

15th Anniversary Season 2021/2022



Corporate Sponsorship Packages

CONTACT:

Gabe Gloden
Managing Director
gabe@cardinalstage.org
812.336.7110

Cardinal Stage
3133 N Westbury Village Dr, Suite 5
Bloomington IN 47404

21/22 Sponsorships & Audience Report

Cardinal Stage is thrilled to return to in-person theatrical events for our 15th Anniversary Season. Your support is more critical than ever before this season, allowing Cardinal to make additional investments to the patron and artist experience so everyone feels safe to return to the theatre this year. Help Bloomington's professional theatre CURTAIN UP and receive some great benefits along the way.

Number of Shows:

4 Mainstage &
1 Cardinal for Kids

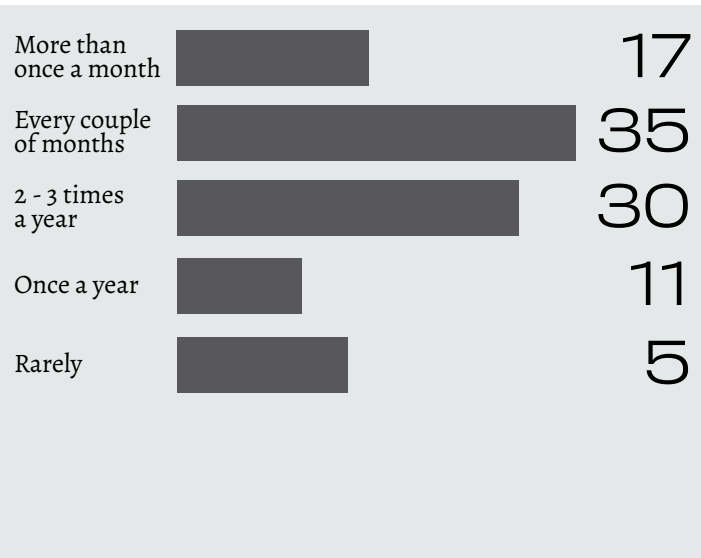
5

Total estimated attendance:

