

MOTOWN MARDI GRAS

Brought to you by:



WEST VIRGINIA PUBLIC THEATRE

Bringing Bourbon Street to Pleasant Street

SPONSORSHIP KIT

Thursday, February 27, 2025

6 p.m - 10 p.m.

Lower Pleasant Street
121 - 137 Pleasant Street
Morgantown, WV 26501

MOTOWN MARDI GRAS

BRINGING BOURBON STREET TO PLEASANT STREET

West Virginia Public Theatre (WVPT) loves to put on a good show. Since 1986, the theatre has been doing just that on Morgantown stages. Now, we invite you to be part of the show at the inaugural Motown Mardi Gras, north central West Virginia's newest and biggest Mardi Gras party. WVPT will stage an evening of fun, entertainment and music for friends and supporters of live theatre in Morgantown.

WVPT offers audiences in West Virginia, Pennsylvania and Maryland a selection of Broadway favorites, state author productions and student competitions. These highlight innovative direction, staging, and national performers and designers who share the stage and successes with local actors and crews.

WVPT enhances the cultural environment of our region and enriches its residents with theatre that entertains and fosters diversity, equity and inclusion.

The theatre hosts as many as 4,000 students annually at its holiday school matinees. For many students, this is their first experience with live theatre; for others, it is a gateway to theatre life.

WVPT does not stand alone in this endeavor. Its growth and successes are tied to our community, our neighbors and our supporters.

Come join our party and our progress!

EVENT DETAILS

Date - Time
Thursday, February 27, 2025
6 p.m - 10 p.m.

Tickets
\$50/per person

Ticket Includes:

Swag
Mardi Gras Menu

Musical Entertainment
Photo Booth

Door Prizes
& More!

Lower Pleasant Street
121 - 137 Pleasant Street
Morgantown, WV 26501





SPONSORSHIP MEDIA EXPOSURE

WHAT DO YOU GET AS A SPONSOR?

Recognition is given to all sponsors, no matter the level! The benefits for your organization are endless! From the start of the first day of ticket sales until the end of the event and beyond, your company logo will be in front of community leaders. Along with onsite recognition, it will also appear on all marketing materials including but not limited to flyers, posters, and displays, and mentioned in media coverage and pre-event advertising.



LEAD UP EXPOSURE EVENT DAY EXPOSURE

- Website Exposure
- Social Media Exposure
- Community Promotion of the Event
- Ample Signage
- Public Address Announcements
- Social Media Exposure
- If applicable, logos displayed on specific items sponsored

EXPOSURE AFTER THE EVENT

- Follow-Up Thank You Emails
- Social Media Mentions
- Memories from Participants
- Event Memorabilia
- Event Day Photos



CURRENT SPONSORS





SPONSORSHIP OVERVIEW

The inaugural Motown Mardi Gras will impact hundreds of people in West Virginia, Pennsylvania and Maryland. It will enhance West Virginia Public Theatre's opportunities to continue developing strong theatre networks regionally and nationally.

Sponsorships will yield many brand impressions

- 300 + attendees
- 250+ tickets sold
- 50 + sponsor tickets
- 25 + volunteers and community personnel supporting the event's success and safety
- Event benefits West Virginia Public Theatre

One Million Patrons

Innovative live theatre performances have been attended by more than one million patrons.

150,000 Students

More than 150,000 grade school and middle school students have enjoyed live holiday musical performances and in-class educational activities designed to encourage their interest in theatre.

190 Broadway Quality Productions

From classical to contemporary Broadway shows to productions highlighting West Virginia authors and issues of the day, WVPT brings national talent together with local talent for quality productions with innovative direction and staging.



follow us



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wvpublictheatre.org



MOTOWN MARDI GRAS PRESENTING KING SPONSOR: \$10,000

1 Available

- Recognized on ALL event materials as Presenting Sponsor (2025 Motown Mardi Gras presented by)
- Mentions with all digital and on air advertising and interviews (2025 Motown Mardi Gras presented by)
- Logo prominently displayed on Motown Mardi Gras website homepage with link to company homepage
- 2 Full Page Ads in Digital Program
- 12 2025 Motown Mardi Gras Tickets
- 12 Signature Drink Tickets
- Opportunity to address attendees at event

MOTOWN MARDI GRAS QUEEN ENTERTAINMENT SPONSOR: \$7,500

1 Available

- Recognized on ALL event materials as Royal Court Entertainment Sponsor
- Logo displayed on Motown Mardi Gras website homepage with link to company homepage
- Signage at ALL Entertainment Stages
- 1 - Full Page Ad in Digital Program
- 1 - 1/2 Page Ad in Program
- 8 2025 Motown Mardi Gras Tickets
- 8 Signature Drink Tickets



