



LAKEWOOD THEATER

2023 Season Sponsorship Opportunities

“The theater is the only institution in the **WORLD** which has been dying for four thousand years and has **NEVER SUCCUMBED**. It requires tough and devoted people to keep it **ALIVE**.”

~John Steinbeck,
Once There Was a War



ABOUT US

- Longest Running Summer Theater in the Nation, since 1901
- State Theater of Maine awarded in 1967
- Continuous Leadership since 1985
- Over 1260 productions produced
- Established Young Performers Camp in 1992
- Established Adult Children's Theater Group in 1995

Entertaining, Educating and Enriching
Central Maine and Beyond

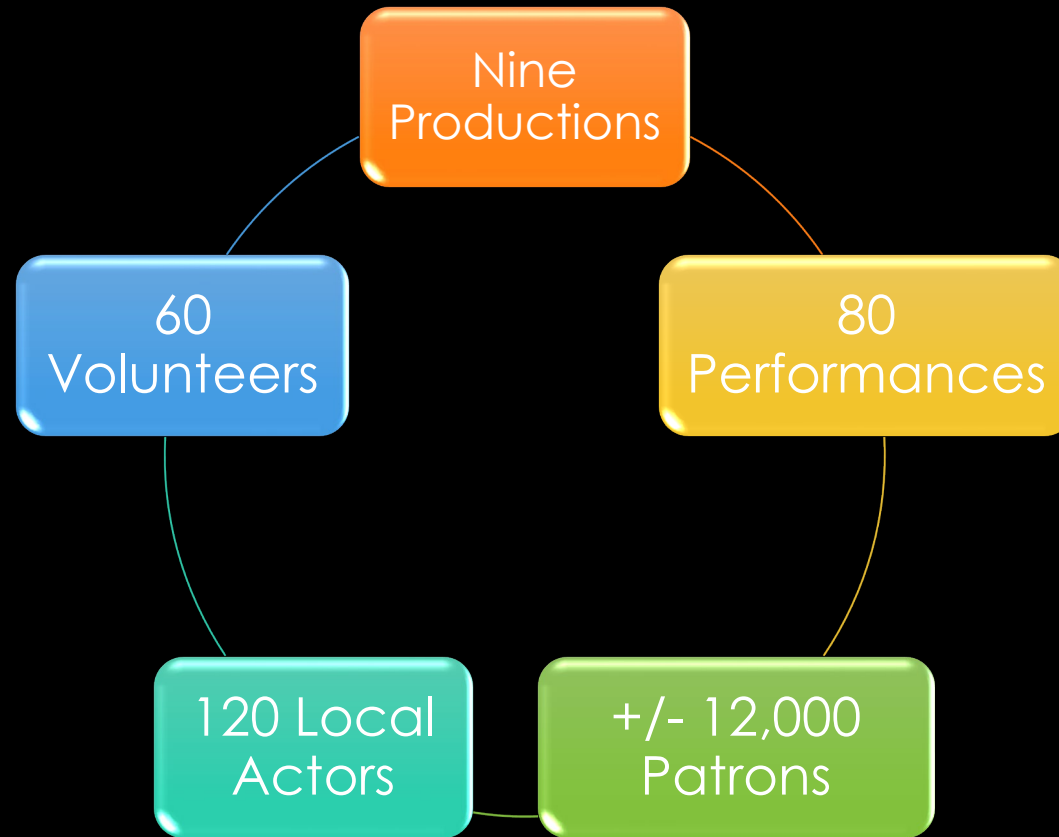


2023 SUMMER SEASON

OPENING MAY 25TH

123rd Season

SEASON HIGHLIGHTS



OUR AUDIENCE

92% of our patrons own their own home

76% of our patrons live in Maine year round

74% of our patrons are married

57% of our patrons are 35 – 54 years of age

62% of our patrons have an annual income between \$50,000 - \$150,000

OUR AUDIENCE

60% of our patrons are women

67% of our patrons have a bachelors or higher degree

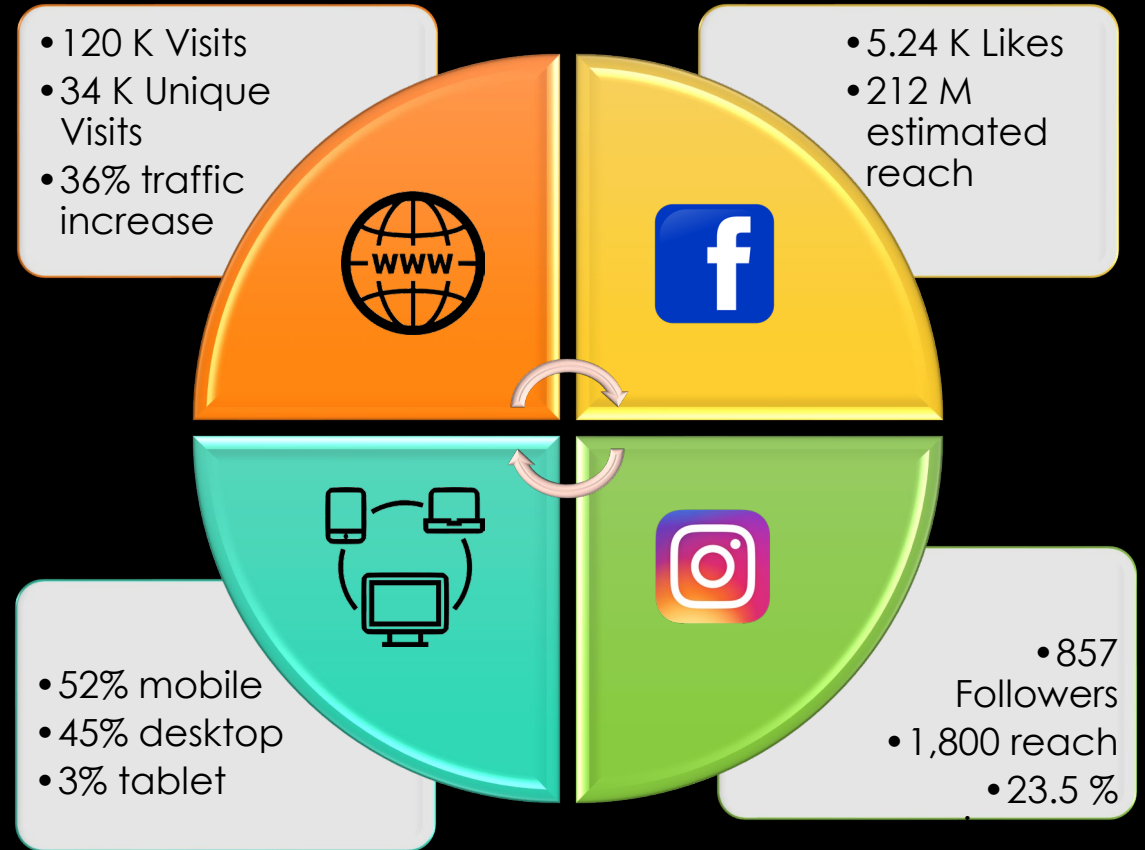
53% of our patrons have attended Lakewood for 10 + years