17,500

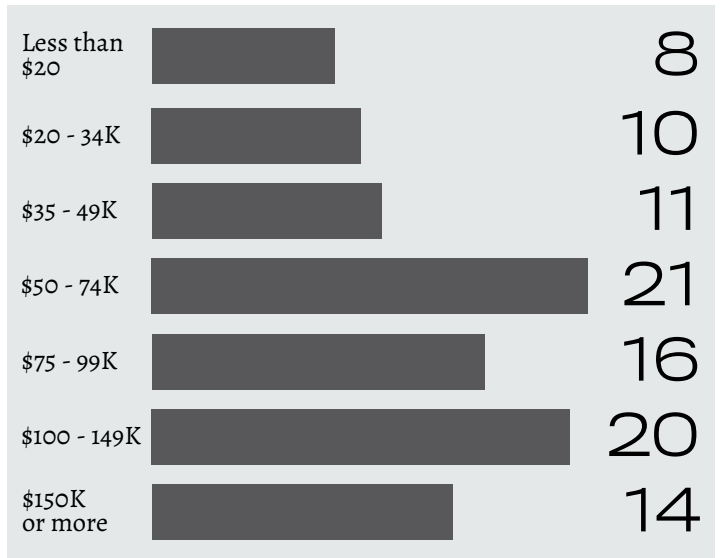
Theatre Attendance

%



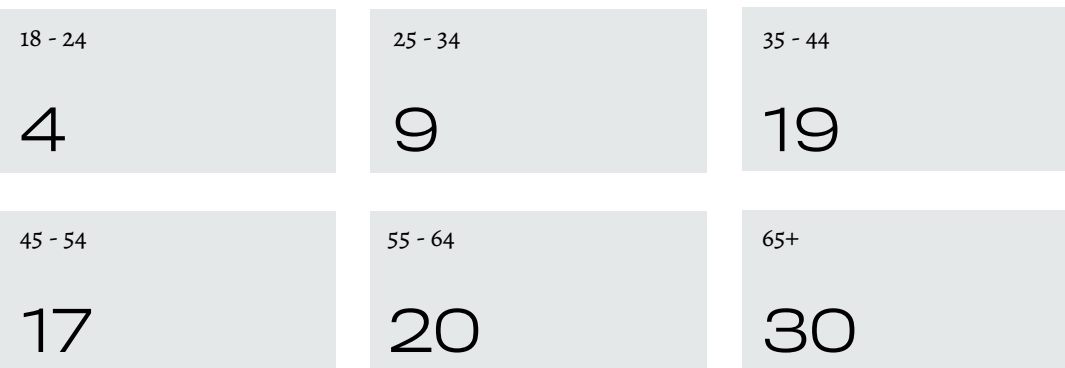
Annual Household Income

%



Age

%



Playbill Benefits

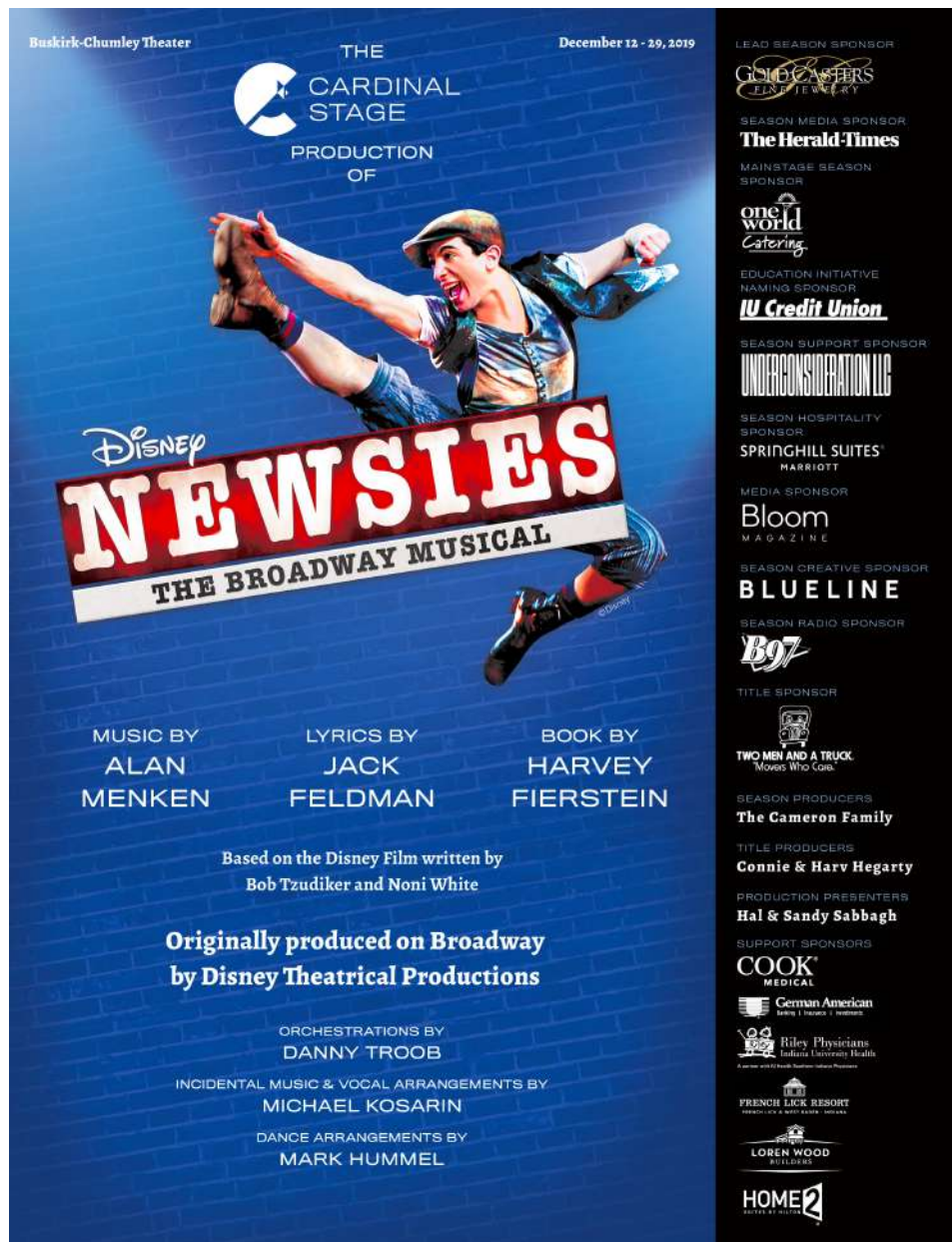
COVER

DIMENSION

8.5 x 11 inches

DETAILS

Logo size and placement varies based on sponsorship agreement.



Buskirk-Chumley Theater

December 12 - 29, 2019

THE CARDINAL STAGE
PRODUCTION OF

Disney
NEWSIES
THE BROADWAY MUSICAL

MUSIC BY ALAN MENKEN
LYRICS BY JACK FELDMAN
BOOK BY HARVEY FIERSTEIN

Based on the Disney Film written by Bob Tzudiker and Noni White

Originally produced on Broadway by Disney Theatrical Productions

ORCHESTRATIONS BY DANNY TROOB
INCIDENTAL MUSIC & VOCAL ARRANGEMENTS BY MICHAEL KOSARIN
DANCE ARRANGEMENTS BY MARK HUMMEL

LEAD SEASON SPONSOR
COOK CASTERS
SEASON MEDIA SPONSOR
The Herald-Times
MAINSTAGE SEASON SPONSOR
one world Catering
EDUCATION INITIATIVE NAMING SPONSOR
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SEASON HOSPITALITY SPONSOR
SPRINGHILL SUITES MARRIOTT
MEDIA SPONSOR
Bloom MAGAZINE
SEASON CREATIVE SPONSOR
BLUELINE
SEASON RADIO SPONSOR
B97
TITLE SPONSOR
TWO MEN AND A TRUCK "Moves Who Care."
SEASON PRODUCERS
The Cameron Family
TITLE PRODUCERS
Connie & Harv Hegarty
PRODUCTION PRESENTERS
Hal & Sandy Sabbagh
SUPPORT SPONSORS
COOK MEDICAL
German American Bank & Trust
Riley Physicians Indiana University Health
FRENCH LICK RESORT
LOREN WOOD BUILDERS
HOME 2

Playbill Advertising

SIZING

All sizes subject to change.

