

mm MUSICALFARE *At* SHEA'S 710 Theatre



Corporate Sponsorship 2026-2027 Season

MusicalFare Theatre invites corporate partners to join us in creating unforgettable theatrical experiences that both inspire and educate the community, and enrich your organization. Sponsorship offers meaningful benefits, from engaging your network and elevating your brand recognition, to enjoying complimentary tickets and special events - all while supporting the arts that keep Buffalo thriving. Packages may be customized, and all gifts are tax-deductible.

We'd love to start a conversation with you. Please contact the Development Team at 716-293-5079 or at development@musicalfare.com



Sponsor a Show

SPONSORSHIP LEVELS

- Full Season Sponsorship: \$20,000
- Presenting Show Sponsorship: \$7,500
- Supporting Show Sponsorship: \$5,000 or \$2,500

Customizable sponsorships for any amount are also available



AVAILABLE SHOWS

The following shows are available for sponsorship. Visit MusicalFare.com for show descriptions.

Mainstage 2026-2027

HAIR

Book and Lyrics: Gerome Ragni and James Rado

Music: Galt MacDermot

SEPTEMBER 17 - OCTOBER 4, 2026



SWEENEY TODD

Music & Lyrics: Stephen Sondheim

Book: Hugh Wheeler

OCTOBER 22 - NOVEMBER 8, 2026



FROZEN

Music & Lyrics: Kristen Anderson-Lopez and Robert Lopez

Book: Jennifer Lee

NOVEMBER 28 - DECEMBER 20, 2026



THE WEDDING SINGER

Music: Matthew Sklar

Book: Chad Beguelin, Tim Herlihy

Lyrics: Chad Beguelin

MARCH 4 - 21, 2027



BEAUTIFUL: The Carole King Musical

Words and Music: Carole King, Gerry Goffin, Barry

Mann, Cynthia Weil

Book: Douglas McGrath

May 7 - May 24, 2027



Your Support in Action

At MusicalFare Theatre, sponsorship goes beyond visibility – it creates access, fuels education, and strengthens our community through the power of live performance.

A Sponsor's Impact

Thanks to the support of our corporate partners, we have:

- Welcomed thousands of new audience members to MusicalFare.
- Expanded access through discounted and community-based ticket initiatives.
- Hosted student matinees and school partnerships, introducing young people to live theatre.
- Collaborated with local businesses and organizations to continue the efforts of revitalizing downtown Buffalo.



Expanding Access and Education

We believe theatre should be accessible to everyone, especially the next generation. Education and outreach efforts have focused on:

- Increasing our FREE invited first preview attendance from local schools, youth, and community groups. *Jesus Christ Superstar* had over 300 people in attendance!
- Talk-backs, youth nights, and tours to learn even more about the theatrical process of a musical.
- Building relationships with local schools and community groups, like BAVPA, WNY Resource Council, Buffalo Public Schools, Olean and Erie BOCES, and GLYS (Gay and Lesbian Youth Services).
- A sold-out On-School-Time performance of *Hairspray* in partnership with Shea's Education Department.
- Offering discounted or complimentary tickets to many young audience members.



26-27 Education and Outreach Goals

- Increase the number of school groups at our FREE invited preview nights for each production, spanning all ages depending on the show.
- Continue talk-backs, tours, meet & greets, and experiential opportunities to expand the knowledge of theatre.
- On-School-Time shows for *FROZEN* in partnership with Shea's Education Department.
- Cultivate new relationships with more WNY groups, while maintaining our strong current relationships.



Benefits Overview

As a show sponsor, benefits include:

- Brand visibility
- Recognition in the show program, digital and print
- Complimentary & discounted performance tickets for your employees, customers, clients, vendors, etc
- Education opportunities
- Invitations and/or complimentary tickets to special events like talkbacks, unique cabarets, season events
- Online/digital & social media marketing
- Association with WNY's leading musical theatre company

When you sponsor MusicalFare Theatre, you're not just supporting a production, you're helping create access, inspire audiences, and strengthen the cultural fabric of Western New York.

Sponsorship is not one-size-fits-all. We work closely with our partners to create experiences that align with your goals.

