

# Our 2025 Season

Your commitment supports all of our 2025 Season productions. Our newest season includes audience favorites like The Hobbit and A Charlie Brown Christmas, plus two new-to-ARIEL shows, Finding Nemo Jr. and Imagine a Dragon. Sponsorships like yours allow us to purchase new licenses to expand our catalog of shows and keep things fresh and fun for our participants year after year. It also helps with new set construction, costumes, and more.



Feb 21 + 22  
Ages 5-11

NEW SHOW!



Mar 7, 8, 13, 14, 15  
Ages 8-18



May 2 + 3  
Ages 5-11

NEW SHOW!



May 9, 10, 15, 16, 17  
Ages 10-21



Jun 27 + 28  
Ages 6-18



Jul 18, 19, 24, 25, 26  
Ages 7-18



Sept 12 + 13  
Ages 5-11



Oct 3, 4, 9, 10, 11  
Ages 7 and up



Dec 5, 6, 11, 12, 13  
Ages 8-13

### Did You Know?

450-500 kids participate on stage each year at ARIEL

# Fundraising Goals

Fundraising at ARIEL supports our mission to provide quality programs that help young people lead principle-centered lives. Our enrollment fees, which we work to keep as low as possible, only cover a portion of the cost to produce each show. Fundraising - including sponsorships - is how we bridge the gap. We look forward to partnering with you to accomplish our goals as we deliver our mission to the community. Thank you for stepping into the spotlight for ARIEL.

## \$30,000

3 Season Sponsors

## \$20,000

5 Summer Sponsors

## \$9,000+

10 Production Sponsors

## \$3,750+

15 Supporting Sponsors

### Did You Know?

5,100+ costume pieces are used in ARIEL productions annually

# Sponsorship Levels

	Season \$10,000+	Summer \$4,000	Show \$900+*	Supporting \$250-\$899
<b>No. tickets Per Show Sponsored</b>	10	6	4	2 <small>(1 show of choice)</small>
<b>No. Social Media Posts</b>	3	2	1	1 <b>Group Post</b>
<b>Print Ad (All Show Programs)</b>	1/2 Page	1/4 Page	1/8 Page	<b>Group Ad</b>
<b>Emails + Marketing</b>	Email Blast + Mention in all Marketing	Mention in all Summer Marketing	Mention in Sponsored Show(s) Marketing	Mention in Year-End Marketing
<b>Logo on Posters</b>	All Posters	Summer Posters	Sponsored Production Poster(s)	
<b>In-Lobby Signage</b>	All Shows	Summer Shows	During Sponsored Production(s)	
<b>On-Stage Recognition</b>	All Shows	Summer Shows	During Sponsored Production(s)	

\* Production sponsorships range from \$900 to \$2,000 depending on the show. Please let us know if you'd like to sponsor the production of a specific show.

### Custom + In-Kind Sponsorships

Do you own or work for a business that has a "give-back" or matching donation program? Would you like to provide snacks for our summer campers? Do you have warehouse space to spare for set storage? Do you want to cover the cost of a utility bill for a year? Get creative with a custom sponsorship or in-kind donation to maximize your giving potential at ARIEL and we'll put together a custom benefit package to say "thanks!"

# Community Investment

ARIEL Theatrical is honored to be part of a community that values our core principles and the young people we serve. We welcome sponsorships of all sizes to help support our exciting season of family-friendly productions. Sponsorships help to keep our enrollment fees as low as possible, offset production expenses, and allow us to continue our outreach through programs like homeschool classes and full-day summer camps.



## Homeschool Classes

In 2024, ARIEL served 70 homeschool students from Monterey County with our daytime *The Play's the Thing* theatre classes. Participants perform a free recital at the end of each session.



## Summer Camps

ARIEL's 2024 summer camps enrolled 160 participants, provided dozens of complimentary show tickets to local youth organizations, and welcomed nearly 2,500 individuals into the audience.



## Outreach Performances

ARIEL presents morning performances for local youth each summer and provides hundreds of complimentary and reduced rate tickets to organizations including CASA, Boys & Girls Club, and Girl Scouts of America.