FULL PAGE

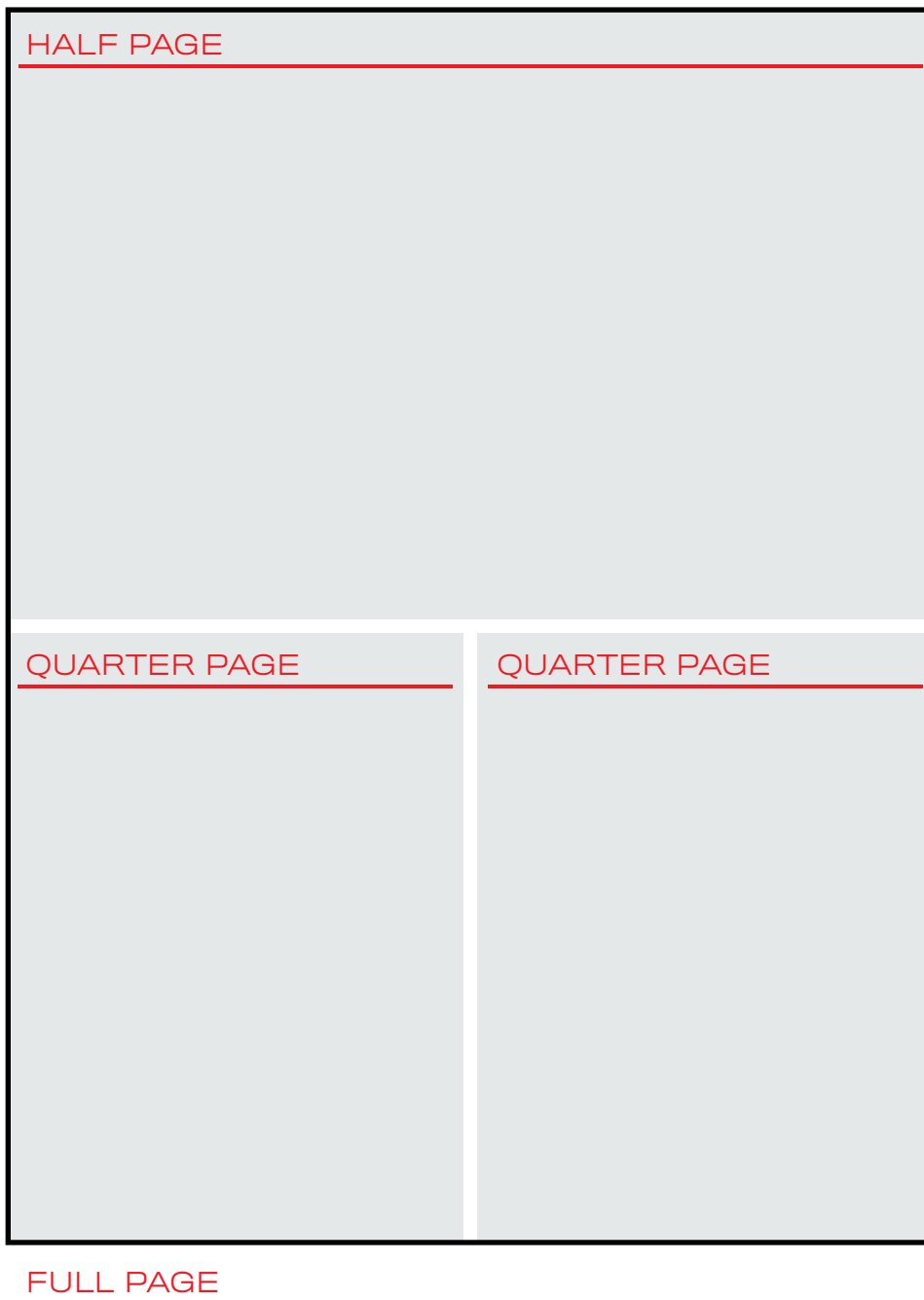
7.5" wide x 10" high (45p x 60p)

HALF PAGE

7.5" wide x 4.94" high (45p x 29.65p)

QUARTER PAGE

3.69" wide x 4.94" high (22.14p x 29.65p)



Brand Recognition

SEASON-LONG BROCHURES & RACK CARDS

BROCHURE DISTRIBUTION

2,500

RACK CARD DISTRIBUTION

6,500

SIZE

To be determined.

*Logo size and placement varies based
on sponsorship agreement.*

2019 – 2020
MAINSTAGE
SEASON

**CARDINAL
STAGE**

Become a subscriber today! CARDINALSTAGE.ORG Box Office (812) 336-9300

THE GREAT GATSBY
SEPT 5 – 22
By Simon Levy / Based on the book by F. Scott Fitzgerald
"This is indeed a grand GATSBY." — London Free Press

Holiday Musical!
AT THE BUSKIRK-CHUMLEY A BLOOMINGTON TRADITION
Disney NEWSIES
THE BROADWAY MUSICAL
DEC 12 – 29
Music by Alan Menken, Lyrics by Jack Feldman, Book by Harvey Fierstein

THE ROOMMATE
JAN 30 – FEB 16
By Jen Silverman
The Odd Couple meets Breaking Bad.

ADA AND THE ENGINE
MARCH 26 – APRIL 11
By Lauren Gunderson
Meet Ada Lovelace, the world's first computer programmer.