50% of our patrons go out to eat 2 - 4 times a week

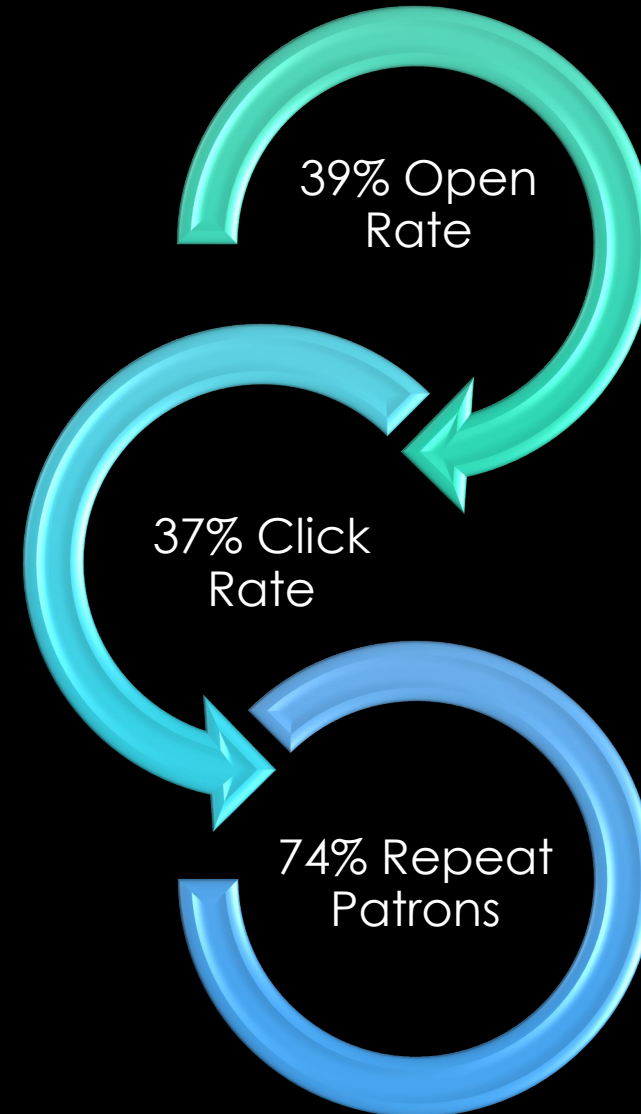
56% of patrons attend 2 -4 shows a season

SOCIAL & DIGITAL DATA

We are up 213% overall in our social media & digital engagement from 2021-2022



AUDIENCE ENGAGEMENT





WHERE DOES YOUR
MONEY GO?

COST OF A PRODUCTION

The cost of a production will vary depending on whether it is a Musical or Non-Musical

- Royalties & Rights: \$3,000 – \$7,500
- Lighting & Scenery: \$1,500 - \$2,000
- Costumes/Wigs: \$500 - \$3,000
- Musicians: \$5,000
- Choreographer: \$1,000
- Staffing: \$3,500 - \$4,500
- Playbills: \$1,300

Total Average Cost: \$9,800 - \$24,300

RENOVATIONS & IMPROVEMENTS

Here is a list of some of our major projects we have completed over the past ten years.

- Jacking & Leveling Multiple Buildings - \$45,000
- New Ceiling & Lighting Fixtures - \$5,000
- New Roofs - \$60,000
- Continuous painting of all buildings - \$10,000 (pre season)
- New Stage Lighting & Sound Equipment - \$14,500
- Renovation of Original Theater Seats - \$25,000
- Henderson House New Building - \$45,000
(Our Young Performers Camp Building)



WHY INVEST IN THE ARTS?

THE ARTS...

Unify Communities

72% of Americans believe "the arts unify our communities regardless of age, race, and ethnicity"

Improve Individual Well-Being

81% of the population are a positive experience in a troubled world

Strengthen The Economy

\$876.7 billion industry that supports 4.6 million jobs

Drive Tourism & Revenue to Local Businesses

attendees spend money on meals, parking & lodging
vital for local business's

Health & Well-Being for our Military

heal the mental, physical and moral injuries of war for servicemember and veterans who rank the creative arts therapies in the top four out of 40 interventions and treatments

Improve Academic Performances

students engaged in arts learning have higher GPA's standardized test scores, college enrollment and lower drop-out rates