Your organization can:

- Entertain clients and reward employees with memorable theatre experiences
- Align your brand with arts, education, and community impact
- Unique opportunities like employee events, behind-the-scenes access, and community initiatives
- Gain meaningful visibility with a loyal and engaged audience

The arts are at the heart of a strong and connected society. Live theatre brings people together to experience stories that spark empathy, celebrate diverse cultures, and explore the full range of human emotion. It nurtures creativity, teamwork, and self-expression—while inspiring courage, compassion, and a deeper understanding of one another.

Current and Past Sponsors

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Phillips Lytle LLP

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Corporate Sponsorship Benefits

Partner with us to reach thousands of engaged, local arts patrons all season long. Use this at-a-glance view to help determine which sponsorship level is ideal for your organization.



| | \$20,000 PRESENTING SEASON SPONSOR | \$7,500 PRESENTING SHOW SPONSOR | \$5000 PLATINUM SHOW SPONSOR | \$2500 GOLD SHOW SPONSOR |
|---|---|---|--|--|
| | MAXIMUM BRAND VISIBILITY <i>Be recognized as the leading supporter seen by every audience, all season long.</i> | OWN THE PRODUCTION SPOTLIGHT <i>Position your brand as the name behind a featured show.</i> | HIGH-IMPACT VISIBILITY <i>Stand out with elevated exposure and meaningful audience engagement.</i> | BRAND PRESENCE <i>Build recognition with a loyal and growing audience.</i> |
| E-NEWSLETTER ADVERTISING (Over 7,500 e-newsletter opt-in recipients) | FEATURED ALL SEASON | FEATURED FOR SHOW | LOGO + MENTIONS | LOGO |
| COMPLIMENTARY TICKETS | 50 | 30 | 20 | 10 |
| WEBSITE (46,000 users, 182,494 page views) | SEASON PRESENTING RECOGNITION W.LOGO/LINK | SHOW PRESENTING RECOGNITION W.LOGO/LINK | TOP-TIER SHOW PLACEMENT W.LOGO/LINK | SUPPORTING PLACEMENT W.LOGO/LINK |
| LARGE SCREEN TV ADS (multiple screens seen by up to 7,000 patrons/show) | FEATURED AD AT ALL SHOWS | FEATURED AD AT SELECTED SHOW | FEATURED AD AT SELECTED SHOW | LOGO RECOGNITION |
| ADVERTISING (Including online, print & radio) | PRESENTING RECOGNITION THROUGHOUT SEASON | PRESENTING RECOGNITION FOR SELECTED SHOW | LOGO & MENTIONS | LOGO |
| PLAYBILL LISTING (Distributed to approximately 7,000 patrons/show) | PRESENTING COVER & INSIDE PLACEMENT FOR ALL SHOWS | PRESENTING COVER & INSIDE PLACEMENT FOR SELECTED SHOW | SPONSOR LEVEL LISTING ON SPONSOR PAGE | SPONSOR LEVEL LISTING ON SPONSOR PAGE |
| PRE-SHOW ANNOUNCEMENT (16 performances/show) | YES | YES | YES | YES |
| SOCIAL MEDIA MENTIONS (Facebook, Instagram, LinkedIn) | SPOTLIGHTS PLUS PRESENTING RECOGNITION | SPOTLIGHTS PLUS PRESENTING RECOGNITION | SPOTLIGHT WITH RECOGNITION | RECOGNITION |
| INVITATIONS TO SPECIAL EVENTS (Includes season announcement, donor breakfasts, and other special events) | YES | YES | YES | N/A |
| DIGITAL FRONT MARQUEE SLIDE (high-impact street-level visibility in busy downtown theatre district) | LOGO | LOGO | N/A | N/A |
| EMPLOYEE DISCOUNTED TICKETS/CODE (Special discount in addition to comp tickets) | YES | N/A | N/A | N/A |
| VIP PARKING ACCESS (Free parking at Lawley Insurance covered lot) | YES | YES | N/A | N/A |
| DIGITAL BILLBOARD (High visibility placement on Route 33) | YES | N/A | N/A | N/A |
| STUDENT AND OUTREACH EVENTS (Includes on-school-time performances, youth nights, talkbacks, and other related events) | N/A | SPONSORSHIP OF SPECIAL EVENTS RELATED TO SELECTED SHOW | N/A | N/A |

All of this information and more can be found on our website:

<https://musicalfare.com/support/sponsorship/>