HEDWIG AND THE ANGRY INCH
JUNE 11 – 28
Text by John Cameron Mitchell, Music & Lyrics by Stephen Traask
The rock musical sensation makes its Bloomington premiere.

SINGLE TICKETS GO ON SALE JULY 1, 2019.
BUY ONLINE cardinalstage.org
CALL THE BOX OFFICE (812) 336-9300

THANK YOU TO OUR SEASON SPONSORS

GOLDCASTERS ELNE JEWELRY

Q&S World Catering

CV Credit Union

The Herald-Times

MALLOR | GRODNER Attorneys

BLU LINE

Bloom MADAMAS

SPRINGHILL SUITES

ARTS COUNCIL

FIAC

Additional Recognition

PRODUCTION-SPECIFIC POSTER & RACKCARD

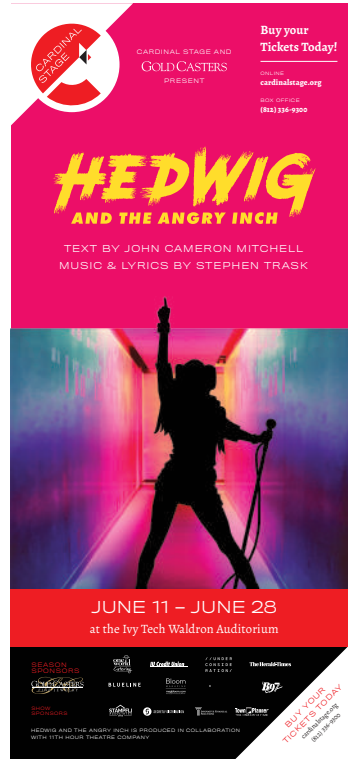
POSTER SIZE

12 x 22 inches

RACK CARD SIZE

Approximately 4 x 9 inches
(6 x 9 for Family Holiday Musical)

Logo size and placement varies based on sponsorship agreement.



ELECTRONIC COMMUNICATIONS

CORPORATE SPONSOR FOOTER

Appears at the bottom of every single Cardinal Stage email sent in the 2021-2022 Season. Logo size and placement varies based on production and sponsorship agreement.



Additional Benefits

2021 – 2022

COMPLIMENTARY TICKETS & PRIORITY ACCESS SEATING

Perfect for staff & client appreciation gifts
Access to best available seating before general public