Spark Creativity & Innovation

creativity is among the top five applied skills sought by business leaders

Social Impact


high concentration of the arts in a city leads to higher civic engagement, more social cohesion and lower poverty rates

Improve Healthcare

healing benefits for patients – shorter hospital stays, better pain management and less medication

Strengthen Mental Health

30 minutes of active arts activities daily can combat the ill effects of isolation and loneliness especially in association with covid-19



SPONSORSHIP OPPORTUNITIES

SEASON UNDERWRITER

4' x 6' Auditorium Sign

Fifty Complementary Tickets for the 2023 Season

Company Logo Website Placement & Engagement

Live Announcements

Dedicated Company Email Message

Featured Recognition in all Mailings

Audience & Employee Engagement

Special Playbill Recognition

Included in all Email & Media Marketing

Included in Radio Advertisements

Dinner for Six at Lakewood Inn Restaurant

Option to Purchase Tickets at Sponsorship Rate of \$19.00

\$6,000 Package

SHOW SPONSOR

Highlighted in Social Media Marketing

Twenty Complimentary Tickets

Live Announcements

Recognition in all Mailings

Company Logo Placement

Included in Email Marketing

Playbill Recognition

Audience Engagement

Live Website Link

Included in Sponsorship 'Thank you' Email

Option to Purchase Tickets at Sponsorship Rate of \$19.00

\$2,500 Package

YOUNG PERFORMERS CAMP

Sponsor a Camper

Help a local child attend our Young Performers Camp for our 2023 summer program!

\$400 Donation

Underwriter Package

Highlighted Playbill Recognition

Highlighted in Social Media Marketing

Company Logo Placement

Dedicated 'Thank you' Email & Social Media Post

Audience Engagement

Live Announcements

\$2,000 Package

Single Camp Package


Live Announcements

Playbill Recognition

Highlighted in Social Media Marketing

Featured in Email & Social Media Post

\$800 Package



ADDITIONAL OPPORTUNITIES

PLAYBILL ADVERTISEMENT

We print up to 12,000 playbills
each summer.

Your ad will be thoughtfully placed in our
playbill to ensure our audiences
will see your ad.

1/8 Page 2.375"w x 1.875"h \$200	Your support helps keep live theater in our community	Exclusive Full Color Spots!! Back Inside & Outside Cover First come, first serve, ask for availability 1/2 Page Horizontal 4.875"w x 3.875"h \$750
1/4 Page Horizontal 4.875"w x 1.875"h \$400		
Largest Size & Best Value!! 1/2 Page Horizontal 4.875"w x 3.875"h \$700		
1/4 Page Vertical 2.375"w x 3.875"h \$400		Be a part of The State Theater Of Maine
		Our Lakewood Theater Family appreciates your support!

(Sample booklet layout)

IN-KIND SERVICES ~ PERSONAL DONATIONS

By providing even a **SMALL** donation of any monetary value, a service/product you provide or your time, **YOU** will be part of a one hundred and twenty-three year long **LEGACY** to provide a **CREATIVE**, welcoming and safe space for actors and audiences alike.

Lakewood is a **UNIQUE** place, unlike any other in the **WORLD**.

Your donation of **ANY** kind is deeply needed and is **TRULY** appreciated!



ATTEND A PERFORMANCE
ENGAGE IN OUR SOCIAL MEDIA
TALK ABOUT YOUR EXPERIENCES AT LAKEWOOD
SUPPORT OTHER ART VENUES IN YOUR AREA

“I regard the theater as the greatest of all art forms, the most immediate way in which a human being can share with another the sense of what it is to be a human being”.

-Thornton Wilder



Theatre is a **WEAPON**.
for that reason, it **MUST**
be **FOUGHT** for.

-Augusto Boal

THANK YOU!

Lakewood is **unique**, **enchanting** & **timeless**.

Be **SURE** to Come Play with Us!

Katherine Quinn, VP

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...one can **never** be
"too" Lakewood!

