



## CHEERS TO CHAMBER “HOME IS WHERE THE ART IS” GALA CORPORATE SPONSORSHIP

The mission of Milwaukee Chamber Theatre (MCT) is to produce intimate, high-quality, professional theatrical works of literary merit that engage and challenge the audience, while employing and nurturing principally local theatre artists. A resident company in the Broadway Theatre Center, MCT partners with other arts organizations, community-based organizations, and universities to produce thought-provoking productions and innovative outreach programs on an intimate, human scale. As one of Milwaukee’s leaders in commitment to local talent, MCT provides regular employment and a stable artistic home to Milwaukee theatre professionals through a five-production performance season.

Each year, Milwaukee Chamber Theatre (MCT) celebrates the conclusion of our performance season with *Cheers to Chamber*, our signature fundraising gala, raising essential funds that support our artistic and educational programs. While unconventional, the 2020-21 season is no less worthy of celebration. We are excited to bring our audiences this special event, themed “Home Is Where the Art Is”, a virtually reimagined gala on Friday, April 30, 2021.

Home means something different to everyone these days, and even though our methods of storytelling have changed MCT is more committed than ever to fulfilling our 45-year mission of supporting local artists, bringing you inspiring and resonant stories, and using theater as the ultimate community building catalyst. Cheers to Chamber “Home Is Where the Art Is” will raise funds so MCT may continue to provide work and access to health insurance to our local artists, and continue to find new and innovative ways to bring theater to our audiences. As a non-profit theatre, MCT relies on the continued support of corporations like yours to ensure we remain one of the cultural institutions that positively contributes to the quality of life in Milwaukee. By supporting Cheers to Chamber, you are investing in the community and culture in which you, your employees, and your clients live, work, and play.

### **CORPORATE SPONSOR: \$2,500**

We invite you to support Cheers to Chamber as a corporate sponsor and share in one of the most unique fundraising events in the city. This year’s entirely virtual event will include an online auction, exclusive performances and entertainment, Goody Boxes for an at-home gala experience, and a partnership with a local restaurant for at-home dining catered specifically for the Cheers to Chamber audience. As a corporate sponsor your benefits may include:

- Ten tickets for online access to the virtual event
- Up to five Goody Boxes for a “create your own gala experience” at home the night of the event
- Verbal recognition in the virtual performance video
- Logo recognition on:
  - Electronic and Printed Invitation
  - GiveSmart Auction Website
  - Gala page of the MCT website
  - All gala-related eblasts
  - At least (1) gala-related Facebook post
  - Listing in all MCT production programs for one year following the date of the event

### **For an additional \$1,000, you may exclusively sponsor one of the following elements of this year’s event:**

- Live virtual after party streamed to the public on Facebook and YouTube
  - Additional Benefits:
    - Representative from sponsoring organization can make live remarks during the after party
    - Live video can be branded with organization’s logo
- Goody Boxes
  - Additional Benefits:
    - Sticker on the Goody Box with sponsoring organization’s logo
    - Opportunity to include a branded item in the Goody Box (must be provided to MCT by April 15, 2021)

**MILWAUKEE CHAMBER THEATRE**  
**2021 CHEERS TO CHAMBER SPONSORSHIP AGREEMENT**

Milwaukee Chamber Theatre and \_\_\_\_\_  
(Print Name of Corporation or Individual)

Hereafter known as "Sponsor," enter into this agreement freely and willingly on \_\_\_\_\_  
(Print Date)

The details of the agreement are as follows:

**The Sponsorship**

Sponsor agrees to **corporate sponsorship in the amount of \$2,500** for Milwaukee Chamber Theatre's Cheers to Chamber gala, to be held on Friday, April 30, 2021, henceforth known as "Event." Sponsor agrees to provide Milwaukee Chamber Theatre with the funds associated with this sponsorship level, and will provide Milwaukee Chamber Theatre with necessary corporate logo graphics/ad copy, etc. as requested.

**Check if Sponsor agrees to an additional \$1,000 (\$3,500 total) for one of the following:**

- Live after party
- Goody Boxes

**Credit**

In exchange for this Event sponsorship, Milwaukee Chamber Theatre agrees to the best of their ability to provide Sponsor with all of the benefits of this specific Cheers to Chamber sponsorship as detailed in the preceding pages.

**Delivery**

Sponsor agrees that the sponsorship agreement will be delivered to Milwaukee Chamber Theatre no later than March 7, 2021. Agreements accepted after that date cannot be guaranteed placement in marketing materials. Please see the attached form for Logo details. It is agreed that the sponsorship payment will be delivered to Milwaukee Chamber Theatre no later than April 1, 2021. Sponsor will receive an invoice for all payments upon receipt of this agreement.

Please make checks payable to: *Milwaukee Chamber Theatre*

Mail to: Milwaukee Chamber Theatre  
ATTN: Development Director  
PO Box 80107  
Milwaukee, WI 53208

**Relationship**

This agreement represents the only relationship between Milwaukee Chamber Theatre and Sponsor for Event. NO other relationship exists between the two entities, implied or otherwise, for the Event.

\_\_\_\_\_  
Sponsor Representative Printed Name Title

\_\_\_\_\_  
Sponsor Signature Date

\_\_\_\_\_  
Development Director — Milwaukee Chamber Theatre Date

**Sponsor Contact Info:** Email \_\_\_\_\_ Phone \_\_\_\_\_

MILWAUKEE CHAMBER THEATRE  
2021 CHEERS TO CHAMBER SPONSOR LOGO CHECKLIST

Thank you for your sponsorship in support of Milwaukee Chamber Theatre's 2021 Cheers to Chamber Gala!

The Milwaukee Chamber Theatre will need your logo for use on our website,  
in signage, and on print collateral when possible.

Please send the following information electronically to Meghan Roesner,  
Development Director at: [meghan@milwaukeechambertheatre.org](mailto:meghan@milwaukeechambertheatre.org).

Logo files—please send in JPEG, PNG or EPS format:

- One color logo
- One reverse-color logo
- One black/grayscale logo
- One white logo

In a website situation in which your logo can have a link to your website, what webpage should we link it to?

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In a situation in which your logo cannot be used, your company name will be written out in text. How would you like to be represented in text format?

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If we have any questions regarding your logo, who should we contact?

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

*For questions or additional information, please contact:*

Meghan Roesner, Development Director  
[meghan@milwaukeechambertheatre.org](mailto:meghan@milwaukeechambertheatre.org)  
414-250-8041

Milwaukee Chamber Theatre  
PO Box 80107  
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