STAGE RECOGNITION

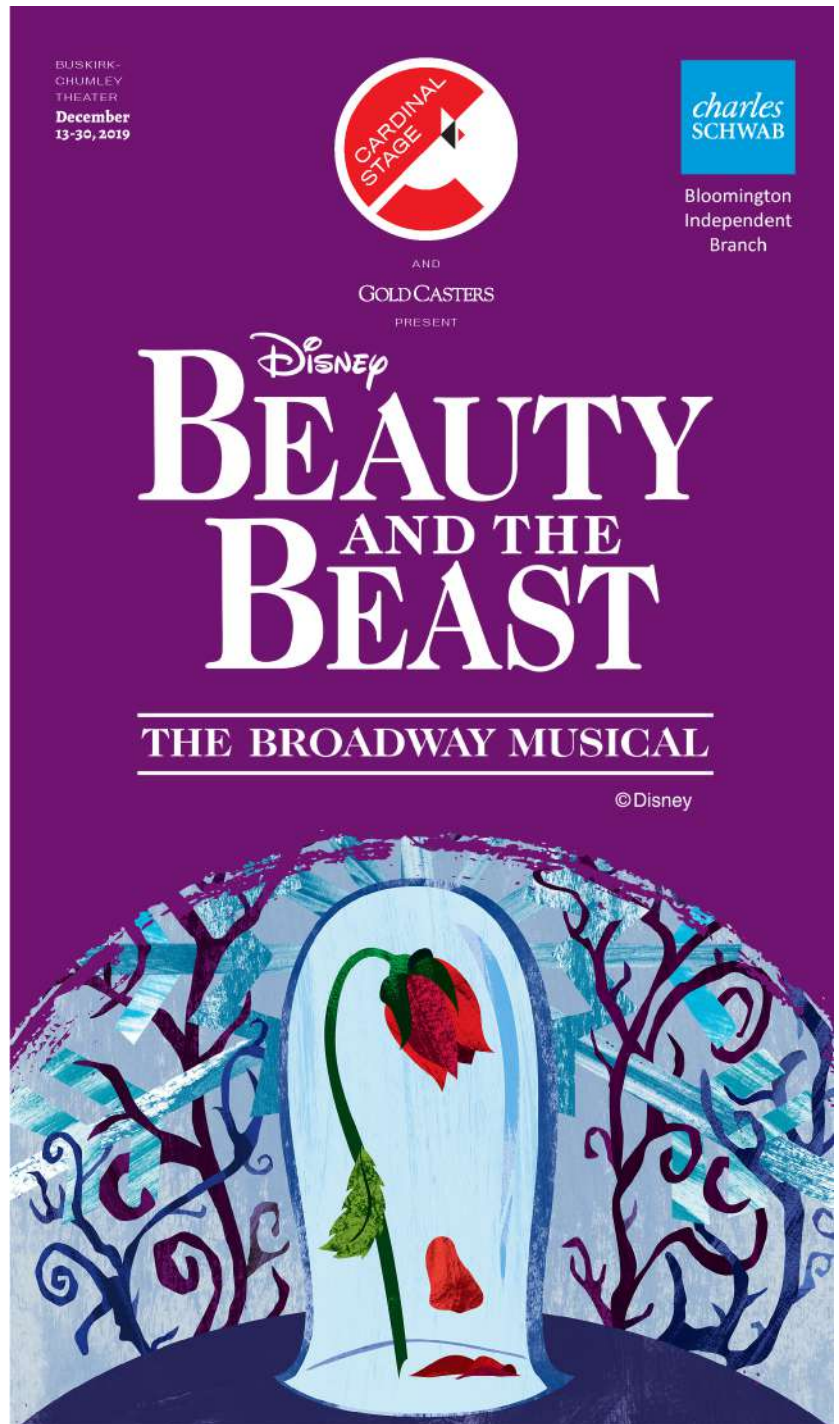
Verbal thank you and recognition from the stage to all Cardinal audiences of sponsored production

WELCOME LETTER IN PRODUCTION PLAYBILL

Opportunity to author welcome letter in front matter of playbill (Season & Title Sponsors)

ADDITIONAL CONTENT SECTION

Half-page section in sponsored production playbill to promote partnership with Cardinal Stage (Title & Black Box Level Sponsors)



Corporate Sponsorship Levels & Benefits

SHOW SPONSORSHIP & PRICING

	BENEFITS	TITLE	BLACK BOX	ORCHESTRA	MATINEE
BRAND RECOGNITION	Logo on all email blasts (12,000+ recipients/email)	●	●	●	●
	Logo on front of production playbill	●	●	●	If available
	Logo on promotional posters (250/production, 1,250/season)	●	●	●	If available
	Logo on rack cards (5,000/production, 35,000 season)	●	●	If available	If available
	Logo on large print media advertisements	●	●	If available	If available
	Logo on Cardinal Website	●	●	●	●
LOGO SIZING & PLACEMENT	Logo size on Cardinal Materials	LARGE	MEDIUM	SMALL	SMALL
	Placement of logo on Materials	PREMIUM	STANDARD	STANDARD	STANDARD
PLAYBILL ADVERTISING	Playbill Ad size (for all Mainstage shows)	FULL PAGE	HALF PAGE	HALF PAGE	HALF PAGE
PERKS & EXCLUSIVES	Complimentary tickets & priority access seating	25	15	8	4
	Welcome letter in production playbill	●	N/A	N/A	N/A
	Additional half-page content section in sponsored production playbill	●	●	N/A	N/A
	Recognition/thank you from stage throughout production	●	●	●	●
PRICING					
September 2021	Every Brilliant Thing <i>Outdoor show w/ Diane Kondrat</i>	\$5,000	\$3,500	\$1,500	N/A
December 2021	A Year with Frog & Toad <i>Holiday Family Musical</i>	\$10,000	\$7,500	\$5,000	\$2,500
Jan / Feb 2022	The Mountaintop <i>Fascinating Portrait of MLK</i>	\$5,000	\$3,500	\$1,500	N/A
March/April 2022	Ada and the Engine <i>Contemporary Drama</i>	\$5,000	\$3,500	\$1,500	N/A
June 2022	Hedwig & the Angry Inch <i>Summer Rock Musical</i>	\$7,500	\$5,000	\$3,000	\$1,500

