're up for Best Leading Performance—even if your last role was in a high school production of Oklahoma!

AN EXCLUSIVE FIRST LOOK AT ATL'S 2025/26 SEASON –

Be among the first to discover the bold and innovative productions coming to Actors Theatre and feel the thrill of knowing what's next before everyone else.

A REAL TONY AWARD IN YOUR HANDS –

Yes, an actual, honest-to-goodness Tony. Hold it. Pose with it. Channel your inner Viola Davis and prepare an acceptance speech just in case.

RECOGNITION AND BENEFITS

Supporting Tony Awards Watch Party, a fundraiser for Actors Theatre of Louisville, supports us year-round. A partnership, at any level below, sustains our mission. Sponsor Actors Theatre of Louisville's mission to unlock human potential, build community, and enrich quality of life by engaging people in theatre that explores the wonder and complexity of our time. When you become a sponsor, you make theatre possible.

For logo and name inclusion, sponsorship must be confirmed by 5/21.

ACTORS THEATRE OF LOUISVILLE ENGAGEMENT METRICS

- 30,000 people + individuals through in-person events
- 47,000 followers on Facebook (and growing)
- 15,500 followers on Instagram (and growing)
- 100,000 website visits in the last 12 months
- Geographic Region Served: 41 KY Counties, 34 States, 3 Countries (and growing!)

SPOTLIGHT SPONSOR

\$10,000

10 Tickets and reserved Group Seating during Tony's watch party

10 Snack Boxes and red-carpet photo

Social Media and Digital Recognition

Signage at Event with Logo and Name in high traffic areas—including logo on Ballot Challenge and Red Carpet

Commerical Break Shout-Out

ON-STAGE SPONSOR

\$5,000

7 Tickets and reserved Group Seating during Tony's watch party

7 Snack Boxes and red-carpet photo

Social Media and Digital Recognition

Commerical Break Shout-Out

CURTAIN CALL SPONSOR

\$2,500

5 Tickets and reserved Group Seating during Tony's Watch Party

5 Snack Boxes and red-carpet photo

Commerical Break Shout-Out

LIGHTS UP SPONSOR

In-Kind:
Bourbon & Silent Auction

2 Tickets

Commerical Break Shout-Out



CUSTOM PARTNERSHIP?

REACH OUT!

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Director of Development

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**WE'LL SEE YOU ON THE
RED CARPET ON JUNE 8!**