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Dear Community Partner:

City Lights Theater Company of San Jose is a non-profit theatre company that nourishes the Bay Area by providing innovative, exhilarating, high-quality entertainment. Founded in 1982, City Lights offers six spectacular productions each season, with an attendance of over 9,000 unduplicated individuals. The Company's intimate 108-seat venue, located in the heart of San Jose's SoFA Arts District, City Lights has garnered a reputation for offering a uniquely personal theatrical experience for its patrons. As a part of its mission, City Lights offers high-quality, award-winning productions, affordable ticket prices and employment for local artists.

City Lights receives funding from the City of San Jose; foundations such as Arts Council Silicon Valley, Silicon Valley Community Foundation, the Applied Materials Foundation, the Bob Kieve Foundation and the SanDisk Community Giving Fund; and a core of generous individuals. The Company also gratefully recognizes our current sponsors, who include Comerica Bank, US Bank, Cupertino National Bank & Trust, Pillsbury Winthrop Shaw Pittman LLP, Thoit Love Hershberger & McLean, Visiting Angels San Jose, and Empire Broadcast Corporation.

Sponsors of City Lights enjoy a major profile within a lucrative market, as well as the opportunity to create meaningful promotions that connect on a personal level to our customers. Your sponsorship will not only cement your brand in the Silicon Valley, but also create emotional ties to that brand.

Enclosed is a list of season and production sponsorship benefits. Souvenir program sponsorships, as well as special event packages, are also available. Our goal at City Lights is always to create a partnership that is mutually beneficial for both parties, and custom sponsorship packages can be created to fit your budget and marketing goals. Please review the enclosed materials and contact City Lights' Marketing & Development Manager, Amy Himes, at 408-295-4200, if you have any questions.

Sincerely,

**Lisa Mallette**  
Executive Artistic Director



## Sponsorship Benefits

City Lights is a 501-(c)3 Non-Profit Corporation.  
Sponsorships and donations are tax-deductible to the extent allowable by law.  
Souvenir program sponsorships are also available.  
For more information, please call 408-295-4200.

### \$20,000 Season Sponsor

- **Priority season-long name/ logo/ website link placement on publicity materials**, including website, postcards, lobby boards, press releases, and radio advertisements. *Total of over 50,000 impressions; \$30,000 value*
- **Priority season-long name/logo placement in Metro weekly display advertisements** (1/4 page color). *83,000 copies weekly at 1,200 sites; \$30,000 value*
- **Priority season-long name/logo placement on our lighted outdoor marquee** facing South Second Street in downtown San Jose. *10,000 impressions; \$2,500 value.*
- **Full-page season-long ad in the Souvenir Programs.** *7,500 impressions; \$2,000 value*
- **Two VIP performances** of your choice. Includes pre-show wine-and-cheese reception, priority seating (the entire house can be reserved for your group if requested) and post-show dessert and coffee with the actors. *Up to \$10,000 value.*
- **50 VIP passes** redeemable for any performance in our season, subject to availability. *\$2,000 value*

**Total Value: \$76,500**

### \$10,000 Season Co-Sponsor

- **Season-long name/logo placement in Metro weekly display advertisements** (1/4 page color). *83,000 copies weekly at 1,200 sites; \$30,000 value*
- **Season-long name/logo placement on our lighted outdoor marquee** facing South Second Street in downtown San Jose. *10,000 impressions; \$2,500 value.*
- **Full-page season-long ad in the Souvenir Programs.** *7,500 impressions; \$2,000 value*
- **One VIP performances** of your choice. Includes pre-show wine-and-cheese reception, priority seating (the entire house can be reserved for your group if requested) and post-show dessert and coffee with the actors. *Up to \$10,000 value.*
- **50 VIP passes** redeemable for any performance in our season, subject to availability. *\$2,000 value*

**Total Value: \$46,500**

### \$5,000 Production Sponsor

- **Name/ logo/ website link placement on publicity materials** during the two months promoting the featured production, including website (1,000 impressions), postcards (3,000 impressions), posters (1,000 impressions) lobby boards (1,500 impressions), press releases (200 impressions), eNewsletter (2,000 impressions). *Total of 8,700 impressions; \$5,000 value.*
- **Name/logo placement in Metro weekly display advertisements** (1/4 page color) during the months promoting the featured production. *83,000 copies weekly at 1,200 sites; \$5,000 value*
- **Full-page ad in the production's Souvenir Program.** *2,000 impressions, \$350 value*
- **25 VIP passes** redeemable for any performance night (subject to availability) *\$1,000 value*

**Total Value: \$11,350**

### \$2,500 Production Co-Sponsor

- **Name/logo placement in Metro weekly display advertisements** (1/4 page color) during the months promoting the featured production. *83,000 copies weekly at 1,200 sites; \$5,000 value*
- **Name/ website link placement in the City Lights eNewsletter** during the months promoting the featured production. (4,000 impressions) **VALUE: \$1,700**
- **Half-page ad in the production's Souvenir Program.** *2,000 impressions, \$250 value*
- **10 VIP passes** redeemable for any performance night (subject to availability) *\$400 value*

**Total Value: \$7,350**