## Youth Leadership

The ARIEL Theatrical Youth Leadership Program is an ongoing effort that provides training and opportunities for teens to step into roles that require initiative, teamwork, responsibility, creativity, and excellence.

### Did You Know?

ARIEL uses over 3,600 props and set pieces each year

# Contact Info

ARIEL Theatrical performances, rehearsals, and classes take place in The Karen Wilson Children's Theatre on Main Street in Oldtown Salinas. Please stop by, give us a call, send us an email, or visit our website to learn more about how you can contribute to our mission and reinforce our efforts to serve the young people in our community.



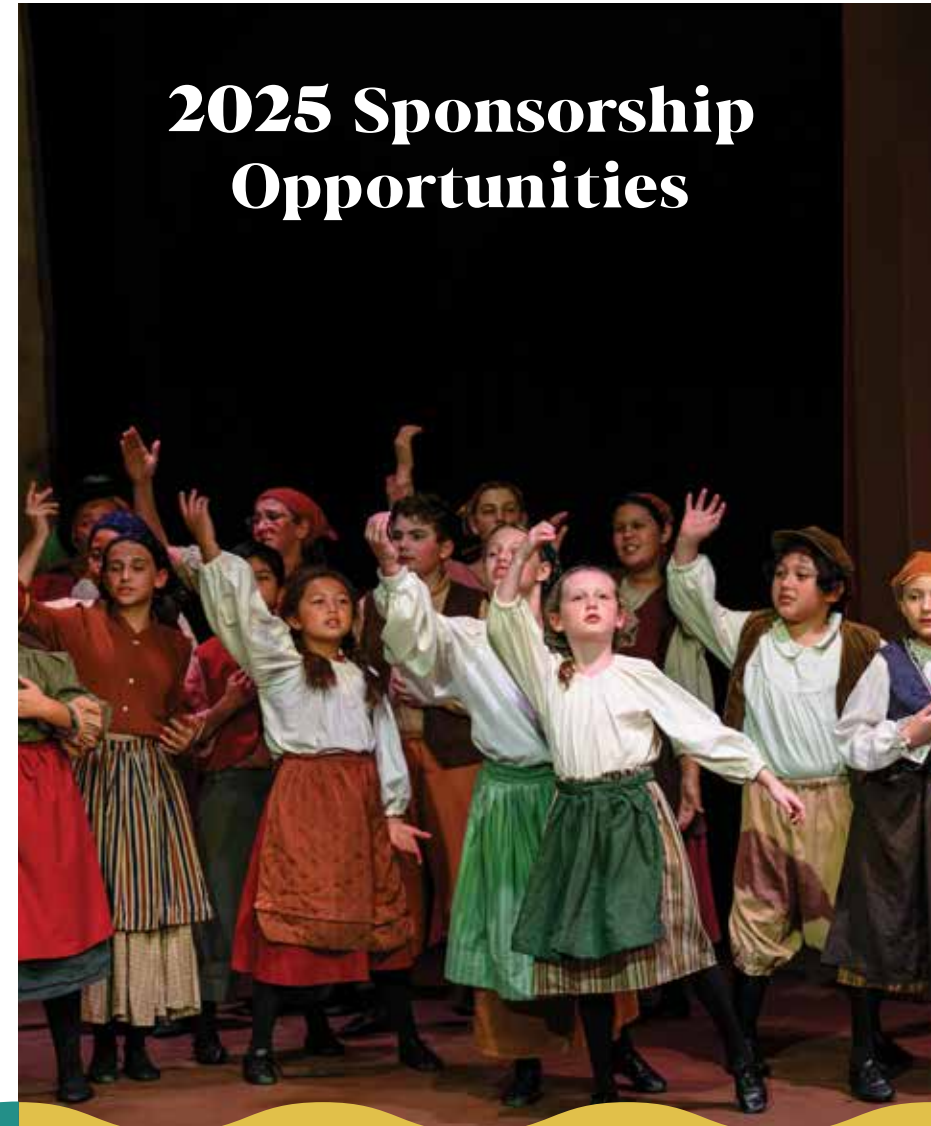
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# 2025 Sponsorship Opportunities



Committed to helping young people learn to lead principle-centered lives.

ARIEL Theatrical is a 501(c)(3) nonprofit, Tax ID #77-0237961