Corporate Sponsorship Levels & Benefits

SEASON SPONSORSHIP & PRICING

	BENEFITS	LEAD SEASON SPONSOR	SEASON SUPPORTING	MAINSTAGE SHOW TITLE SPONSOR
BRAND RECOGNITION	Logo on Season brochures (2,500)	●	●	●
	Logo on Season rackcards (15,000)	●	●	●
	Logo on all email blasts (12,000+ recipients/email)	●	●	●
	Logo on front of production playbill	●	●	Sponsored production
	Logo on promotional posters (250/production, 1,250/season)	●	●	Sponsored production
	Logo on rack cards (5,000/production, 35,000 season)	●	●	Sponsored production
	Logo on large print media advertisements	●	●	Sponsored production
	Logo on Cardinal Website	Homepage & all show pages	Homepage & all show pages	Sponsored production page
LOGO SIZING & PLACEMENT	Logo size on Cardinal Materials	EXTRA LARGE	LARGE	LARGE
	Placement of logo on Materials	PREMIUM	PROMINENT	STANDARD
PLAYBILL ADVERTISING	Playbill Ad size (for all Mainstage shows)	FULL PAGE - OUTSIDE BACK COVER	FULL PAGE - INSIDE FRONT COVER	FULL PAGE
PERKS & EXCLUSIVES	Complimentary tickets & priority access seating	60	45	25
	Welcome letter in one production playbill	●		
	Company name joins Cardinal's in the "presents" title	●	N/A	N/A
	Recognition/thank you from stage throughout production	●	●	Sponsored production
	PRICING:	\$25,000	\$15,000	\$5,000 - \$10,000

Cardinal Stage 2021/2022 Season*

Family Holiday Musical

A YEAR WITH FROG & TOAD | DEC 2021

Book and Lyrics by Willie Reale and Music by Robert Reale

To celebrate our 15th Anniversary, the return of a beloved Bloomington classic at the Buskirk-Chumley Theater

Appropriate for all ages

Mainstage Series

CARDINAL OUTDOORS featuring Bloomington favorite Diane Kondrat

EVERY BRILLIANT THING | SEPT 2021

By Duncan Macmillan, with Jonny Donahoe.

A moving and funny play about everything that's worth living for.

"EVERY BRILLIANT THING finds a perfect balance between conveying the struggles of life, and celebrating all that is sweet in it."

—*The Independent (London)*.

Appropriate for ages 13 and up

A FASCINATING PORTRAIT

THE MOUNTAINTOP | JAN/FEB 2022

By Katori Hall

A gripping reimagination of events the night before the assassination of the civil rights leader Dr. Martin Luther King, Jr.

Appropriate for mature audiences

A CONTEMPORARY DRAMA

ADA AND THE ENGINE | MAR/APR 2022

By Lauren Gunderson

The inspiring story of Ada Byron Lovelace, the brilliant female mathematician recognized as the first computer programmer.

Appropriate for ages 13 and up

SUMMER ROCK MUSICAL

HEDWIG & THE ANGRY INCH | JUNE 2022

Music and lyrics by Stephen Trask | Book by John Cameron Mitchell

The modern classic Off-Broadway smash rock musical delights Bloomington audiences for the first time!

Appropriate for mature audiences

**All shows subject to change*