FRENCH MARKET CATERING SPONSOR:

\$5,000

1 Available

- Banner recognition for French Market (Catering Presented by....)
- Logo displayed on Motown Mardi Gras website homepage with link to company homepage
- Logo inclusion on all digital
- 1 - Full Page Ad in Digital Program
- 1 - 1/4 Full Page Ad in Digital Program
- 8 2025 Motown Mardi Gras Tickets
- 8 Signature Drink Tickets



BOURBON STREET RECEPTION SPONSOR:

\$3,500

1 Available

- Banner recognition for Reception (Entertainment Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on all digital
- 1 - Full Page Ad in Digital Program
- 6 2025 Motown Mardi Gras Tickets
- 6 Signature Drink Tickets



JESTER'S COURT GAME SPONSOR: \$2,500

1 Available

- Signage recognition for Games Sponsor (Jester's Court Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Announcement of sponsor on Motown Mardi Gras Social
- Logo inclusion on distributed printed materials
- 1/2 Page Ad in Digital Program
- 5 2025 Motown Mardi Gras Tickets
- 5 Signature Drink Tickets



ROYAL COURT MASK CONTEST SPONSOR: \$2,500

1 Available

- Signage recognition for Games Sponsor (Jester's Court Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social
- 1/2 Page Ad in Digital Program
- 5 2025 Motown Mardi Gras Tickets
- 5 Signature Drink Tickets



CONTI STREET SILENT AUCTION SPONSOR: \$2,000

1 Available

- Signage recognition for Games Sponsor (Jester's Court Presented by....)
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social
- 1/4 Page Ad in Digital Program
- 4 2025 Motown Mardi Gras Tickets
- 4 Signature Drink Tickets



ONLINE TICKET GOLD BEAD SPONSOR: \$1,500

1 Available

- Company Logo on online distributed tickets
- Logo displayed on Motown Mardi Gras website sponsor page with link to company homepage
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social
- 1/4 Page Ad in Program
- 3 2025 Motown Mardi Gras Tickets
- 3 Signature Drink Tickets



VOLUNTEER PURPLE BEAD SPONSOR: \$1,500

1 Available

- Sign Placement at Volunteer Check-In Stations
- Logo inclusion on digital materials
- Announcement of sponsor on Motown Mardi Gras Social Media Platforms
- 1/4 Page Ad in Program
- 2 Motown Mardi Gras Tickets
- 2 Signature Drink Tickets



FRIENDS OF WVPT GREEN BEAD SPONSOR: \$500

Many Available

- Name displayed on Motown Mardi Gras website sponsor page in "Friends of WVPT" Section
- 1 Motown Mardi Gras Ticket



CUSTOM SPONSORSHIP:

Custom sponsorship opportunities available.

Call the Motown Mardi Gras Event Coordinator Jamie Summerlin at 304-826-0311 for custom sponsorship information.

2025 MOTOWN MARDI GRAS SPONSOR AGREEMENT

This agreement is by and between West Virginia Public Theatre and the below entity (hereinafter referred to as "Sponsor".) Please complete this agreement in full.

Name of Sponsor: _____

Contact Name: _____

Contact Address: _____

Phone 1: _____ Phone 2: _____

Email: _____

Website: _____

Sponsorship Level (please check)

Presenting King(\$10,000)

Entertainment Queen (\$7,500) French Market Catering (\$5,000)

Bourbon Street Reception (\$3,500) Jester's Courtyard (\$2,500)

Royal Court Mask (\$2,500) Conti Street Silent Auction (\$2,000)

Online Ticket Gold Bead (\$1,500) Volunteer Purple Bead (\$1,500)

Friends of WVPT (\$500) Custom (TBD)

Authorized Signature: _____

Date: ___/___/___ Cash Check Other

SPONSORSHIP DONATIONS ARE DUE WITHIN 15 DAYS OF SIGNATURE

Please complete contract and email to sponsor@guidoncreative.com

Please make checks payable to: **West Virginia Public Theatre**

ATTN: West Virginia Public Theatre, PO Box 6082, Morgantown, WV 26506

It is the sponsor's responsibility to provide a "vector line art" .pdf file of their logo in order to include it on marketing materials. Please send to: sponsor@guidoncreative.com with subject Motown Mardi Gras

In order to have your logo as a live link on our website, please provide your URL:

For more information, contact Jamie Summerlin at 304-826-0311